



The Future of
Storytelling for Place
Brooklyn
2018

PRESENTED BY  

November 1, 2018
Optional Studio Tours

November 2, 2018
Xlab + Chapter Mixer

Agenda

Thursday, November 1

Morning Tours

10:00am-12:00pm

Select one optional morning tour. Each tour requires a \$50.00 tour fee. Pre-registration is required as space is limited! Please note location of tour and leave ample time to travel to locations between Brooklyn and Manhattan.

Hush | heyhush.com
Brooklyn / Navy Yards

Bluecadet | bluecadet.com
Lower Manhattan / Financial District

Gallagher & Associates | gallagherdesign.com
Midtown Manhattan / Penn Station

Lunch Break

Grab a bite to eat in NYC on your own

12:00-2:00pm

Afternoon Tours

2:00-4:00pm

Select one optional afternoon tour. Each tour requires a \$50.00 tour fee. Pre-registration is required as space is limited! Please note location of tour and leave ample time to travel to locations between Brooklyn and Manhattan.

NewProject | newproject.cc
Brooklyn / Park Slope

Lorem Ipsum | loremipsumcorp.com
Chelsea / Manhattan

Blue Telescope | blue-telescope.com
Midtown Manhattan, Penn Station

Post-tour Meetup

5:00-7:00pm

Friday, November 2

Registration and Networking

8:00-9:00am

BRIC | 647 Fulton Street | Brooklyn, NY 11217

Welcome and Introductions

9:00-9:10am

Bryan Mesezaros, OpenEye Global, SEGD President, Xlab Moderator

Session 1

The State of Digital: Industry Trends and Insights from Global Experiential Leaders

9:10-10:00am

Tom Beck, SoDA (Society of Digital Agencies)

Gain insights into how experiential practices are not only harnessing technology for their project outcomes but also how technology is shaping the way they work, gather insights, and are providing new perspectives for storytelling across digital and physical user-experience platforms.

Moderated by Bryan Mesezaros, OpenEye Global

Sponsored by 22 Miles

Networking Break

10:00-10:20am

Session 2

Immersive & Interactive Storytelling: Cultural & Consumer-centric Experiences

10:20am-12:00pm

Noa Dolberg & Ariel Efron, Gallagher & Associates (New York)
Tina Rosenbaum, SET (New York)
Lillian Preston, Bluecadet (New York)
David Schwarz, Hush (Brooklyn)

Dive into the working methodologies of four New York based practices and learn how they are elevating the art of storytelling by using immersive and interactive platforms in museums, retail, and public spaces.

Moderated by David Bianciardi, AV&C

Lunch Break

12:00-1:30pm

Grab a bite to eat in Downtown Brooklyn on your own



SEGD Xlab
is held at BRIC | bricartsmedia.org
647 Fulton Street | Brooklyn, NY 11217

Friday, November 2 continued

Session 3

Global Perspectives in Storytelling: Human Connection, Empathy & Emotion

1:30-3:00pm

Abigail Honor, Lorem Ipsum (New York)
Tammuz Dubnov, Zuzor (San Diego)
Lemke Meijer, Gagarin (Reykjavik)

Learn from international experiential leaders how their practices are focusing on human factors as the key connector in how we learn and relate to each other and tell the stories that are most meaningful and matter to us all.

Moderated by Christina Lyons, FIT

Networking Break

3:00-3:20pm

Sponsored by AGI

Session 4

The Next Generation of Storytelling: Connecting People to Place

3:20-4:50pm

Ricardo Prada, Google UX (Mountain View, CA)
Amy Blackman, A Hundred Years (Los Angeles)
Jason Bruges, Jason Bruges Studio (London)

The emergence of AI, machine learning and computational technology has allowed for experiential practices to extend their capability to storytell in new and innovative ways. Let's look at what is next for storytelling and what it means for creating the meaningful spaces and places of tomorrow.

Moderated by Leslie Wolke, MapWell Studio

Session 5

Archive Dreaming: SEGD Best of Show Award 2018:

4:50-5:30pm

Refik Anadol, Refik Anadol Studio (Los Angeles)

For the second year in a row, SEG D Xlab showcases the Best of Show Honor Award. This year, Istanbul (Turkey) born and Los Angeles based Refik Anadol will share the award winning Archive Dreaming project and other work from his experiential practice in a keynote talk.

Moderated by Joe Nash, Joe Nash Studio (New York)

Sponsored by NanoLumens

Closing Comments

5:30pm

SEGD NYC Chapter Mixer

6:00-8:00pm

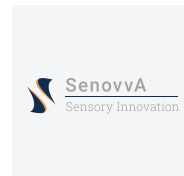
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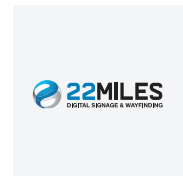
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Session 1: The State of Digital



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Session 5: Archive Dreaming
2018 SEG D Best of Show



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