

2018
SEGD
CONFERENCE
EXPERIENCE
MINNEAPOLIS
JUNE 7-9

PRESENTED BY



Academic Summit + Conference Agenda + NEXPO Directory





Agenda

Wednesday, June 6

Registration + Networking

8:00-9:00am

MCAD | Minneapolis College of Art + Design
2501 Stevens Avenue Minneapolis, MN 55404

Welcome + Introductions

Connecting Academia and Practice

9:00-9:15

Christina Lyons, FIT
Justin Molloy, SEG D

The Future of Exhibition Design

Bridging the Theory, Learning, and Practice of Exhibits

9:15-10:00am

Kathleen Meaney, Virginia Tech
Julia Ratner, Virginia Tech | *SEG D Global Design Award Winner*

Moderated by Christina Lyons, FIT

Networking Break

Connect with students, academics, and practitioners

10:00-10:30am

Telling the Story of Place through Wayfinding and Placemaking

Urban and Workplace Projects

9:15-10:00am

SEG D Global Design Award Winners
Manon Drielsma, University of Technology Sydney
Emma Jacob, University of the Arts London

Moderated by Joell Angel-Chumbley, Kolar Design

Lunch Break

Grab a bite to eat with your new friends on Eat Street (Nicollet)

11:30am-1:30pm

Sustainability and Community Consciousness

Design for Social Good

1:30-2:30pm

Neeta Verma, University of Notre Dame

SEG D Global Design Award Winners
Daisy Corso, Metropolitan State University
Shierly Veronica, Tonji University

Moderated by Jessica Barness, Kent State University

Networking Break

Connect with students, academics, and practitioners

2:30-3:00pm

New Territories for EGD Education

Curriculum and Course Models for Design Programs

3:00-4:00pm

Michael Chad Eby, Herron School of Art + Design (IUPUI)
Deborah Beardslee, Rochester Institute of Technology

Moderated by Angela Iarocci, Sheridan College

Open Dialogue

4:00-4:30pm

Save these Dates!

2019 SEG D Academic Summit

June 5, 2019 | Austin, Texas

2019 SEG D Academic Summit Call for Papers

Deadline: March 1, 2019

Agenda

All conference sessions at
Renaissance Minneapolis Hotel—The Depot
225 Third Avenue South, Minneapolis, MN 55401

Wednesday, June 6

SEGD Academic Summit

Peer Reviewed Design Research + Academic Innovation
9:00am-5:00pm

hosted by MCAD | Minneapolis College of Art + Design
2501 Stevens Avenue Minneapolis, MN 55404

Get insights into experiential graphic design academic education through a full day of sessions focused on curriculum innovation, design research and student project excellence.

Archetype Welcome Party

RSVP Required | 9611 James Avenue, S. Minneapolis, MN 55431
5:30-10:00pm

Thursday, June 7

Experience Minneapolis

Renaissance Minneapolis Hotel—The Depot
225 Third Avenue South, Minneapolis, MN 55401

Registration

Winter Garden
8:00am-5:00pm

Introductions + Welcome

Great Hall
9:00-9:30

Gary Stemler, Experience Minneapolis Co-Chair, Archetype
Gretta Fry, Experience Minneapolis Co-Chair, Gretta Renae & Co.
Bryan Meszaros, SEG D President, OpenEyeGlobal
Kris Helmick, SEG D Chapter Chair Liason, Two Twelve
Clive Roux, SEG D CEO

Welcome to Minneapolis and the annual gathering of the experiential graphic design community! Get grounded as we start our exploration of the Twin Cities as a major hub for design, innovation and human-centered experiences.



Understanding Place: Sessions

Great Hall
9:30-11:30am

Then and Now

Connecting People to Place in the Twin Cities
9:30-10:15am

Larry Millette, Journalist and Architectural Historian

Learn how Minneapolis and St. Paul's positioning in the upper Midwest along the Mississippi River led to its development as a mill city, a center of industry and a future destination for technology innovation, brand design, art and culture.

Networking Break

10:15-10:45am

Activating Fan Experiences

City, Brand and Sport
10:45-11:30am

Tanya Dreesen, Minneapolis Vikings Football

The recently completed U.S. Bank Stadium, home to the Minneapolis Vikings Football team created a new anchor point for downtown Minneapolis' urban development and community connectivity. Hear the client-side story of the stadium's development, activation and role in shaping fan experiences.

Lunch Break

On your own
11:30am-1:00pm

SEG D Chapter Chair Working Session

Charles Frost
11:30am-1:00pm

SEG D Young Designers Summit

Hiawatha Ballroom
12:00-4:00pm
Sustaining Sponsorship by Tangram, SignAgent, SNA
Lunch sponsored by ISA

Thursday, June 7 (continued)

Understanding Place: Tours

1:00-4:00pm

All tours will depart from the Rear Entry Motorcourt

SEGD's project tours have become a signature part of our annual gathering, giving you a chance to get out of the conference room and actually see our host city!

Destination Tours

Included in your conference registration.

Tour space is limited: sign up early.

- > Guthrie Theatre** | Sponsored by Walton Signs
- > Mill City Museum | Sponsored by SH Immersive
- > U.S. Bank Stadium** | Sponsored by Diversified
- > Nicollet Experience
- > Nice Ride City Bike Experience
- > Brewery by Light Rail** | Sponsored by AGI
- > 3M Innovation Center* | Transportation sponsored by Sherine

*3M Innovation Tour will be held from 2:00-5:00pm

**Indicates Sold Out

Premium Tours

Premium tours require a \$100 fee.

Tour space is limited: sign up early.

- > Target Center with Dimensional Innovations
- > Walker Sculpture Garden
- > Minneapolis Institute of Art
- > American Swedish Institute

Dinner Break

On your own

5:00-7:00pm

SEGD Chapter Chair Dinner

Soo Line Ballroom

5:00-7:00pm

sponsored by Acorn Sign Graphics and NovaPolymers

President's Reception

Winter Garden

7:00-9:00pm

sponsored by Gemini

End of programming for the day.

Friday, June 8

Registration

Winter Garden

8:00am-5:00pm

Breakfast at NEXPO

Depot Pavilion

8:00-9:00am

NEXPO

Depot Pavilion

9:00am-5:00pm

Welcome Back

Great Hall

9:00-9:15am

Learning from Practice

9:15am-12:00pm

The Learning from Practice sessions focus on key areas of design and business skills that are key to furthering your practice.

Early Collaboration for a Seamless Passenger Journey

9:15-10:00am

Alan Howell, MSP; Jeff Loesch, Alliance; Gord McTaggart, Entro

Learn how a highly integrated process between the client, architect and EGD firm is resulting in improved passenger experience strategies and setting new standards for best practice to approach comprehensive, terminal-wide signage and wayfinding program changes to MSP, the largest and busiest airport in the upper midwest.

Networking Break

10:00-10:15am

Collaborative Creativity as a Catalyst for Change

10:15-11:00am

Eric Quint, Vice President and Chief Design Officer, 3M

Organizations of larger size and complexity recognize the role of creativity and design as an opportunity to become more relevant, orchestrate brand experience and drive transformation into the future. Eric Quint will address how design can play an integral role in the synthesis of multiple functions to advance innovation, branding and business objectives for a global enterprise.

Coffee Break

11:00-11:15am sponsored by 22 Miles

Leading with Authenticity + Intention

11:15am-12:00pm

Nancy Dahl, Executive Leader

Get inspired and get the essential tools for developing the next generation of leadership that will charge the next twenty years of experiential graphic design practice. Learn strategies for how to best lead with a vision, develop passionate and synergistic teams, stay relevant and achieve your business goals.

Friday, June 8 (continued)

Lunch at NEXPO

Depot Pavilion
12:00-1:30pm

NEXPO Talks

Depot Pavilion
1:30-3:30pm

The NEXPO Talks sessions focus on innovation through short case studies led by leaders in experiential graphic design.

Session 1

1:30-2:00pm
> Material Innovation with E Ink

Session 2

2:00-2:30pm
> Connected Signage Systems with Mirtec

Session 3

2:45-3:15pm
> Interactive Experiences with Gagarin

Session 4

3:15-3:45pm
> Experiential Content with Spye

Reception and Auction for Excellence

Depot Pavilion
4:00-6:00pm
sponsored by AGI

Dinner Break

On your own
6:00-7:30pm

SEGD Minneapolis Chapter Mixer

Mill City Museum
7:30-10:00pm
sponsored by 3M, Gemini, Encompass, Chandler

Saturday, June 9

Registration

Winter Garden
8:00am-5:00pm

Announcements

Great Hall
9:00-9:15am

Keynotes

9:15-11:30am

The Keynote sessions focus on both the legacy and the future of the experiential graphic design community by highlighting innovation in design and practice.

Waynefinding: Cities, Monuments, Airports & Theme Parks

9:15-10:00am

Wayne Hunt FSEGD, Hunt Design

One of the SEG D community's most recognizable practitioners and pioneers in civic space, Wayne Hunt will share the story of his practice, which spans forty years of work that connects with people in cities, airports, national monuments and parks.

Dialogue with David Vanden-Eynden FSEGD, CVEDesign

Coffee Break

10:00-10:15am sponsored by Matthews Paint

THERE: Brands at Work, Rest & Play

10:15-10:45am

Paul Taboure & Charlie Bromley, THERE

How do brands play a part in contemporary workplace design, and what can we learn from hospitality to shape the office of the future? Learn how nuanced brand integration into contemporary workplaces can infuse a space with the spirit of a company, and discover how experiential branding can help to create more meaningful connections between employer and employee.

Data Hacked: Immersive Experiences

10:45-11:15am

Amy Blackman, CONTENTD

How can you harness the power of data and transform content, spaces and everyday experiences into something new? Learn how user insights, personas and profiles can be transformed into new stories and platforms that enable stories to break boundaries and challenge the status quo.

Dialogue with THERE + CONTENTD

11:15-11:30am
Bryan Meszaros, OpenEye Global

2019 SEG D Conference Launch

11:30am

Lunch Break

On your own
11:30-1:00pm

SEGD Chapter Chair Working Session

Charles Frost
11:30am-1:00pm

Saturday, June 9 (continued)

Design Workshops and Roundtables

1:00-3:00pm

Design Thinking: Voice Controlled Urban Experiences

Great Hall

Workshop with Jackie Colburn, Design Sprints
sponsored by PhotoWorksGroup

Design Improve: Dimensional Letterforms Experience

Hiawatha Ballroom 1

Workshop with Chank Diesel, Chank Fonts
sponsored by TFN Architectural Signage

The State of Symbols: Accessibility and Gender Identification

Hiawatha Ballroom 2

Roundtable with Mies Hora, Ultimate Symbols

Measuring Design with Financial Metrics

Hiawatha Ballroom 3

Roundtable with Soren Luckins, Buro North

Awards

3:00-7:00pm

SEGD Fellow and Achievement Awards

Great Hall

3:00-4:00pm

sponsored by DCL

The SEGD Achievement and Fellow Awards are SEGD's annual Hall of Fame. Meet the 2018 SEGD Fellow—the Poet Laureate of Experiential Graphic Design—as well as the other people and organizations leading the discipline and the SEGD community.

Reception

Winter Garden

4:00-5:30pm

SEGD Global Design Awards

Great Hall

5:30-7:00pm

sponsored by 3M

End of conference programming.

NEXPO

Friday, June 8

9:00am-5:00pm

Renaissance Minneapolis Hotel—The Depot
 225 Third Avenue South, Minneapolis, MN 55401
 Depot Pavilion



NEXPO Talks

1:30-3:45pm

Session 1

1:30-2:00pm

> Material Innovation with E Ink

Networking Break

2:30-2:45pm

Session 3

2:45-3:15pm

> Interactive Experiences with Gagarin

Session 2

2:00-2:30pm

> Connected Accessible Signage with Mirtec

Session 4

3:15-3:45pm

> Experiential Content with Spye

Thank you to our NEXPO exhibitors

- 101 DSA Phototech
- 102 Kalisign USA
- 103 Cima Network
- 106 SignAgent
- 107 Icon
- 109 EverBlock Systems
- 110 Identity Group
- 111 bo-mar Industries Custom Metal Fabrication
- 112 Metomic Corporation
- 113 SignComp
- 114 Sherine Industries
- 117 VER
- 121 Colite International
- 123 22Miles Wayfinding
- 126 APCO Signs
- 128 Andrusko Group
- 132 Asante Sign Group
- 201 Bitro Group
- 202 Moss
- 205 Matthews International
- 206 DeNyse Signs
- 209 iZone Imaging
- 210 Visix
- 211 Encompass Sign Systems
- 212 JIT Companies

- 213 3M
- 214 Direct Embed Coating Systems
- 226 Gemini
- 227 Mirtec*
- 231 Gagarin*
- 232 Imagine Displays
- 302 E Ink*
- 304 Mactac
- 305 Jet USA Corporation
- 306 Mustard Square
- 308 Gopher Sign Company
- 309 GraphTec
- 310 PhotoWorks Group
- 311 Vista System
- 312 Advance Corporation
- 313 Matthews Paint
- 316 ORAFOL Americas
- 318 Flex America
- 322 L+H Companies
- 325 Showdog Brand Handlers
- 326 bluemia
- 327 ASI Signage
- 328 Fucci & Friedman
- 331 Spye*

*indicates exhibitor presenting a NEXPO Talk

22Miles Wayfinding | #123

22miles.com
 Joey Zhao
 1595 McCarthy Blvd
 Milpitas, CA 95035
 408-933-3000 x7861
 joey@22miles.com

3M | #2013

3m.com
 Sandy Schichel Swanson
 3M Center, Bldg 0220-12-E-04
 Saint Paul, MN 55144
 651-736-3529
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Advance Corporation | #312

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 Kevin Wilson
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 Cottage Grove, MN 55123
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Andrusko Group | #128

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 Peter Andrusko
 6424N SE 122nd Avenue
 Portland, OR 97236
 503-720-2408
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Asante Sign Group | #132

asantesigngroup.com
 Laurance Monks
 137 East State Street
 Gloversville, NY 12078
 518-775-1480
 lmonks@asantesigngroup.com

APCO Sign Systems | #126

apcosigns.com
 Christopher McArthur
 388 Grant St, SE
 Atlanta, GA 30312-2227
 404-688-9000
 cmcarthur@apcosigns.com

ASI Signage | #327

asisignage.com
 Selwyn Josset
 8181 Jetstar Drive
 Dallas, TX 75063
 214-352-9140
 selwyn.josset@asisignage.com

Bitro Group | #201

bitrogroup.com
 Eddie Lee
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bluemedi | #326

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 8920 S. McKemy Street
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**bo-mar Industries
 Custom Metal Fabrication | #111**

bomarind.com
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Cima Network | #103

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Colite International | #121

colite.com
 Rich Berger
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 803-935-9073
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DeNyse Companies | #206

denyseco.com
 Amy Baillie
 4521 Industrial Access Road
 Douglasville, GA 30134
 770-942-0688
 abaillie@denyseco.com

Direct Embed Coating Systems | #214

directembedcoating.com
 Eric Koslow
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DSA Phototech | #101

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E Ink | #302

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 Pamela Snow
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 Billerica, MA 01821
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 snowp@eink.com

Encompass Sign Systems | #211

encompasssign.com
 Phil Quattrocchi
 2401 Nevada Avenue North
 Golden Valley, MN 55427
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 philq@encompasssign.com

EverBlock Systems | #109

everblocksystems.com
 Joshua Brownfield
 790 Madison Avenue, Suite 506
 New York, NY 10065
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 joshua@everblocksystems.com

Flex America | #318

flex-america.biz
 John McNair
 35 Brackett Road
 Rye, NH 03870
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 jmac12@comcast.net

Fucci & Friedman | #328

ericfucci.com
 Eric Fucci
 186 West Main Street, Suite 7
 Sayville, NY 11782
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 efucci@insurance-web.com

Gagarin | #231

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Gemini Incorporated | #226

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 kenan.hanhan@geminsignproducts.com

Gopher Sign Company | #308

msireresults.com
 Meg Voigtschild
 1310 Randolph Avenue
 Saint Paul, MN 55105
 952-854-1978
 meg@msireresults.com

GraphTec | #309

graphtecinc.com
 Blake Rogers
 6209 Windfern Road
 Houston, TX 77040
 713-690-999
 blake@graphtecinc.com

Icon | #107

iconid.com
 Vinessa Lullo
 1701 Golf Road 1-900
 Rolling Meadows, IL 60008
 847-631-3109
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Identity Group | #307

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 Cassandra Anderson
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 cassandra.anderson@identitygroup.com

Imagine Displays | #232

imaginedisplays.com
 Louie Springer
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 562-395-3696
 louie@imaginedisplays.com

iZone Imaging | #209

izoneimaging.com
 Sheryl Teetz
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Jet USA Corporation | #305

jetusa.com
 Meghan Estes
 1116 MacDade Blvd D,E & F
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 610-461-5861
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JIT Companies | #212

jitcompanies.com
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 240 Shamrock Drive, PO Box 241
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Kalish USA | #102

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 Natalia Camacho
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L+H Companies | #322

lhsigns.com
 Jennifer Richter
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Mactac | #304
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Matthews International | #205
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Matthews Paint | #313
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Mustard Square | #306
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ORAFOL Americas | #316
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PhotoWorksGroup | #310
photoworksgroup.com
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Sherine Industries | #114
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Showdog Brand Handlers | #325
showdogbrandhandlers.com
Matt Williams
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SignAgent | #106
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Vista System | #311
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2018 SEG D Silver Industry Partner
Archetype Welcome Party

Leading Sponsors



2018 SEG D Platinum Industry Partner
SEG D Global Design Awards
SEG D Minneapolis Chapter Bash



2018 SEG D Platinum Industry Partner
President's Reception
SEG D Minneapolis Chapter Bash



2018 SEG D Platinum Industry Partner
Fellow and Achievement Awards



2018 SEG D Gold Industry Partner
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2018 SEG D Gold Industry Partner
Reception and Auction for Excellence

Program and Brand Sponsors



2018 SEG D Gold Industry Partner
Conference Tote



2018 SEG D Gold Industry Partner
3M Innovation Center Transportation



2018 SEG D Silver Industry Partner
Hotel Key Cards



2018 SEG D Silver Industry Partner
Design Thinking Workshop



2018 SEG D Silver Industry Partner
Friday Coffee Break



Conference Badge and Lanyard



NEXPO Talk




NEXPO Talk




NEXPO Talk



NEXPO Talk



Chapter Chair Dinner



Chapter Chair Dinner



2018 Friend of SEG D
Academic Summit




Saturday
Coffee Break



Young Designers Summit
Lunch



Young Designers Summit



Young Designers Summit



Young Designers Summit



Guthrie Theatre



Mill City Museum








U.S. Bank Stadium







Design Improve

















Program and Brand Sponsors continued

 CHANDLER <small>DESIGN + FABRICATION</small> SEGD Minneapolis Chapter Bash	 ENCOMPASS SEGD Minneapolis Chapter Bash	 GELBERG Signs Thursday Night Room Amenity	 DESIGNTEX Friday Night Room Amenity	 NanoLumens® Conference WiFi
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 MINNEAPOLIS COLLEGE OF ART AND DESIGN Academic Summit Host	 GRETTA RENAE & CO. <small>architectural graphics & design</small> Experiential Graphics	 Imagine Displays Conference Signage	 Lumitone® 2 <small>PCL Graphics, Inc.</small> Branded Banners
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