

SEGD

WAYFINDING &
PLACEMAKING

LOS ANGELES
2018

July 19, 2018
Optional Tours + Chapter Mixer

July 20, 2018
Conference

presenting sponsors



Agenda

Thursday, July 19

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!

LA Metro Placemaking
with Lance Glover and Letitia Ivins, LA Metro Arts & Design

USC Campus Wayfinding
with Clint Woesner, Linespace

Lunch Break

Grab a bite to eat in DTLA

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!

Wilshire Grand Wayfinding | *Sponsored by Selbert Perkins Design*
with Robin Perkins FSEGD, Cheri Devlin, Selbert Perkins Design
and Mark Andreasson, DCL

ROW DTLA Placemaking
with Erin Williams, Jakub Tejchman and Brend Jacobson,
Rio Clementi Hale Studios

Dinner Break

4:00-6:00pm

Grab a bite to eat in DTLA

DTLA Digital Placemaking Experience

6:00-7:00pm

Tour requires a \$50.00 tour fee.
Pre-registration is required as space is limited!

Digital media installations by Standard Vision at Marriott L.A. Live, Metropolis, Wilshire Grand, and by SNA at Circa and L.A. Live.

SEGD LA Chapter Mixer

7:00-9:00pm

Tom's Urban | L.A. Live | *Sponsored by SNA*
1011 S. Figueroa, Los Angeles, CA 90015

Friday, July 20

Registration and Networking

JW Marriott Los Angeles L.A. Live | 2nd Floor | Plaza Meeting Room
900 West Olympic Blvd., Los Angeles, CA 90015

8:00-9:00am

Welcome + Introductions

9:00-9:10am

Session 1

Passenger Wayfinding Innovations

9:15-10:00am

Cesar Sanchez and Herbert Seevinck, Mijksenaar (New York, US)

Learn about current national and international airport trends related to wayfinding, digital airport systems, and brand building. The team from Mijksenaar will also share a case study for the in-progress master plan at Denver International Airport.

Sponsored by 22 Miles

Networking Break

10:00-10:30am

Sponsored by iZone Imaging

Session 2

Campus Wayfinding and Placemaking

10:30am-12:00pm

Clint Woesner, Linespace (LA, US) and Jon Soffa, USC (LA, US)
Kelly Kolar, Kolar Design (Cincinnati, US)

Gain new perspectives of how methodologies in campus wayfinding and placemaking strategy are evolving through case studies and learning from Linespace's ongoing work at the University of Southern California and Kolar's projects with The Ohio State University.

Sponsored by Color-Ad

Lunch Break

Grab a bite to eat at L.A. Live

12:00-1:30pm



SEGD Wayfinding & Placemaking
is held at JW Marriott Los Angeles L.A. Live
2nd Floor | Plaza Meeting Room
900 West Olympic Blvd., LA, CA 90015

Friday, July 20 continued

Session 3

Regional and Local Wayfinding and Placemaking

1:30-2:45pm

Christian Daniels, EGG Office (Los Angeles, US)
John deWolf, Form Media (Halifax, NS)

Get the latest insights into approaches in connecting with the places closest to where we live and work. Wayfinding and Placemaking practices situated in two unique and contrasting contexts, Nova Scotia, Canada and Los Angeles, California will share their project stories, what inspires them, and how they connect people to place.

Sponsored by Direct Embed

Networking Break

2:45-3:15pm

Sponsored by Rainier

Session 4

Global Methodologies for Wayfinding

3:15-4:30pm

Carlo Giannasca, Urbanite, part of Frost Collective (Sydney, AU)
Stephanie Lessmann, Endpoint (Dubai, UAE)

Learn first-hand what drives these two award winning offices' experiential graphic design practices project work in some of the most far-off places in the world.

Sponsored by PAM

Session 5

20x20: LA EGD

Five speakers, Four offices, Three generations of EGD. All LA.

4:15-5:00pm

Cody Clark, RSM Design (Pasadena, US)
Patrick Frederickson, Altitude Design (Santa Monica, US)
Eloisa Ortiz, RSM Design (Pasadena, US)
Carol Newsom, Newsom Gonzalez (Los Angeles, US)
Erin Williams, Rios Clementi Hale Studios (Los Angeles, US)

Closing Reception

5:00-7:00pm

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Session 2: Campus Wayfinding & Placemaking



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Session 3: Regional and Local Wayfinding & Placemaking



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Closing Reception



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Morning Break



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