Agenda

Wednesday, June 5

Registration + Networking
8:00-9:00am
The University of Texas at Austin

Welcome + Introductions
Connecting Academia and Practice
9:00-9:15am
Christina Lyons, SEGD Board, Academic Task Force, Chair, FIT Graduate Exhibition and Experience Design

Transforming Exhibition Design
Bridging the Theory, Learning the Practice of Exhibits
9:15-10:00am
From Model To Installation
9:15–9:30am
Cheryl Beckett, Creative Director, Minor Design
Fiona McGettigan, Associate Professor, University of Houston

Recall, Relive, Remember: The Complexity of Dementia
9:30–9:45am
Jackie Capone, LSC, FIT Graduate Exhibition and Experience Design

Moderated Dialogue With Session Panelists
9:45–10:00am
Moderated by Christina Lyons, SEGD Board, Academic Task Force, Chair, FIT Graduate Exhibition and Experience Design

Networking Break
Connect with students, academics and practitioners
10:00-10:30am

Telling the Story of Place through Wayfinding + Placemaking
Urban and Civic Projects
10:30-11:45am
SEGD Global Design Award Winners
10:30–11:00am
Encounter
Alwyn Brownewell, University of Houston
Nadia Tran, University of Houston

From the Type Up: Designing Typefaces
11:00–11:30am
Renee Alleyn, Sheridan College, Ontario

Lunch Break
Grab a bite to eat with your new friends
11:45am-1:30pm

Community Consciousness + Social Impact with Experiential Graphic Design
Design for Social Good
1:30–2:30pm
Let’s Go For A Ride: An Interactive Data Based Narrative
1:30–1:45pm
Nathaniel A. Haefner, Texas State University

A New Approach To Environmental Issues
1:45–2:00pm
Analise Mehmet, MKG, FIT Graduate Exhibition and Experience Design

Moderated Dialogue With Session Panelists
2:00–2:30pm
Moderated by Renee Alleyn, Sheridan College, Ontario

Networking Break
Connect with students, academics and practitioners
2:30-3:00pm

New Territories for Experiential Graphic Design Education
Curriculum and Course Models for Design Programs
3:00-4:00pm
Teaching 3D to 2D People
3:00–3:15pm
Wayne Hunt, Principal, Hunt Design

How Can Speculative Design Shift the Paradigm with Research?
3:15–3:30pm
Michele Washington, FIT Graduate Exhibition and Experience Design

Experiential Learning Through eWaste Constraints
3:30–3:45pm
James Pierce, Belmont University, Nashville, TN

Moderated Dialogue With Session Panelists
3:45–4:00pm
Moderated by Joell Angel-Chumbley, Design Manager, Kolar Design

Open Dialogue
4:00-4:30pm

Save these Dates!
2020 SEGD Academic Summit | June 10, 2020 | Portland, Oregon
2020 SEGD Academic Summit Call for Papers Deadline: March 1, 2020
Agenda

Wednesday, June 5

SEGD Academic Summit
Peer Reviewed Design Research + Academic Innovation +
Student Design Excellence

8:00am-4:30pm

Hosted by University of Texas at Austin
College of Liberal Arts
116 Inner Campus Dr, Austin, TX 78712

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

Christina Lyons, SEGD Board, Academic Task Force, Chair, FIT Graduate Exhibition and Experience Design
sponsored by Designtex

Archetype Welcome Party
6:00-10:00pm
RSVP Required | Hangar Lounge, 318 Colorado St, Austin, TX 78701

Thursday, June 6

Experience Austin
Fairmont Austin Hotel
101 Red River St, Austin, TX 78701

Registration
Congressional Foyer
8:00am-5:00pm

Introductions + Welcome
Congressional Ballroom C
9:00-9:30am

Leslie Wolke, Experience Austin Co-Chair, MapWell Studio
Grady Brown, Experience Austin Co-Chair, Ramsay Signs/Heath Northwest
Wendy Colonna, Singer/Songwriter
Bryan Meszaros, SEGD President, OpenEye Global
Kris Helmick, SEGD Chapter Chair Liaison, CallisonRTKL
Clive Roux, SEGD CEO

Welcome to Austin and the annual gathering of the experiential graphic design community! Get grounded as we start our exploration of what makes Austin a major hub for art and design, tech innovation and human-centered experiences.

Connecting People
Design, Culture and Place
9:30-10:30am

Larry Speck, FAIA, Senior Principal, Page
Lucia Athens, Chief Sustainability Officer, City of Austin
Jana McCann, FAIA, Principal, McCann Adams Studio

Austin’s downtown has undergone a phenomenal transformation over the last two decades to become the vibrant, active urban environment conference attendees will be enjoying between sessions. The three panelists in this session will describe how urban design, architecture and sustainability have come together to create a very liveable, walkable core for the city that residents and visitors both find compelling and delightful.

Networking Break
10:30-10:40am
sponsored by L&H Companies

Austin Centric
Experiential Graphic Design and Beyond
10:40-11:30am

Susanne Harrington, Principal, Asterisk
Curtis Roberts, Principal, fd2s
Maija Kreishman, AIA, Partner, Michael Hsu Office of Architecture

Three Austin designers working in wayfinding, branding and architecture will take you on a city tour that highlights the design of some of their favorite Austin projects from the last decade, including several where their firms collaborated. They’ll survey a range of work that honors Austin’s past and is shaping the future of a region in remarkable growth mode.

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

SEGD Chapter Chair Working Session
Hamilton Pool
11:30am-1:00pm
Understanding Place: Tours
1:00-4:00pm

All tours will depart from the Congressional Foyer.

Destination Tours

Included in your conference registration

1. Wilsonart and the Wilson House* - Sponsored by iZone Imaging
2. Austin by Bike - Sponsored by Jones Sign
3. Austin Central Library and Public Art Walking Tour
4. IBM Design Center - Sponsored by Designtex
5. Oracle Campus - Sponsored by Walton Signs
6. Mueller Neighborhood and Thinkery
7. East Side Arts District - Sponsored by Alto + Folia by SH
8. University of Texas at Austin Campus - Sponsored by Page/Dyal
9. Texas State Capitol Architecture and Art
10. Bullock Museum and Art of the Blanton Museum

*Wilsonart and the Wilson House tour will be held 12:00-5:00pm

Dinner Break
On your own
5:00-7:00pm

SEGD Chapter Chair Dinner
Manchester E
5:00-7:00pm
sponsored by Nova Polymers and Acorn Sign Graphics

President’s Reception
Congressional Foyer
7:00-9:00pm
sponsored by bluemedia

Friday, June 7

Registration
Congressional Foyer
8:00am-4:00pm

Breakfast at NEXPO
Congressional Ballroom AB
8:00-9:00am
sponsored by Archetype

NEXPO
Congressional Ballroom AB
8:00am-6:00pm

Welcome Back
Congressional Ballroom C

Cultivating Cross-Disciplinary Innovation
9:15-9:45am

Reinventing a Higher Education Design Curriculum at a Research 1 Institution

Kate Canales, Chair, Department of Design, University of Texas at Austin

Kate Canales will discuss the challenges and opportunities she, and University of Texas leadership, face as they reinvent the way design is taught (and learned) to undergraduates, graduate students and medical students.

Perspectives
9:45-10:00am

Herman Dyal, FAIA, Principal, Page/Dyal

Herman Dyal presents a free-wheeling romp through a brief history of Austin design, iconography, and culture - from '60s armadillo-loving hippie town to internationally-recognized power center.

Networking Break
10:00-10:45am
sponsored by DE Powder Coated Graphics

Change + Place
10:45am-12:00pm

Perspectives in Art, Technology and Design

Jennifer Chenoweth, Lead Artist and Executive Director, fisterra studio
Lisa Woods, Curator, Hopscotch Immersive Art Gallery
DJ Stout, Partner, Pentagram Design

Jennifer Chenoweth of Fisterra Projects will share some of the many graphic and sculptural expressions of the public art project XYZ Atlas that mapped people’s emotional experiences.

Lisa Woods is Creative Director of Hopscotch, a new immersive art experience that debuted as a popup in Austin and will open in brick and mortar in San Antonio. These rich spaces for multi-faceted creatives are popping up everywhere. Lisa will share her background in this up-and-coming art business model and offer some of her key takeaways.

Pentagram Partner DJ Stout, who has lived in Austin since 1986, talks about his branding and signage design for Lucy’s Fried Chicken. The restaurants have become a local favorite and the original, old-school neon sign on South Congress Avenue an Austin icon.

Moderated by Susan Lambe, Art and Public Spaces Program Manager, City of Austin

Lunch at NEXPO
Congressional Ballroom AB
12:00-1:30pm
sponsored by Matthews Paint
SEGD Young Designers Summit
Congressional Ballroom C
1:00-4:00pm
George Lim, Partner, Tangram Design
Hannah Anderson, Construction Administration Lead, Kolar Design
sponsored by Harbinger, SNA Displays, SignAgent and Tangram Design

NEXPO Talks
Congressional Ballroom AB
1:30-3:45pm
NEXPO Talks focus on technical skills through short case studies led by experts in experiential graphic design.

Degrees of Freedom
1:30-2:00pm
Dan Rossborough, Director of Strategic Projects, NanoLumens
sponsored by NanoLumens

Who Needs Another Sign System?
2:00-2:30pm
Greg Teffertiller, Vice President of Marketing, IMG
sponsored by IMG

Networking Break
2:30-2:45pm
sponsored by DE Powder Coated Graphics

How Fabricators Estimate
2:45-3:15pm
Mike McCarthy, Vice President, DCL
sponsored by DCL

Using 3D Workflows and Real-Time Simulation to Create Amazing Displays
3:15-3:45pm
Grif Palmer, Vice President of Sales, disguise
sponsored by disguise

Reception + Auction for Excellence
Congressional Ballroom AB
4:00-6:00pm

Dinner Break
On your own
6:00-7:00pm

SEGD Austin Chapter Mixer
7:00-10:00pm
Refreshments provided by Tito’s Vodka and Topo Chico Sparkling Water. Sponsored by Walton Signs, Capital Architecture Signs, Graphtec, Houston Dynamic Displays, Bitro, Gelberg Signs, iZone Imaging and Ramsay Signs/Heath Northwest
RSVP Required | Fair Market, 1100 E 5th St, Austin, TX 78702
Saturday, June 8

Registration
Congressional Foyer
8:00-11:30am

Business of Design Keynote
Congressional Ballroom C
9:30-10:15am
Meriah Garrett, Chief Design Officer, USAA
Erin Hauber, Director, Human-centered Design Practice, USAA

People often separate the visual and emotional elements of design from the conceptual and cross functional design thinking approach, but we know that human needs and emotions are the key ingredient to impactful conceptual, functional and visual touchpoints. We’ll explore the fundamentals of bringing a more human centered approach into your day to day work, how Design Thinking can change business interactions, and why including clear human value is the decoder ring to better organizational and product decision-making.

Perspectives
10:15-10:30am
Evan Voyles, Artist and Owner, Neon Jungle

Evan Voyles explores the art of neon signage.

Networking Break
10:30-10:45am

Graphic Design Keynote: How to Succeed at Designing While Being totally Unqualified for the Job
10:45-11:30am
Paula Scher, Partner, Pentagram Design

I started my career as a record cover art director, and then began to design identities. As a result of designing identities I was asked to design environmental graphics for the public spaces connected to the identities I had designed. I designed these spaces before I knew how to read an architect’s plan or understood how anything was built. This talk is about all the spaces I have designed where I was essentially unqualified for the job (all of them). I worked with materials I never worked with before, for types of businesses and institutions I had never worked with before and had an enormous amount of fun all the time.

sponsored by Archetype

2020 SEGD Conference Launch
11:30-11:45am

Lunch Break
On your own
11:45am-1:00pm

SEGD Chapter Chair Working Session
Hamilton Pool
11:45am-1:00pm

Design Sessions
1:00-3:00pm

Design Thinking
Congressional Ballroom C
Timothy White, Lead Designer, USAA
sponsored by AVIXA

Understanding Experience Design
Congressional Ballroom B
Lacey Engelke, Workplace Designer and Strategist, Adobe Design
Greg Giordano, Director of Design and Strategy, Sensory Interactive
Marty Butler, Founder and Creative Chief, The Butler Bros
Lemke Meijer, Interaction/Concept Designer, Gagarin

Moderated by Leslie Wolke, Founder and CEO, MapWell Studio

Impacts of ADA on Design and Implementation
Lady Bird Lake Room
Chris Calori, Principal, Entro/CVE Design
Lucy Pereira, National Sales Manager, APCO Signs
Ken Ethridge, Business Development Manager, ASI

Moderated by Grady Brown, General Manager, Ramsay Signs/Health Northwest

Firm Transitions
Congressional Ballroom A
Wayne McCutcheon, Principal/Founder, Entro
Kathy Fry, Principal, Mayer/Reed
Al Ross, CEO, Al Ross Group
Keith Helmetag, Partner, C&G Partners

sponsored by Kubik

Awards
3:00-7:00pm

SEGD Fellow + Achievement Awards
Congressional Ballroom C
3:00-4:00pm

The SEGD Achievement and Fellow Awards are SEGD’s annual Hall of Fame. Meet the 2019 SEGD Fellow—the Poet Laureate of Experiential Graphic Design—as well as the other people and organizations leading the discipline and the SEGD community.

sponsored by DCL

Reception
Palm Court
4:00-5:30pm
sponsored by DCL and 3M

SEGD Global Design Awards
Congressional Ballroom C
5:30-7:00pm
sponsored by 3M
NEXPO
Friday, June 7
8:00am-6:00pm
Fairmont Austin Hotel
101 Red River St, Austin, TX 78701
Congressional Ballroom AB

Breakfast at NEXPO
8:00-9:00am
sponsored by Archetype

Lunch at NEXPO
12:00-1:30pm
sponsored by Matthews Paint

*First 50 to visit Booth #314 will receive a Starbucks Gift Card

NEXPO Talks
1:30-3:45pm

Degrees of Freedom
1:30-2:00pm
Dan Rossborough,
Director of Strategic Projects,
NanoLumens

Who Needs Another Sign System?
2:00-2:30pm
Greg Teffertiller,
Vice President of Marketing, IMG

How Fabricators Estimate
2:45-3:15pm
Mike McCarthy, Vice President, DCL

Using 3D Workflows + Real-Time Simulation to Create Amazing Displays
3:15-3:45pm
Grif Palmer, Vice President of Sales, disguise

Thank you to our NEXPO exhibitors

101 DSA Signage
102 Classic Exhibits
104 Foxmark
105 EMG
106 Marcel Mächler Carvings
107 bo-mar Industries
109 Waliton Signs *
201 APCO Sign Systems
202 GraphTec, Inc.
203 Colite International
205 Flex America
211 Sherine Industries *
213 ORAFOL Americas
215 SloanLED
216 DE Powder Coated Graphics *
217 Matthews International
218 Andrusko Group
301 Bitro Group
302 Sign Comp, LLC
304 PhotoWorks Group *
306 Applied Image
312 3M *
314 Matthews Paint
315 Gemini *
316 Alto | Folia by SH *
318 Gable
401 InPro
402 Jefferson EDU
403 MACtac
404 BluEdge
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412 Visix
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415 ICON
416 IMG *
417 SignAgent Pro

*Indicates 2019 SEGD Industry Partner
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m.machler@mmcarvings.com

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ben@photoworksgroup.com

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sherineindustries.com
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805-676-3200
marketing@sloanled.com

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Jaclyn Williams
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708-854-2679
jwilliams@tru-vue.com

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United States
678-392-1770
curland@visix.com

Walton Signs | #109
waltonsignage.com
Thomas Head
3 Pine Street Extension, 1P
Nashua, NH 03060
United States
210-952-8095
th@waltonsignage.com

SignAgent | #417
signagent.com
David Jorritsma
1466 Innswood Drive
Burlington, ON L7P 2C4
Canada
289-768-5639
david@signagent.com
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