

2019  
SEGD  
CONFERENCE  
EXPERIENCE  
AUSTIN  
JUNE 6-8

PRESENTED BY



# Academic Summit + Conference Agenda + NEXPO Directory



# 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, SEG D 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

Moderated by Christina Lyons, SEG D 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

### SEG D Global Design Award Winners

10:30-11:00am

Encounter

Alwyn Brownnewell, University of Houston  
Nadia Tran, University of Houston

### From the Type Up: Designing Typefaces

11:00-11:30am

Renee Alleyn, Sheridan College, Ontario

### Moderated Dialogue With Session Panelists

Moderated by Wayne Hunt, Principal, Hunt Design

## Lunch Break

### Grab a bite to eat with your new friends

11:45am-1:15pm

## 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

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

Moderated by Joell Angel-Chumbley, Design Manager, Kolar Design

## Open Dialogue

4:00-4:30pm

### Save these Dates!

2020 SEG D Academic Summit | June 10, 2020 | Portland, Oregon

2020 SEG D Academic Summit Call for Papers Deadline: March 1, 2020





# Agenda

All conference sessions at  
Fairmont Austin Hotel  
101 Red River St, Austin, TX 78701

## 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  
School of Design and Creative Technology  
2301 Trinity St, 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, SEG D 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

<https://www.eventbrite.com/e/archetype-2019-segd-austin-welcome-party-registration-60623840539>

## 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, SEG D President, OpenEye Global  
Kris Helmick, SEG D Chapter Chair Liaison, CallisonRTKL  
Clive Roux, SEG D 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 live able, 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

10:40-11:40am

Susanne Harrington, Principal, Asterisk  
Curtis Roberts, Principal, fd2s  
Majja 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

11:40am-1:00pm

### SEGD Chapter Chair Working Session

Lady Bird Lake Room

11:30am-1:00pm



## Understanding Place: Tours

1:00-4:00pm

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

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

*\*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

5:00-7:00pm

sponsored by Nova Polymers and Acorn Sign Graphics

### President's Reception

#### Congressional Foyer

7:00-9:00pm

sponsored by bluemia

## 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 AB

## 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

10:00-11:00am

sponsored by Direct Embed

### Change + Place

11:00am-12:15pm

#### 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, Pentagonam 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

12:15-1:30pm

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 Direct Embed

## 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

**Eventbrite RSVP Required | Fair Market, 1100 E 5th St,**

**Austin, TX 78702**

**<https://www.eventbrite.com/e/segd-conference-austin-chapter-mixer-tickets-61602823704>**

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 SEG D Conference Launch

11:30-11:45am

## Lunch Break

On your own

11:45am-1:00pm

## SEG D Chapter Chair Working Session

Lady Bird Lake Room

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/Heath 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

## SEG D Fellow + Achievement Awards

Congressional Ballroom C

3:00-4:00pm

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

sponsored by DCL

## Reception

Palm Court

4:00-5:30pm

sponsored by DCL and 3M

## SEG D 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

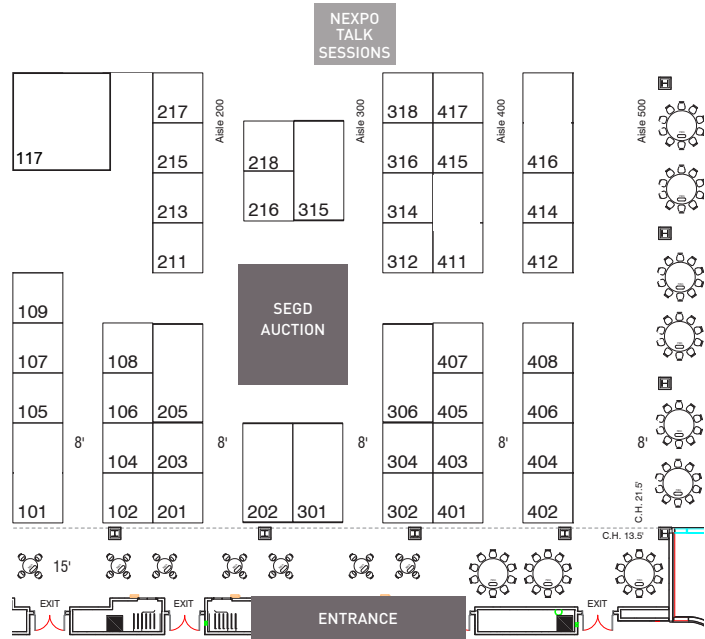
## Breakfast at NEXPO

8:00-9:00am  
 sponsored by Archetype

## Lunch at NEXPO

12:15-1:30pm  
 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                               | 306 Applied Image              |
| 102 Classic Exhibits                          | 312 3M *                       |
| 104 Foxmark                                   | 314 Matthews Paint             |
| 105 EMG Graphics                              | 315 Gemini *                   |
| 106 Marcel Mächler Inc. Carvings & Sculptures | 316 Alto   Folia by SH Group * |
| 107 bo-mar Industries                         | 318 Gable                      |
| 109 Walton Signs *                            | 401 InPro                      |
| 201 APCO Sign Systems                         | 402 Jefferson EDU              |
| 202 GraphTec, Inc.                            | 403 MACTac                     |
| 203 Colite International                      | 404 BluEdge                    |
| 205 Flex America                              | 405 Identity Group             |
| 211 Sherine Industries *                      | 406 INCISEON                   |
| 213 ORAFOL Americas                           | 407 DeNyse                     |
| 215 SloanLED                                  | 408 Tru Vue                    |
| 216 Direct Embed *                            | 411 iZone Imaging *            |
| 217 Matthews International                    | 412 Visix                      |
| 218 Andrusko Group                            | 414 Fucci & Friedman           |
| 301 Bitro Group                               | 415 ICON                       |
| 302 Sign Comp, LLC                            | 416 IMC*                       |
| 304 PhotoWorks Group *                        | 417 SignAgent Pro              |

*\*indicates 2019 SEG D Industry Partner*

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**solutions.3m.com**  
 Kathy Devine  
 3M Center 220-12E-04  
 St. Paul, MN 55009  
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**APCO Sign Systems | #201**  
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**Applied Image | #306**  
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**Bitro Group | #301**  
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**Classic Exhibits | #102**  
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**Colite International | #203**  
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**DeNyse Companies | #407**  
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**Walton Signs | #109**  
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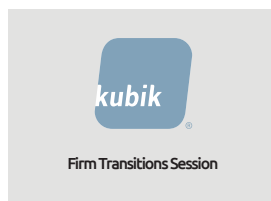
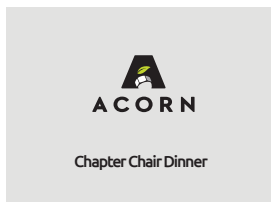
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## Program and Brand Sponsors

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 Conference Signage President's Reception	 Conference Video Services
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## SEG D Austin Chapter Mixer Sponsors

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## 2019 SEGD Industry Partners

							
2019 PLATINUM SEGD INDUSTRY PARTNER	2019 PLATINUM SEGD INDUSTRY PARTNER	2019 PLATINUM SEGD INDUSTRY PARTNER	2019 PLATINUM SEGD INDUSTRY PARTNER	2019 GOLD SEGD INDUSTRY PARTNER	2019 GOLD SEGD INDUSTRY PARTNER	2019 GOLD SEGD INDUSTRY PARTNER	2019 GOLD SEGD INDUSTRY PARTNER
							
2019 SILVER SEGD INDUSTRY PARTNER	2019 SILVER SEGD INDUSTRY PARTNER	2019 SILVER SEGD INDUSTRY PARTNER	2019 SILVER SEGD INDUSTRY PARTNER	2019 SILVER SEGD INDUSTRY PARTNER	2019 SILVER SEGD INDUSTRY PARTNER	2019 SILVER SEGD INDUSTRY PARTNER	2019 SILVER SEGD INDUSTRY PARTNER

## 2019 Friends of SEGD

						
Cloud Gehshan	fd2s	Gallagher & Associates	Janke	Meeker & Associates	Office of Steve Neumann & Friends	Tangram Design
						
		Mayer/Reed	GHD Partners	Eurorouting		