

2019
SEGD
CONFERENCE
EXPERIENCE
AUSTIN
JUNE 6-8

PRESENTED BY



Academic Summit + Conference Agenda + NEXPO Directory



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-5:00pm

hosted by University of Texas at Austin
School of Design and Creative Technology
2301 Trinity St, Austin, TX 78712

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

Thursday, June 6

Experience Austin

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

Registration

8:00am-5:00pm

Introductions + Welcome

9:00-9:30am

Leslie Wolke, Experience Austin Co-Chair, MapWell Studio
Grady Brown, Experience Austin Co-Chair,
Ramsay Signs/Heath Northwest
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

Austin Centric

Experiential Graphic Design and Beyond

10:30-11:30am

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

Lunch Break

On your own

11:30am-1:00pm

SEGD Chapter Chair Working Session

11:30am-1:00pm

SEGD Young Designers Summit

12:00-4:00pm

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
- > Austin Central Library, Second Street, and Public Art
- > IBM Design Center
- > Oracle Campus
- > Mueller Neighborhood and Thinkery
- > East Side Arts District
- > University of Texas at Austin

Premium Tour

Requires a \$100 Premium Tour fee.
Tour space is limited; sign up early.
This tour runs 12:00-5:00pm

- > Wilsonart and iZone Material Innovation Experience

Dinner Break

On your own
5:00-7:00pm

SEGD Chapter Chair Dinner

5:00-7:00pm

President's Reception

7:00-9:00pm

Friday, June 7

Registration

8:00am-4:00pm

Breakfast at NEXPO

8:00-9:00am

NEXPO

8:00am-6:00pm

Welcome Back

Cultivating Cross-Disciplinary Innovation

9:15-9:45am

Doreen Lorenzo, Assistant Dean, School of Design and Creative Technology, University of Texas at Austin

Perspectives

10:45-11:00am

Herman Dyal, FAIA, Principal, Page/Dyal

Change and Place

Perspectives in Art, Technology and Design

11:00am-12:15pm

Jennifer Chenowith, Lead Artist and Executive Director, Fisterra Studio
Lisa Woods, Curator, Hopscotch Immersive Art Gallery
DJ Stout, Partner, Pentagram Design

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

Lunch at NEXPO

12:15-1:30pm

NEXPO Talks

1:30-3:30pm

The NEXPO Talks focus on technical skills through short case studies led by experts in experiential graphic design.

Series 1

1:30-2:00pm

Series 2

2:15-2:45pm

Series 3

3:00-3:30pm

Reception and Auction for Excellence

4:00-6:00pm

Dinner Break

On your own
6:00-7:30pm

SEGD Austin Chapter Mixer

7:30-10:00pm

Saturday, June 8

Registration

8:00-11:30am

Business of Design Keynote

9:15-10:00am

Meriah Garrett, Chief Design Officer, USAA

Graphic Design Keynote

10:00-10:45am

Paula Scher, Partner, Pentagram Design

2020 SEG D Conference Launch

10:45-11:00am

Lunch Break

On your own

11:00am-1:00pm

SEG D Chapter Chair Working Session

11:00am-1:00pm

Design Workshops and Roundtables

1:00-3:00pm

Design Thinking

sponsored by USAA Chief Design Office

with Erin Hauber, Director, Human-centered Design Practice, USAA

Understanding Experience: A Framework Differentiating the "Good" and the "Great"

with Brian Brindisi, Community Brand Design Leader, Gensler

Experience is the sum of our interactions with the world around us. Environments must seamlessly blend the digital and physical to leave a lasting impression and more than ever we are seeing brands hyper-focused on creating memorable, consumer-centered experiences. While brand, product, and service quality are drivers that bring people to a space, design plays a critical role in delivering a great experience. In this session, Brian Brindisi will share findings from Gensler's multi-year research that identify and quantify the factors of design that impact the human experience. By analyzing how five distinct "modes" of experience draw people into a space and what factors define the quality of their experiences, attendees will learn how specific design strategies can be the differentiator between good experiences and great ones.

Accessibility and ADA Update

with Grady Brown, General Manager, Ramsay Signs/Heath Northwest

Firm Transitions

with Keith Helmetag, Partner, C&G Partners

Awards

3:00-7:00pm

SEG D Fellow and Achievement Awards

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.

Reception

4:00-5:30pm

SEG D Global Design Awards

5:30-7:00pm

sponsored by 3M

End of conference programming.

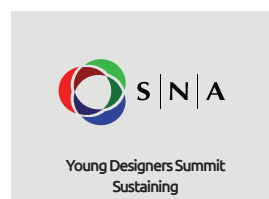
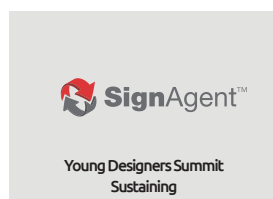
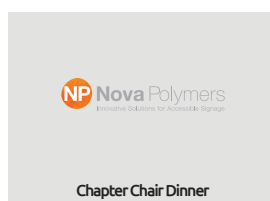
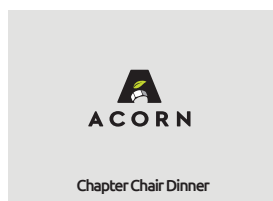
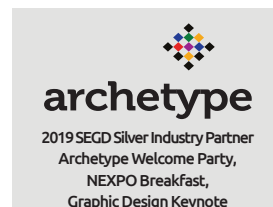
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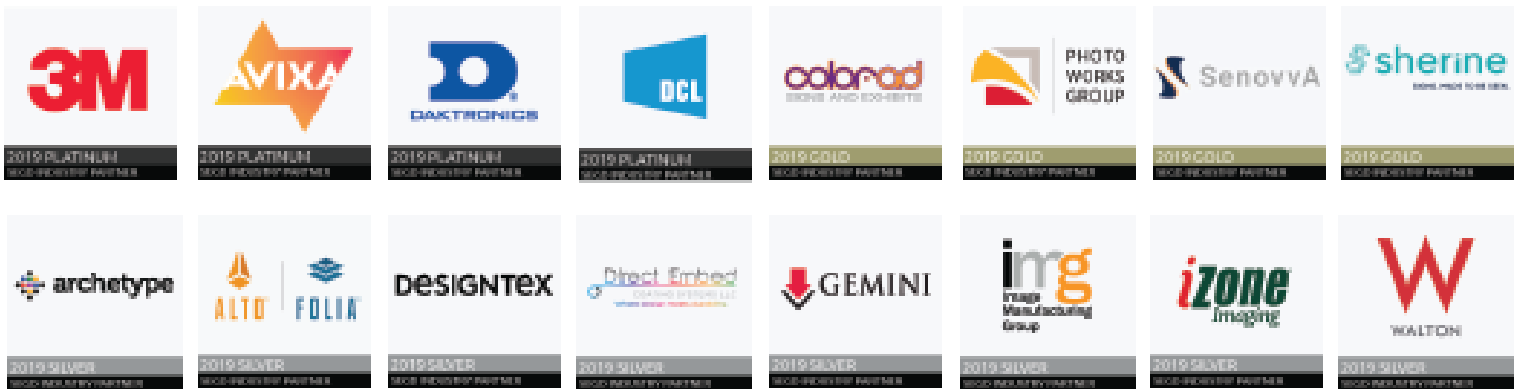
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