

Agenda

All Wayfinding sessions at
Philadelphia Center for Architecture and Design
1218 Arch St, Philadelphia, PA 19107

Thursday, August 1

Experiential Tours

Optional tour requires a tour fee of \$75.00 per attendee

Innovation Plaza

2:00-4:00pm

Sponsored by Sign Agent

Additional Tours to be Confirmed

Philadelphia Chapter Mixer

7:00-9:00pm

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Friday, August 2

Conference Registration + Networking

Philadelphia Center for Architecture & Design

8:00-9:00am

Welcome Comments

9:00-9:15am

Session 1

Locally Placed

9:15-10:45am

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Session 1.1

Creating civic places with experiential graphic design

Amy Rees, Studio Director, and Alan Jacobson, President,
Exit (Philadelphia, PA)

Virginia Gehshan FSEGD and Jerome Cloud FSEGD,

Cloud Gehshan & Associates (Philadelphia, PA)

The New New York bridge is replacing the Tapenzee Bridge, north of New York City. This new bridge has a shared use path for pedestrians and cyclists to enjoy the beautiful Hudson Valley scenery. Exit design is working with the design team and State of NY to design a wayfinding system to direct users to the path and mark their journey across the bridge, an interpretive program highlighting the history, nature and innovations of this area, as well as artful enhancements to bring moments of joy in users' experience of this new place.

Session 1.2

From Ski to Surf: Connecting people to place in resort and recreation-centric communities

John Bosio, Principal, Merje (West Chester, PA)

Tourism is big business and the driving economic engine in many destination cities. A coordinated wayfinding program can enhance the visitor experience, provide a seamless journey and help visitors discover additional activities and attractions. Case studies of wayfinding programs for Whistler, BC and Huntington Beach, California will highlight how the programs addressed multiple layers of wayfinding, while reinforcing the brand experience.

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Morning Break

Meet and connect with design and creative technology leaders

10:45-11:15am

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Session 2

Destination Dessau:

Creating place for a city at the center of the modern design movement

11:15am-12:00pm

Katrin Middel, Partner, Polyform (Berlin)

Original Bauhaus architecture with UNESCO world heritage status turns Dessau in Germany's Lower Saxony into a global cultural tourist destination. How can placemaking broaden the view and entice visitors and residents to explore the variety of themes and sights of the city and the region beyond Bauhaus? In the context of celebrating 100 years of Bauhaus in 2019, the talk gives an insight into the design process of developing a brand and a touristic information system for Dessau.

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Lunch Break

Grab a bite to eat in Philadelphia

12:00-1:30pm



Session 3

Coast-to-Coast

Creating place through the diverse lens of global, regional and local influences

1:30-3:00pm

Julie Margot, Designer, Julie Margot Design (Montréal)

Escapes découvertes (Discovery Halts)

How does one tackle creating a new walkscape in an iconic park, particularly when the name Olmsted is attached to it? Gently... This is what the design team made up of civiliti and julie margot design do as they were asked to intervene on Mount-Royal, Montréal's very own central park! Staying away from traditional signage solutions, the team opted for an open-ended approach using mostly natural features as wayfinding clues for a better understanding of this unique landscape and historical site. Enigmatic shapes, words and fragments of phrases shape a lexicon of landscape vocabulary and concepts, enhancing each visit with a new and singular experience.

Cynthia Damar-Schnobb, Partner, Entro (Toronto)

Chris Ronson, Senior Project Manager, City of Toronto

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Afternoon Break

3:00-3:30pm

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Session 4

Finding the Way Out

British-born experiential graphic design practices at home and abroad

3:30-5:00pm

Lucy Holmes, Owner, Lucy Holmes Design (London)

Mike Rawlinson, Director, and Jason Smith, Project Director, City ID (Bristol)

Ian Whybrow, Managing Director, and Heath Pedrola, Design Director, Whybrow (London)

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Closing Remarks and Tours Overview

5:00pm

SEGD Wayfinding & Placemaking 2019

This agenda is current as of

06.19.19

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