



The Future of
Experience & Place
Brooklyn
2019



November 7, 2019
Optional Studio Tours

November 8, 2019
Xlab + Chapter Mixer

Agenda

Thursday, November 7

Experiential Tours

Optional tour requires a fee of \$75.00 per tour

ESI Design Office

Swing by the ESI Design office to see how this experience design studio has created immersive experiences for over forty years. By seamlessly overlaying the physical and digital worlds while considering human interaction in a space, ESI Design has managed to remain at the forefront of an ever-changing digital experience industry. Notable projects include the Brooklyn Children's Museum, the Statue of Liberty Museum, and the Ellis Island Museum of Immigration. After getting immersed in the ESI Design experience on Thursday, settle in for Edwin Schlossberg's session on the Present State of Experiential Design on Friday morning.

Local Projects Office

Explore the office of Local Projects, an experience design studio specializing in media, physical design and strategy. See how they bring to life bold new ideas each day. Noteworthy projects done by Local Projects are the National September 11 Memorial & Museum, The Museum of the City of New York, and the London Mithraeum.

Gallagher + Associates Office

Take a tour of Gallagher + Associates New York office where transformative experiences are brought to life. Explore how Gallagher integrates media and interactive design with physical environments to create immersive experiences. Notable projects by Gallagher and Associates include the New York State Museum, The International Spy Museum, and the Chicago Architecture Center.

BlueCadet Office

Visit BlueCadet, a design and experience strategy agency that strives to find the interesting and unique and shape it into memorable experiences. Significant projects completed by BlueCadet include the Lit Brother building, The Gates Foundation Discovery Center, and NASA Data Lens.

Friday, November 8

Registration and Networking

8:00-9:00am

BRIC | 647 Fulton Street | Brooklyn, NY 11217

Welcome and Introductions

9:00-9:15am

Clive Roux, CEO, SEGD

Bryan Meszaros, OpenEye Global, SEGD President

Session 1

Keynote: Why Experience Counts

9:15-10:15am

Jim Gilmore, author of "The Experience Economy"

Networking Break

10:15-11:00am

Session 2

Present State of Experiential Design

11:00am-12:00pm

The New Experience of the Statue of Liberty

Edwin Schlossberg, President and Principal Designer, ESI Design

Speaker TBA

Lunch Break

12:00-1:30pm

Grab a bite to eat in Downtown Brooklyn on your own

Session 3

How Education is Changing to Meet New Needs

1:30-3:00pm

Session 3.1

Andy Van Solkema, Vice President of Digital Strategy and Experience, OST

Session 3.2

Carla Diana, 4D Designer in Residence and Head of Program, Cranbrook Academy of Art

Session 3.3

Coalesce, Cross-Pollinate, and Deconstruct: the FIT Experience Design Experience

Christina Lyons, Chair FIT Graduate Exhibition & Experience Design, SEGD Board & Academic Task Force Chair

Brenda Cowan, Professor FIT Graduate Exhibition & Experience Design, Fulbright Scholar

Michael Stiller, Adjunct Professor FIT Graduate Exhibition & Experience Design, Principal/Owner upLIGHT Design



SEGD Xlab

is held at BRIC | bricartsmedia.org

647 Fulton Street | Brooklyn, NY 11217

Networking Break

3:00-3:30pm

Session 4

The Future of Experiential Environments

3:30-5:00pm

Mary Franck, Senior Designer, ESI Design
Dusty Duisterars, Senior Vice President, JLL Inc.
Phillip Tjongson, Founder and CEO, Potion
Jonathan Alger, Managing Partner, C&G Partners

Moderated by Carla Diana, Cranbrook Academy of Art

Closing Comments

5:00pm

SEGD NYC Chapter Mixer

5:30-7:30pm

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