

AGENDA

THURSDAY, AUGUST 18

Registration + Networking
8:00-9:00am

Welcome + Introductions
9:00-9:10am

FROM MUSEUMS...

CREATING MEANINGFUL EXPERIENCES

9:10-10:20am

Ben Gilmartin, Diller Scofidio + Renfro
Abbott Miller, Pentagram
Wendy Evans Joseph FAIA, Studio Joseph

SESSION OBJECTIVES

- How can designers create exhibitions that are meaningful, and provide a platform for people to live healthier lives outside the context of the museum experience
- Learn the process for aligning narrative goals to actionable takeaways that actually help people

NETWORKING BREAK sponsored by Urban Signs

Book Signing with Abbot Miller
10:20-10:50am

OPTIMIZING EXHIBITS FOR DIGITAL/PHYSICAL BALANCE

10:50am-12:15pm

Stephen Platenberg, Cortina Productions
Kevi Louis-Johnson, Hornall Anderson
Martha Almy, Second Story

SESSION OBJECTIVES

- Is descriptive text on graphic wall panels really needed
- How do you design for an experience that is more theoretical and idea based vs. a collection of physical objects
- What is the right balance of digital and physical for exhibits
- Can you design technology into exhibits that doesn't look like technology

Session sponsored by Xibitz

LUNCH BREAK on your own in Foggy Bottom
12:15-1:45pm



EXHIBITION & EXPERIENCE DESIGN: EXPERIENCES EVERYWHERE

SEGD NEXT
1:45-2:00pm

TO BEYOND...

CORPORATE VISITOR EXPERIENCES

2:00-3:00pm

Alexandra Holland, Johnson & Johnson
Craig Lovin, Coca-Cola

SESSION OBJECTIVES

- Learn about how experience designers are borrowing lessons learned from the museum world and how it can be reapplied in corporate visitor and experience centers
- How can designers create exhibitions that are meaningful to a unique set of users that address the goals of corporate leadership, while catering to clients, customers, and visitors

Session sponsored by Direct Embed Coating Systems LLC

NETWORKING BREAK sponsored by GKD Media Mesh
3:00-3:30pm

THE NEXT GENERATION OF EXPERIENCE DESIGNERS

3:30-4:30pm

Clare Brown, Corcoran/George Washington University
Joe Karadin, Tessellate
Nastya Lobova, Lobova Design
Isabella Bruno, National September 11 Memorial & Museum

SESSION OBJECTIVES

- How are the next generation of experience designers embracing technology, storytelling, and designing experiences that respond to algorithmic and user-generated content
- How are studios, institutions, and museums effectively designing for this kind of user, and responding to the types of experiences that might be appealing to them

EXPERIENCES EVERYWHERE: A PANEL DIALOGUE

4:30-5:00pm

SESSION OBJECTIVES

- What's next for museums? Hear from this diverse panel of experts who will weigh in on where they think we're going!

THURSDAY, AUGUST 18 (CONTINUED)

RECEPTION sponsored by Ideum

5:30-7:00pm

Hosted by SmithGroupJJR

FRIDAY, AUGUST 19

EXPERIENTIAL TOURS

9:00am-12:00pm

Tour fee is \$75.00 for each tour

Register early for tours as space is limited to first to sign up!

- White House Visitors Center | led by Color-Ad + Gallagher Associates
- Museum of the Bible | led by C&G Partners
- AIRBUS Visitors Center | led by Hornall Anderson
- National Air and Space Museum | led by Bluecadet
- National Museum of the American Indian | led by Ideum
- National Museum of African American History and Culture | led by SmithGroupJJR

LUNCH BREAK on your own

12:00-1:30pm









EXPERIENTIAL SCAVENGER HUNT

2:00-5:00pm

Experience the insiders DC! Join your SEGD friends on a scavenger hunt that exposes you to the very best of DC, on an adventure decidedly not touristy.

Sponsored by Color-Ad

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