Who is SEGD?

Society for Experiential Graphic Design
We are a global community at the intersection of communication design and the built environment.
We create experiences that connect people to place.
We create environments which improve the human experience.
We engage new technologies to deliver dynamic experiences.
Our members include

- Architects & Graphic Designers
- Interior & Retail Designers
- Industrial Designers
- Branding & Experience consultants
- Fabrication & Production specialists
- Design Educators & Digital Content Designers
Our mission is to...

- Promote awareness of our community and its role in shaping experience

- Nurture demand for design excellence within the built environment

- Serve as a source of education and inspiration for our community
Our mission is to...

- Continue to define and refine our standards of practice
- Foster relevant, well informed research to enhance our knowledge base
- Sponsor peer recognition programs that inspire excellence
Our mission is to...

- Promote collaboration across multiple design disciplines
- Strengthen ties with educational programs that provide the academic underpinnings of our field
How does SEGD connect with your community?

- Global design awards
- The annual gathering of the XGD community
- Xlab, Digital Technology Conference
- Business of Design Summit
- Educational courses and tutorials
- SEGDtalk
- 6 Webinars and 7 workshops a year
- EG Magazine
SEGD is 24 Chapters globally and 70+ events annually
Visit segd.org

The Society of Experiential Graphic Design exists to educate, connect, and inspire our global community.