AGENDA

MORNING

8:00–9:00am
Registration + Networking
Intersection for the Arts | 925 Mission Street #109

9:00am
Welcome and Introductions
Justin Molloy, SEGD

9:15–10:15am
Session 1: (Re)Development Destinations
Shaping Place with Urban Wayfinding Systems
Julie Vogel, Kate Keating Associates
David Beaupre, Port of San Francisco
Mark Sanders and Billy Chen, Studio SC
Learn how signage and wayfinding can transform and shape place, provide a new sense of identity, and connect users, campus, and businesses.

10:15–10:45am
Morning Break + Sponsor Showcase
Check out our sponsor showcase and network with speakers and attendees!

10:45–11:45am
Session 2: Connecting People to Place
Delivering the Brand Value of Place through Signage + Wayfinding
Wayne Hunt, Hunt Design
John Bosio, MERJE
Learn how designers are working closely with multiple stakeholders to optimize budgets and use the power of brand and communication design to make big impacts on visitors, investors, and residents.

12:00–1:00pm
Lunch Break
In the Neighborhood
Get out and explore the neighborhood with your fellow workshoppers!

AFTERNOON

1:15–1:30pm
NEXT
Justin Molloy, SEGD
Get a preview of upcoming SEGD workshops and conferences!

1:30–2:30pm
Session 3: Global Wayfinding: Integrated Research
Connecting the Legible City
David Gillam, City ID
David Figueroa, DCR Design
Learn about the process for delivering new types of information experiences through highly integrated research and planning processes that translate user-based insights into connected cities and campuses.

2:30–3:00pm
Afternoon Break

3:00–4:00pm
Session 4: Toward a Smart(er) City
User-Centered Mapping through Data and Living Maps
Tim Fendley, Applied Wayfinding presented with the support of SEGD SF Chapter
Learn how data and living map systems enable an advanced, highly connected user experience, and the commitment they require from design teams and clients.

4:00–4:45pm
Session 5: The Future of Wayfinding
Beacons and Digital Signage
Lauren Kelly, Mustard Square
Vicki Sundstrom, Arora Engineers
See how the next generation of digital technology is generating new wayfinding experiences and allowing users to connect with information in public spaces.

4:45–5:00pm
Closing Dialogue