AGENDA

WEDNESDAY, JUNE 7

SEGD ACADEMIC SUMMIT

8:00am-5:00pm
Florida International University | Miami Beach Urban Studios
420 Lincoln Rd, Miami Beach, FL 33139

Get insights into experiential graphic design academic education through a full day of sessions focused on curriculum innovation, design research, and student project excellence. Event is free to the public and open to all SEGD conference attendees.

THURSDAY, JUNE 8

REGISTRATION

8:00am-5:00pm
Second Level | Americana Foyer

WELCOME TO MIAMI

9:00-9:30am
Second Level | Americana Ballroom Salon 1-2

INTRODUCTIONS & WELCOME
with Anna Sharp, Experience Miami Chair, TwoTwelve
John Stuart, Experience Miami Moderator, Florida Int’l. Univ.

Welcome to Miami and the annual gathering of your Experiential Graphic Design community! Get grounded in our conference city as we start our exploration of the Magic City as a major hub for design, innovation and human-centered experiences.

YOUNG DESIGNERS SUMMIT

9:30am-1:00pm
Second Level | Americana Ballroom Salon 1-2

Sponsored by Harbinger

with Clive Roux, SEGD, John Lutz, Selbert Perkins Design;
George Lim, Tangram Design

Exclusive working session for Gen-Y conference attendees with a focus on entering and growing in the experiential graphic design community with firm owners and SEGD board members.

EXPERIENCE MIAMI: TOURS

9:30am-12:30pm
All tours will depart from Second Level | Americana Foyer

SEGĐ’s project tours have become a signature part of our annual gathering, giving you a chance to get out of the conference room and actually see our host city! Your only problem: there are so many great tours, it’s hard to choose just one! All tours have size limitations and are available on a first-come, first-served basis. Please register early. Note all included tours require some walking and Miami is a warm tropical climate!

Miami Beach Tours | Included
Miami Beach Art Deco Experience
New World Symphony Architectural Experience
FIU Miami Beach Urban Studios Innovation Experience

Project Tours | Premium
Wynwood Artwalk Tour
Design District Tour
Marlins Park Tour
Museum Park + Urban Landscapes Tour

Destination Tours | Ultra Premium
Stiltsville Boat Tour
Viscaya Museum and Gardens

MIAMI DESIGN: LEARNING FROM PRACTICE

1:30-4:30pm
Second Level | Americana Ballroom Salon 1-2

These sessions will provide practical process based insights to enhance your own studio’s outlook on what is possible and what other design practices are doing too!

MIAMI DESIGN CULTURE: ARCHITECTURE + IDENTITY
Sponsored by Urban Sign
1:30-2:15pm
with Terence Riley, Keenen/Riley

MAKER SPACES AND THE DESIGNER ENTREPRENEUR
2:30-3:15pm
with Daisy Nodal and Tom Pupo, Moonlighter.co

LEARNING FROM FAILURE: POWERED BY FUN
3:30-4:15pm
with Hannah Anderson, Kolar Design; Amir Youssef, Creative Creative moderated by Carl Hildebrand, Miami Soup;

SEGD CHAPTER CHAIRS MEETUP
4:30-7:00pm
Exclusive event for SEGD Chapter Chairs
PRESIDENT’S RECEPTION
Sponsored by Gemini and Image Mill
7:00-9:00pm
Americana Lawn | Ground Level | Beachside
Come casual or get dressed up, it doesn’t matter—just meet us right next to the beach on the Americana Lawn for our annual welcome reception. Get reacquainted with old friends, meet some new ones and get this party started!

FRIDAY, JUNE 9

REGISTRATION
8:00am-4:00pm
Second Level | Americana Foyer

BREAKFAST
Sponsored by TBD
8:00-9:00am
Second Level | Americana Ballroom Salon 3-4

NEXPO
8:00am-5:00pm
Second Level | Americana Ballroom Salon 3-4
NEXPO is at the heart of the conference for a reason: it’s the innovation engine of experiential graphic design, showcasing new tools, products, projects and processes for connecting people with place.

WELCOME BACK
with John Lutz, SEGD President
9:00-9:30am
Second Level | Americana Ballroom Salon 1-2

SESSIONS
9:30am-12:00pm
Second Level | Americana Ballroom Salon 1-2
RESPONDING TO CHANGE:
SEA LEVEL RISE AND THE IMPACT ON DESIGN
9:30-10:15am
with Dr. Harold Wanless, University of Miami
introduction and moderation by Ana Benautil, CityBIOM/Gensler
Sea Level Rise is a topic that every design working in the built environment should be aware of. Miami is one of the first cities in the US that is already seeing the impact of salt water intrusion into the built environment. Learn how this change will impact the way we live and how designers can work towards methodologies that are more responsive, resilient, and impactful to place.

BREAK AT NEXPO + RICHARD POULIN BOOK SIGNING
10:15-11:15am
Second Level | Americana Ballroom Salon 3-4

VISIONARY TERRITORIES:
ENTREPRENEURSHIP AND INNOVATION
3:15-4:00pm
with Mary Spio, CEEK VR
Mary Spio is a military trained satellite engineer, with significant startup experience in the tech media world. Her entrepreneurial spirit continues to make big bets in innovation for emerging technology platforms from her base in Miami. Join us for this inspiring of how she transformed her vision into a reality.

RECEPTION AND AUCTION FOR EXCELLENCE
Sponsored by Marcel Mächler Inc.
4:00-6:00pm
Second Level | Americana Ballroom Salon 3-4
Let’s re-gather on the NEXPO floor for SEGD’s ever-popular, often-raucous Auction for Excellence, a live auction led by Bonham’s New York. Pick up some cool stuff and benefit SEGD’s excellence fund that invites the next generation of designers into the XGD community!

END OF PROGRAMMING FOR THE DAY
Dinner on your own
**SATURDAY, JUNE 10**

**REGISTRATION**
8:00-11:30am  
Second Level | Americana Foyer

**SESSIONS**
9:00am-12:00pm  
Second Level | Americana Ballroom Salon 1-2

**WELCOME BACK!**
9:00-9:15am  
with John Lutz, SEGD President

**THE VISUAL DIARIES: A DESIGN PROCESS**
9:15-10:30am  
with Lance Wyman, FSEGD, Lance Wyman Ltd.

Join renowned and beloved graphic designer and SEGD Fellow Lance Wyman will take us on a journey of his defined design process through a series of visual stories about his engagement with clients and their projects around the world.

**FROM JUNGLE TO CITY: THE SERENA DEL MAR STORY**
10:30-11:00am  
with Sean Scensor, Moshe Safdie Architects

Imagine creating an entire city, from scratch, out of the jungle. In Colombia, this has been happening, and with it the realization of an innovative health sciences center bringing the first of its kind to this part of the world. How does a visionary architectural firm tasked with bringing an innovative place balance itself with the context and place of the emerging world?

**2018 SEGD CONFERENCE LAUNCH**
11:00-11:15am

**SEGD CHAPTER CHAIRS MEETUP**
11:30-1:00pm

**BREAK**
Lunch on your own  
11:30am-1:00pm

**DESIGN WORKSHOPS**
1:00-3:00pm  
Design Improv/Improv(e) and Practice Roundtables:  
Second Level | Americana Ballroom Salon 3-4  
Design Thinking:  
Second Level | Americana Ballroom Salon 1-2

**DESIGN IMPROV(E): GIVE BACK**
Sponsored by SES Branded Environments  
with Linda Feinberg, Linda Feinberg Design; Kenneth Rasco, Gensler

Make a difference and give back to the Miami community by participating in this short charrette to create a donor wall and building signage for the Lotus Endowment Fund’s Lotus Village, a non-profit focused on providing shelter and support services to over 500 homeless women, youth, and children in Greater Miami.

**DESIGN THINKING: USER CENTRIC INNOVATION**
Sponsored by TBD  
with Siggi Bachmann, Contexto/New World Symphony; Justin Molloy, SEGD

Design Thinking is more than a buzzword today. It’s become a core philosophy embraced by businesses, governments and educators. Join SEGD for the second annual Design Thinking workshop focused on innovation for people and place!

**ACCESSIBILITY AND CODE: ROUNDTABLE DIALOGUE**
led by Steven Raniszewski, Century Sign Builders  
with Ken Ethridge, ASI Sign Systems; Teresa Cox, APCO

An exclusive roundtable for dialogues about code signage, ADA standards, and what’s new for designers to consider in sign design. Limited engagement, please sign up early!

**OWNERSHIP TRANSITIONS: ROUNDTABLE DIALOGUE**
led by Lucy Holmes and Alex Wood, Holmes Wood

An exclusive roundtable for owners considering mergers and acquisitions for their design firms. Limited engagement, please sign up early for this special dialogue!

**ACHIEVEMENT AND FELLOW AWARDS**
Sponsored by Design Communications Ltd.  
3:00-4:00pm  
Second Level | Americana Ballroom Salon 1-2

The Achievement and Fellow Awards are SEGD’s annual Hall of Fame. Meet the 2016 SEGD Fellow—the Poet Laureate of Experiential Graphic Design—as well as the other people and organizations leading the discipline and the SEGD community.

**RECEPTION**
4:00-5:30pm  
Second Level | Americana Foyer

**GLOBAL DESIGN AWARDS PROGRAM**
Sponsored by 3M  
5:30-7:00pm  
Second Level | Americana Ballroom Salon 1-2

And the winners are... The SEGD Global Design Awards are SEGD’s version of the Academy Awards. We’ll celebrate the work that represents the best and brightest in experiential graphic design projects worldwide. You’ll be awed, inspired and motivated to go back home and do your best work!

**End of conference programming | Dinner on your own in Miami**
THANK YOU TO OUR NEXPO EXHIBITORS

100 Creative Edge Master Shop
101 Matthews Architectural Products
102 DSA Phototech
103 Mactac
104 Yorston and Associates
105 bo-mar Industries Custom Metal Fabrication
106 Sherine Industries
107 22 Miles
112 OSRAM
115 Cima Network
116 VER
120 Bluemedia
201 E Ink Corporation
202 Bitro Group
205 EOS Light Panel Systems
206 Litegrafx, Inc.
207 3M
208 Sign Comp
211 APCO Sign Systems
213 Designtex
219 Colite
220 PAM
301 Gemini

302 Moss
305 Skyline Design
306 L&H Companies
307 Identity Group
308 ORAFOL Americas
312 Direct Embed
314 the Gable Company
316 Icon Identity Solutions
320 Applied Image
403 Eye Catch Signs Ltd
405 Cornelius Signage
407 ALPOLIC Materials | Mitsubishi Plastics
411 Visix
412 iZone
413 SloanLED
414 DeNysy Companies
415 Rainier Industries
416 Encompass Sign Systems
419 Matthews Paint
420 Flex America
503 Sign Agent Inc.
507 AGI
511 Jet USA Corporation
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Thursday Evening Amenity

Archetype
Design Improv Workshop

SES Branded Environments
Design Improv Workshop

Matthews Paint
NEXPO Lunch

Harbinger
Young Designers Workshop

Urban Sign
Miami Design Culture Session
AGENDA

WEDNESDAY, JUNE 7

REGISTRATION
8:00-9:00am
FIU Miami Beach Urban Studios | 420 Lincoln Road, Suite 440

Welcome
9:00-9:10am
Justin Molloy, SEGD

SESSION 1
User-Centered Experiential Graphic Design
Designing Alternative Spaces for Engagement
9:10-9:20am
Victoria Baird, University of California Davis

Creation & Reaction
9:20-9:30am
Sanchita Tucker, Fashion Institute of Technology

Resource Garden: A Human Centered Library Experience
9:30-9:40am
Julia Seo, Coactuate

Moderated dialogue with session panelists
9:40-10:10am
with Joell Angel-Chumbley, University of Cincinnati

SESSION 2
New Models for Experiential Graphic Design
Being Aware: EGD as an Experience Building Tool
10:40-10:50am
Cheryl Beckett and Fiona McGettigan, University of Houston

Look/Hear
2017 SEGD Global Design Merit Award (Student Project)
10:50-11:00am
Ran Zheng, Maryland Institute College of Art

The Contemporary Craft Center featuring Tara Donovan: A Micro Exhibition
2017 SEGD Global Design Merit Award (Student Project)
11:00-11:10am
Brittany Teng, Art Center College of Design

Moderated dialogue with session panelists
11:10-11:40am
with Justin Molloy, SEGD

SESSION 3
Creating Place with Experiential Graphic Design
Sense of Direction or a Direction of Sense
1:30-1:40pm
Kathleen Meaney, Virginia Tech

Pipe Dreaming
2017 SEGD Global Design Merit Award (Student Project)
1:40-1:50pm
TBD, Massey University

Enhancing Wayfinding Systems in Complex Environments
1:50-2:00pm
Krystal Schumacher, Denver International Airport

Moderated dialogue with session panelists
2:00-2:30pm
with George Lim, Tangram Design

SESSION 4
Social Impact with Experiential Graphic Design
Developing a Pedagogy for Teaching Social Design
3:00-3:10pm
Neeta Verma, University of Notre Dame

En/Gulf: Ecopoetics of the Gulf and Bay
2017 SEGD Global Design Honor Award (Student Project)
3:10-3:20pm
TBD, University of Houston

Written Wor(l)ds
2017 SEGD Global Design Merit Award (Student Project)
3:20-3:30pm
TBD, University of Houston

Moderated dialogue with session panelists
3:30-4:00pm
with Jo Bailey, Massey University

SESSION 5
Trends in Experiential Graphic Design: An Open Dialogue
4:00-4:30pm

Save the Date
2018 SEGD Academic Summit | June 6 | Minneapolis
2018 SEGD Conference | Experience Minneapolis | June 7-9