

# AGENDA

THURSDAY, AUGUST 17

Tour fee is \$100 for either a morning or afternoon tour. Transport to and from tour on your own. Reserve early as space is limited.

## MORNING TOURS

Boston Wayfinding with DCL  
Brigham and Women's Hospital with Cloud Gehshan  
10:00am-12:00pm

## AFTERNOON TOURS

Design Innovation and Making with Sasaki  
BOS/Logan Airport Experiences with Massport  
Amazon HQ Boston with IA | Interior Architects  
2:00-4:00pm

## SEGD BOSTON CHAPTER MIXER

5:30-7:30pm

sponsored and hosted by TBD

FRIDAY, AUGUST 18

Registration + Networking  
Hilton Boston Logan Airport | One Hotel Drive Boston, MA 02128  
8:00-9:00am

## WELCOME TO BOSTON

9:00-9:15am

Justin Molloy, SEG D  
Robert Haverty, Massport

## SESSION 1

### FRAMING A NEW SENSE OF PLACE

Emerging technology and the impact on placemaking  
9:15-10:00am

Clifford Selbert FSEGD, Selbert Perkins Design

Learn how experiential graphic design is being transformed by the impact of digital districts and new forms of placemaking for cities and communities. From gateways, informational signage, and placemaking elements, SEG D Fellow Cliff Selbert will explain his design process and approach to placemaking with digital.

Session sponsored by OpenEye Global

## MORNING BREAK

Sponsored by iZone Imaging

Meet and connect with design + wayfinding leaders

10:00-10:30am

## SESSION 2

### CONNECTING PEOPLE TO PLACE

Transforming public space through user research + wayfinding strategy

10:30-11:15am

Katie Osborn, Via Collective

Learn how user research and community engagement helped create wayfinding strategies for two very different outdoor spaces that were connected through a public infrastructure project twenty years in the making.

Session sponsored by ColorAd

## SESSION 3

### INNOVATING THE PASSENGER EXPERIENCE

Technology innovation and the future of airport wayfinding

11:15am-12:30pm

Robert Haverty, Massport; Colleen Hamilton, Art of Context;  
Stephen Minning, Brand Culture Communications

Explore how airports are embracing and deploying innovative digital passenger experience platforms and are managing their spaces and assets with technology that puts user needs first.

Session sponsored by SignComp

## LUNCH BREAK

Meet and connect with design + wayfinding leaders

12:30-1:45pm

## NEXT

Get a preview of upcoming SEG D events

1:45-2:00pm

SPECIAL THANKS TO OUR HOST AND PARTNER



# AGENDA

FRIDAY, AUGUST 18 (CONTINUED)

## SESSION 4

### MANAGING AN INTEGRATIVE XGD PRACTICE

The convergence of signage, placemaking, and space

2:00-2:45pm

Annelle Stotz, IA | Interior Architects

Learn from an emerging multidisciplinary studio leader how to make truly integrative spaces that blur the blend signage, wayfinding, brand, placemaking, architecture and interiors.

Session sponsored by SES Branded Environments

## SESSION 5

### LOST AND FOUND

Finding your way on the journey

2:45-3:30pm

David Gibson FSEG, TwoTwelve

People make trips every day. Long or short, these journeys are usually done with a purpose, sometimes not. As designers it is our job to help people find their way. At the same time we also want to empower people to wander and get lost, to have creative meandering alongside their directed journeys. Author, designer, and SEG D Fellow David Gibson will share his insights on how people navigate, what happens when they get lost and how design can help them find the right path.

Session sponsored by Direct Embed

## AFTERNOON BREAK AND ARCHIGRAPHIA REDUX BOOKSIGNING

Break sponsored by Designtex

Booksigning with Richard Poulin FSEG

3:30-4:00pm

## SESSION 6

### INTERNATIONAL WAYFINDING + PLACEMAKING

Archigraphia Redux: Championing global design excellence

4:00-5:00pm

Richard Poulin FSEG, Poulin+Morris

Taking a cue from the recently lauched Archigraphia Redux, SEG D Fellow Richard Poulin will take you on a journey of global trends and innovation that the experiential graphic design profession has brought to the built environment. We will also examine the value that design brings to public space and how clients are currently approaching the role of experiential graphic design both abroad and in the United States.

Session sponsored by DCL

## CLOSING DIALOGUE

5:00pm

## CLOSING RECEPTION

5:00-7:00pm

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