

SEGD

WAYFINDING

BOSTON

PRESENTED BY



PAM

AUGUST 17-18, 2017

AGENDA

THURSDAY, AUGUST 17

Tour fee is \$100 for combo one morning plus one afternoon tour. Transport to and from tour on your own. Space is limited.

MORNING TOURS

Brigham and Women's Hospital with Cloud Gehshan
Boston Wayfinding with DCL

10:00am-12:00pm

AFTERNOON TOURS

Design Innovation and Making with Sasaki
Logan Airport Experiences with Massport and Art of Context
Amazon HQ Boston with IA | Interior Architects

2:00-4:00pm

SEGD BOSTON CHAPTER MIXER

6:30-8:30pm

held at Central Wharf | 160 Milk St, Boston, MA 02110
sponsored by Walton Signage, DCL, Sasaki Associates

FRIDAY, AUGUST 18

Registration and 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

WTF > WAYFINDING THE FUTURE

9:15-10:00am

Clifford Selbert FSEGD, Selbert Perkins Design

Experiential graphic design is undergoing an innovative and energizing transformation from the impact of newly developed digital districts, and state-of-the-art placemaking, in cities around the globe. SEG D Fellow Cliff Selbert will share insight into digital opportunities, digital integration, and revenue generation that is transforming our industry.

Session sponsored by OpenEye Global



SEGD Wayfinding
Hilton Boston Logan Airport
One Hotel Drive Boston, MA 02128

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

Itati Moguilner, Massport; Colleen Hamilton, Art of Context;
Stephen Minning, BrandCulture 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

Lunch on your own

12:30-2:00pm

FILM SCREENING

Watch the recently launched film Wayfinder in the Jet Age highlighting the career of designer and artist Jane Davis Doggett

1:30-2:00pm

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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