

SEGD

**WAYFINDING &
PLACEMAKING**

**LOS ANGELES
2018**

July 19, 2018
Optional Tours + Chapter Mixer

July 20, 2018
Conference

presenting sponsors



Agenda

Thursday, July 19

Morning Tours

10:00am-12:00pm

Select one optional morning tour. Each tour requires a \$50.00 tour fee. Pre-registration is required as space is limited!

LA Metro Placemaking Experience with LA Metro Arts & Design
USC Campus Wayfinding Experience with Linespace

Lunch Break

Grab a bite to eat in DTLA

12:00-2:00pm

Afternoon Tours

2:00-4:00pm

Select one optional morning tour. Each tour requires a \$50.00 tour fee. Pre-registration is required as space is limited!

Wilshire Grand Wayfinding Experience with Selbert Perkins Design
ROW DTLA Placemaking Experience with Rio Clemente Hale Studios

Dinner Break

4:00-6:00pm

Grab a bite to eat in DTLA

DTLA Digital Placemaking Experience

6:00-7:00pm

Tour requires a \$50.00 tour fee.
Pre-registration is required as space is limited!

Featuring installations by Standard Vision at
Marriott LA Live, Metropolis, Wilshire Grand, Circa

SEGD LA Chapter Mixer

5:30-7:30pm

Tom's Urban | L.A. Live
1011 S. Figueroa, Los Angeles, CA 90015

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Friday, July 20

Conference Registration + Networking
JW Marriott Los Angeles L.A. Live
900 West Olympic Blvd., Los Angeles, CA 90015

8:00-9:00am

Welcome + Introductions

9:00-9:10am

Session 1

Passenger Wayfinding Innovations

9:15-10:00am

Cesar Sanchez and Herbert Seevinck, Mijksenaar (New York, US)

Learn about current national and international airport trends related to wayfinding, digital airport systems, and brand building. The team from Mijksenaar will also share a case study for the in-progress master plan at Denver International Airport.

Networking Break

10:00-10:30am

Session 2

Campus Wayfinding and Placemaking

10:30am-12:00pm

Clint Woesner, Linespace (Los Angeles, US)
Kelly Kolar, Kolar Design (Cincinnati, US)

Gain new perspectives of how methodologies in campus wayfinding and placemaking strategy are evolving through case studies and learning from Linespace's ongoing work at the University of Southern California and Kolar's projects with The Ohio State University.

Lunch Break

Grab a bite to eat at L.A. Live

12:00-1:30pm



SEGD Wayfinding + Placemaking
is held at JW Marriott Los Angeles L.A. Live
900 West Olympic Blvd., LA, CA 90015

Friday, July 20 continued

Session 3

Regional and Local Wayfinding and Placemaking

1:30-2:45pm

Christian Daniels, EGG Office (Los Angeles, US)
John deWolf, Form Media (Halifax, NS)

Get the latest insights into approaches in connecting with the places closest to where we live and work. Wayfinding and Placemaking practices situated in two unique and contrasting contexts, Nova Scotia, Canada and Los Angeles, California will share their project stories, what inspires them, and how they connect people to place.

Networking Break

2:45-3:15pm

Session 4

Global Methodologies for Wayfinding

3:15-4:30pm

Carlo Giannasca, Urbanite, part of Frost Collective (Sydney, AU)
Stephanie Lessmann, Endpoint (Dubai, UAE)

Learn first-hand what drives these two award winning offices' experiential graphic design practices project work in some of the most far-off places in the world.

Session 5

20x20: LA EGD

Five speakers, Four offices, Three generations of EGD. All LA.

4:15-5:15pm

Cody Clark, RSM Design (Pasadena, US)
Patrick Frederickson, Altitude Design (Santa Monica, US)
Eloisa Ortiz, RSM Design (Pasadena, US)
Carol Newsom, Newsom Design (Los Angeles, US)
Kris Helmick, Two Twelve (Los Angeles, US)

Closing Comments

5:15-5:30pm

Closing Reception

Location TBD

5:30-7:30pm

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