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2019 SEG D GLOBAL DESIGN AWARDS: Celebrating Design that Connects People to Place

WASHINGTON— Winning projects in the [2019 SEG D Global Design Awards](#) were announced on June 8 at the [2019 SEG D Conference Experience Austin](#).

The 33 winning projects span a range of topics, disciplines and verticals, from a unique alchemy-themed hospitality experience in Australia to a projection-mapped synesthetic orchestral performance in Portland, Oregon to a glow-by-night augmented reality-equipped overpass in South Korea. What all of the projects share is their effective, singular use of design to create a strong sense of place, communicate values and tell important stories.

The Best of Show award was won by Design Studio H2E for “Aluksne Banitis Station.” The striking exhibition combines materiality, digital, interactive and analog experiences to preserve the story of a narrow-gauge railway by creating a virtual journey in a stationary space: its history, cultural context and technical attributes.

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SEGD GLOBAL DESIGN AWARDS

One juror wrote of the exhibition, “This project has it all: a strong sense of place and character, a successful deployment of a broad range of interpretive strategies (large motor skills, analog, digital, media, graphics) and an overarching visual coherence that pulls it all together. This is a great example of a variety of design disciplines being deployed and integrated into the creation of full-bodied, compelling visitor experience.”

The 2019 Sylvia Harris award went to a residential wayfinding system called “Skyline Wayfinding” developed by YiEUM Partners, Inc., in Seoul. The project efficiently and cleanly enabled a condensed neighborhood—without streets open to vehicular traffic or signs to direct foot traffic—to become a safer space to navigate for residents, emergency personnel and delivery people through the use of signage mounted high on building corners.

“It was hard to imagine finding a shortlist of winners with so much inspiring work in front of us,” says [Kathy Fry](#), principal at Mayer/Reed, SEG D Board Member and 2019 SEG D Global Design Awards Jury Chair. “With a truly global collection of entries, it was interesting to see how regional, national and even global trends stood out within this context,” Fry says she was honored to have served on the jury the past two years, as she has looked to the SEG D Global Design Award winning projects for inspiration for years.

In addition to Fry, the 2019 SEG D Global Design Awards jury includes seven multitalented and internationally acclaimed designers:

[Lance Wyman](#), Principal at Lance Wyman Ltd. (New York)

[Cameron Smith](#), Partner at Infinite Scale (Salt Lake City)

[Daisy Corso](#), Designer at ArtHouse Design (Denver) and student winner in the 2018 SEG D Global Design Awards

[Cynthia Damar-Schnobb](#), Partner at Entro (Toronto)

[Dardinelle Troen](#), Creative Director at Ditroen, inc. (Portland)

[Lee H. Skolnick](#), Founding Principal at Skolnick Architecture + Design (New York)

[Joe Donovan](#), Senior Exhibit Designer at Ideum (New Mexico)

The jury evaluated projects in seven categories that represent the core of experiential graphic design practice: Digital Experience Content, Exhibition, Interactive Experiences, Placemaking and Identity, Public Installation, Strategy/Research/Planning and Wayfinding.

“With seven major practices areas for entry, the variety of projects is vast, and as the traditional silos between practice areas continue to blur, we are increasingly seeing innovation in experiential design,” says Fry.

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SEGD GLOBAL DESIGN AWARDS

10 Honor Awards and 23 Merit Awards—spanning the full spectrum of experiential graphic design, from wayfinding to placemaking and identity, public installations, exhibitions and research projects—were chosen from among 341 submissions of experiential graphic design projects from around the world.

The following is a listing of the 2019 SEG D Global Design Award winners. Images, descriptions and team credits can be found in the SEG D Global Design Awards section of [SEGD.org](https://www.segd.org). Past winners dating back to 1998 are also available in the [archives](#).

2019 SEG D GLOBAL DESIGN AWARDS

2019 Best of Show and Honor Award

[Aluksne Banitis Station](#)

Exhibition | Aluksne, Latvia
Design: Design Studio H2E

2019 Honor Awards

[Anglers' Seats](#)

Placemaking and Identity | Lake Aluksne, Latvia
Design: Design Studio H2E

[ARUP Workplace](#)

Wayfinding | Melbourne, Australia
Design: Fabio Ongarato Design

[City Explorer at Hassenfeld Children's Hospital](#)

Interactive Experience | New York
Design: Potion

[Cornell Tech](#)

Placemaking and Identity | New York
Design: Pentagram Design

[ENCOUNTER—Meeting Points on Buffalo Bayou](#)

Public Installation | Houston, Texas
Design: University of Houston, Kathern G. McGovern College of the Arts, School of Art, Graphic Design Program

[Mississippi Arts + Entertainment Experience | Inside the Writer's Mind](#)

Digital Experience Content | Meridian, Mississippi
Design: Gallagher & Associates

[The Seven Worlds of Vladimir Vysotsky](#)

Exhibition | Moscow
Design: Lorem Ipsum Corp

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[Yulha Art Lounge](#)

Public Installation | Yulha River, Korea
Design: YiEUM Partners, Inc.

2019 Sylvia Harris Award and Merit Award

[Skyline Wayfinding](#)

Wayfinding | Seoul, Korea
Design: YiEUM Partners, Inc.

2019 Merit Awards

[Be Washington: It's Your Turn to Lead](#)

Digital Experience Content | Mount Vernon, VA
Design: George Washington's Mount Vernon, Cortina Productions, Gallagher & Associates

[Brewing Heritage Trail, Cincinnati](#)

Public Installation | Cincinnati, Ohio
Design: FRCH NELSON

[Cal Poly yak tityu tityu \(YTT, formally Student Housing South\)](#)

Placemaking and Identity | San Luis Obispo, California
Design: Media Objectives

[Calgary Central Library](#)

Wayfinding | Calgary, Canada
Design: Snøhetta, Entro, DIALOG

[de Youngsters Studio](#)

Exhibition | San Francisco
Design: fuseproject

[Domino Park](#)

Wayfinding | Brooklyn, New York
Design: Noë & Associates

[Harrods Store Navigation](#)

Strategy/Research/Planning | London
Design: Endpoint, Pentagram

[Heart of Iceland](#)

Interactive Experience | Thingvellir, Iceland
Design: Gagarin

[Jackalope Mornington Peninsula](#)

Placemaking and Identity | Merricks, Australia
Design: Fabio Ongarato Design

Jahadam Project

Public Installation | Seoul, Korea
Design: The Allim

Keep Visible—LED Traffic Guide Line

Wayfinding | Hangzhou, China
Design: ICAMP DESIGN

Lenses on the Sky

Public Installation | Portland, Oregon
Design: plus & greater than

Lighter, Stronger, Faster: The Herreshoff Legacy

Exhibition | Cambridge, Massachusetts
Design: Studio Joseph, Bluecadet, David Genco Inc.

Map The Square

Strategy/Research/Planning | Seattle
Design: Integrus Architects

Nicollet

Wayfinding | Minneapolis, Minnesota
Design: Pentagram Design

Notre Dame Stadium Enhancement

Placemaking and Identity | Notre Dame, Indiana
Design: Cardosi Kiper Design Group

Rostov-on-Don Platov International Airport

Public Installation | Rostov-on-Don, Russia
Design: Lorem Ipsum

Scholastic

Placemaking and Identity | New York
Design: Pentagram Design

Animate Turangalila

Digital Experience Content | Portland, Oregon
Design: Rose Bond Moving Pictures

WDCH Dreams

Public Installation | Los Angeles
Design: Refik Anadol Studio, LLC

YouTube Lobby

Interactive Experience | San Bruno, California
Design: Media Objectives

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About SEGD

SEGD (the Society for Experiential Graphic Design) is the multidisciplinary, global community of professionals who create experiences that connect people to place. Find out more at www.segd.org.

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