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

WASHINGTON—Winning projects in the 2019 SEGD Global Design Awards were announced on June 8 at the 2019 SEGD 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.

--more--
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, SEGD Board Member and 2019 SEGD 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 SEGD Global Design Award winning projects for inspiration for years.

In addition to Fry, the 2019 SEGD 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 SEGD 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.

--more--
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 SEGD Global Design Award winners. Images, descriptions and team credits can be found in the SEGD Global Design Awards section of SEGD.org. Past winners dating back to 1998 are also available in the archives.

2019 SEGD 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

--more--
SEGD GLOBAL DESIGN AWARDS

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

--more--
**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

--more--
About SEGD
SEGД (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.

3M is the Presenting Sponsor of the 2019 SEGD Global Design Awards.