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August 1, 2019
Optional Experiential Tours
Chapter Mixer

August 2, 2019
Event Sessions

Agenda

All Wayfinding sessions at
Center / Architecture + Design
1218 Arch Street, Philadelphia, PA 19107

Thursday, August 1

Experiential Tours

Optional tour requires a fee of \$75.00 per tour

Morning Tours

10:00am-12:00pm

Spring Garden Connector + Spruce Street Harbor Park
Placemaking Tour

Placemaking on the Delaware: Barbara Schwarzenbach of Cloud Gehshan worked on the Spring Garden Connector and will be leading this tour of two innovative urban placemaking projects in the heart of Philadelphia.

Jefferson Hospital Wayfinding Tour - Sponsored by L&H Companies
Join SEGD and Matt Varrato, Jefferson's "Brand Sheriff", as we discover the campus-wide master plan that created a distinctive brand identity, provided comprehensive directional wayfinding and made the campus more accessible.

Museum of the American Revolution Tour -
Sponsored by Nova Sign Group

Working together for over a decade, the culmination of Bluecadet and the Museum of the American Revolution's work together is a suite of permanent exhibit interactives that reveal the hidden stories of the War.

Afternoon Tours

2:00-4:00pm

Innovation Plaza - Sponsored by SignAgent

A two-time SEGD Global Design Awards Finalist, the 37th Street walkway—named Innovation Plaza—was designed by Exit to connect the nation's largest and oldest urban research park, University City Science Center, with the larger University City District.

Rail Park Placemaking Tour - Sponsored by Urban Sign

Enjoy an insider's look into the city's newest and most buzzed-about park—built on a former Reading Railroad viaduct—and learn how the Cloud Gehshan design team translated the neighborhood's complex industrial history into steel.

Independence Visitor Center and Lit Brothers Building Tour

Recently renovated, revitalized and rebranded as The Lit Building, the former Lit Brothers Department Store is a cultural landmark that played a vital role in the redevelopment of Philly's booming Market East District.

For more tour details visit SEGD.org

Philadelphia Chapter Mixer

7:00-9:00pm

Cherry Street Pier, 121 North Columbus Boulevard,
Philadelphia, PA 19106

Sponsored by Walton Signs

Friday, August 2

Registration + Networking

8:00-9:00am

Center / Architecture + Design

Welcome and Introductions

9:00-9:20am

Clive Roux, CEO, SEG D

Virginia Gehshan, FSEG D, Founding Principal,
Cloud Gehshan (Philadelphia)

Session 1

Philadelphia EGD Practices

9:20-10:45am

Sponsored by DCL

Session 1.1

Planning Partnerships: Creating a Signage System for Philadelphia's Park System

Amy Rees, Studio Director, and Mark Vevle, Studio Director,
Exit (Philadelphia)

The New NY bridge is replacing the Tappan Zee Bridge, north of New York City. This new bridge has a shared use path for pedestrians and cyclists to enjoy the beautiful Hudson Valley scenery. Exit design is working with the design team and State of NY to design a wayfinding system to direct users to the path and mark their journey across the bridge, an interpretive program highlighting the history, nature and innovations of this area, as well as artful enhancements to bring moments of joy in users' experience of this new place.

Session 1.2

Placemaking in Public Spaces

Ian Goldberg, Principal, and Kate Otte, Senior Designer,
Cloud Gehshan (Philadelphia)

Philadelphia's elevated Rail Park is a ribbon of green just north of City Hall; it is sited at the heart of American railroad and manufacturing history. As part of its first phase, an 80-foot long Corten steel "story" wall captures the gritty history of the Callowhill Industrial District and highlights Philadelphia's reputation as the "Workshop of the World."

We invite you to hear from Ian Goldberg and Kate Otte about how the interpretive design captures a place that was bursting with activity and invention. Phase 2 designs for gateway, wayfinding, identification and additional interpretive signs will also be presented. The extensive materials testing and discussion of project challenges will round out the session.



Session 1.3

From Ski to Surf: Connecting people to place in resort and recreation-centric communities

John Bosio, Principal, Merje (West Chester, PA)

Tourism is big business and the driving economic engine in many destination cities. A coordinated wayfinding program can enhance the visitor experience, provide a seamless journey and help visitors discover additional activities and attractions. Case studies of wayfinding programs for Whistler, BC and Huntington Beach, California will highlight how programs address multiple layers of wayfinding while reinforcing the brand experience.

Networking Break

Meet and connect with design and creative technology leaders

10:45-11:15am

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Session 2

German EGD Practice

Destination Dessau, creating place for a city at the center of the modern design movement

11:15am-12:00pm

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Katrin Middel, Partner, Polyform (Berlin)

Original Bauhaus architecture with UNESCO world heritage status turns Dessau in Germany's Lower Saxony into a global cultural tourist destination. How can placemaking broaden the view and entice visitors and residents to explore the variety of themes and sights of the city and the region beyond Bauhaus? In the context of celebrating 100 years of Bauhaus in 2019, the talk gives an insight into the design process of developing a brand and a touristic information system for Dessau.

Lunch Break

Grab a bite to eat in Philadelphia

12:00-1:30pm

Session 3

Canadian EGD Practices

Creating place through the diverse lens of global, regional and local influences

1:30-3:00pm

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Session 3.1

Escales découvertes (Discovery Halts)

Julie Margot, Designer, Julie Margot Design (Montréal)
Peter Soland, Urban Designer, Civiliti (Montréal)

How does one tackle creating a new walkscape in an iconic park, particularly when the name Olmsted is attached to it? Gently... This is what the design team made up of Civiliti and Julie Margot Design did as they were asked to intervene on Mount-Royal, Montréal's very own Central Park! Staying away from traditional signage solutions, the team opted for an open-ended approach using mostly natural features as wayfinding clues for a better understanding of this unique landscape and historical site. Enigmatic shapes, words and fragments of phrases shape a lexicon of landscape vocabulary and concepts, enhancing each visit with a new and singular experience.

Session 3.2

Placemaking from Eh to Zed.

Cynthia Damar-Schnobb, Partner, Entro (Toronto)

Diversity is Canada's strength; one-fifth of Canadians were born elsewhere, and chose to immigrate to Canada. In fact, in their largest city, more than half were born outside Canada. Open, accepting and progressive, Canadians see diversity as a source of continuing creativity and innovation. With newcomers living predominantly in the nation's largest urban centres, placemaking plays a significant role in helping communities thrive. Historically, community cohesion came from common backgrounds. Today's place-based community-building focuses on inclusivity and common interests, while cultural identity remains strong and is seen as an asset. With this presentation, Cynthia Damar-Schnobb will take you through a selection of iconic projects within the Canadian urban landscape, each addressing community needs in their own unique way.

Session 3.3

Developing a Multi-Modal Wayfinding System for the City of Toronto

Chris Ronson, Senior Project Manager, City of Toronto

Developing a new multi-modal wayfinding program from the ground up presents many opportunities but is not for the faint of heart! Find out about the City of Toronto's experience in building the Toronto 360 Wayfinding program from the "system strategy" to "city-wide rollout" phase.

Networking Break

3:00-3:30pm

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Session 4

British EGD Practices

At Home and Abroad

3:30-5:00pm

Sponsored by iZone Imaging

Session 4.1

So Far, So Good

Lucy Holmes, Owner, Lucy Holmes Design (London)

Hear Lucy's design journey and how it has evolved in professional practice. Learn how she thinks and feels about people and places.

Session 4.2

The SFO Way: People, Places, Things

Jason Smith, Project Director, City ID (Bristol)
Jacob Ehrenberg, Wayfinding Program Project Manager,
San Francisco International Airport (San Francisco)

Jason Smith and Jacob Ehrenberg will present the planning and design of a new SFO Wayfinding Guidance System. The presentation will focus on the value of wayfinding to guest experience and operations; the challenges of breaking a project-by-project design approach; insights into repositioning wayfinding as a service; and the internal stakeholder engagement, management processes and organizational changes needed to deliver a successful new system.

Session 4.3

The Stories Places Tell

Ian Whybrow, Managing Director, and Heath Pedrola, Design Director,
Whybrow Pedrola (London)

Castle Howard was a British treasure even before becoming the star location of *Brideshead Revisited*. Dating to 1699, the estate attracts 250,000 visitors annually.

The Millbank site of Tate Britain, home of British art from 1500, was formerly the home of prisoners due for transportation to Australia. (POMs = prisoners of Millbank)

Heath made the reverse journey to create Whybrow Pedrola with Ian.

They discuss their approach to light touch contemporary placemaking and wayfinding in historically sensitive, culturally significant British destinations.

Closing Remarks

5:00pm

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