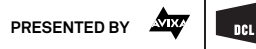




The Future of
Experience & Place
Brooklyn
2019



November 7, 2019
Optional Studio Tours

November 8, 2019
Xlab + Chapter Mixer

Agenda

Thursday, November 7

Experiential Tours

Optional tours requires a fee of \$75.00 per tour

Morning Tours

10:00am-12:00pm

ESI Design Office

Swing by the ESI Design office to see how this experience design studio has created immersive experiences for over forty years. By seamlessly overlaying the physical and digital worlds while considering human interaction in a space, ESI Design has managed to remain at the forefront of an ever-changing digital experience industry. Notable projects include the Brooklyn Children's Museum, the Statue of Liberty Museum, and the Ellis Island Museum of Immigration.

Gallagher & Associates Office

Take a tour of Gallagher + Associates New York office where transformative experiences are brought to life. Explore how Gallagher integrates media and interactive design with physical environments to create immersive experiences. Notable projects by Gallagher and Associates include the New York State Museum, The International Spy Museum, and the Chicago Architecture Center.

Local Projects Office

Explore the office of Local Projects, an experience design studio combining digital and physical design to create the future of human interaction. See how they bring groundbreaking new ideas to life at museums, experience centers, and public spaces. Local Projects' work for the National September 11 Memorial & Museum won the Cannes Gold Lions. Other notable projects include the London Mithraeum for Bloomberg, and The Museum of the City of New York's first permanent exhibition New York At Its Core.

Afternoon Tours

2:00-4:00pm

Bluecadet Office

Visit Bluecadet, a design and experience strategy agency that strives to find the interesting and unique and shape it into memorable experiences. Significant projects completed by Bluecadet include the Lit Brother building, The Gates Foundation Discovery Center, and NASA Data Lens.

Museum of the City of New York

Take a guided tour through the Museum of the City of New York, an SEG D Global Design Award Finalist in both 2017 and 2018. What began as a three-year, iterative and radically selective process with a multi-disciplinary design team, resulted in the telling of an essential story of the City of New York in three separate galleries plus two anteroom media installations.

Post-Tour Meetup

5:00-7:00pm

Circa Brewing

141 Lawrence Street, Brooklyn, NY 11201



SEG D Xlab

is held at BRIC | bricartsmedia.org
647 Fulton Street | Brooklyn, NY 11217

Friday, November 8

Registration and Networking

8:00-9:00am

BRIC | 647 Fulton Street | Brooklyn, NY 11217

Welcome and Introductions

9:00-9:15am

Bryan Meszaros, OpenEye Global, SEG D President

Session 1

Keynote: Why Experience Counts

9:15-10:15am

Sponsored by AVIXA and DCL

Jim Gilmore, author of "The Experience Economy"

Networking Break

10:15-11:00am

Session 2

Present State of Experiential Design

11:00am-12:00pm

Sponsored by AVIXA and DCL

The New Experience of the Statue of Liberty

Edwin Schlossberg, President and Principal Designer, ESI Design
Debbie Millman, Host of the "Design Matters" Podcast

Learn about the present state of experiential design through the lens of interactive pioneer, Edwin Schlossberg. Edwin will discuss his latest work designing the experience and exhibits for the new Statue of Liberty Museum, in conversation with Debbie Millman, the host of the podcast Design Matters.

Lunch Break

12:00-1:30pm

Grab a bite to eat in Downtown Brooklyn

Session 3

How Education is Changing to Meet New Needs

1:30-3:00pm

Sponsored by NanoLumens

Session 3.1

Exploring How We Learn to be Creative

Andy Van Solkema, Vice President of Digital Strategy and Experience, OST

We have moved into a world where technical drivers of "If we can do it" have been replaced with "Why we should do it." This has resulted in a fundamental shift in how creativity plays a role in business and education. A number of programs and models have emerged for how we prepare students, but what is ultimately happening? Call it "Growth mindset" "Design thinking" or "Creative problem solving" I will explore what this all means to education and learning.

Session 3.2

Carla Diana, 4D Designer in Residence and Head of Program, Cranbrook Academy of Art

Carla Diana will introduce and explain the new MFA in 4D Design Program at Cranbrook Academy of Art that prepares the next generation of design innovators and aspiring leaders to work with emerging technology.

Session 3.3

Coalesce, Cross-Pollinate and Deconstruct: the FIT Experience Design Experience

Christina Lyons, Chair FIT Graduate Exhibition & Experience Design, SEGD Board & Academic Task Force Chair

Brenda Cowan, Professor FIT Graduate Exhibition & Experience Design, Fulbright Scholar

Michael Stiller, Adjunct Professor FIT Graduate Exhibition & Experience Design, Principal/Owner upLIGHT Design

A look inside the FIT Graduate Exhibition & Experience Design Program to see how faculty, students and industry are working together to transform the future of immersive storytelling, placemaking and experiential environments.

Networking Break

3:00-3:30pm

Session 4

The Future of Experiential Environments

3:30-5:00pm

Sponsored by Nanov Display

Session 4.1

Generative and Data-Driven Environments

Mary Franck, Senior Designer, ESI Design

An approach to using computational design to make meaningful experiences.

Session 4.2

Connected Places: Technology's Impact on Where and How We Work

Dusty Duistermars, Senior Vice President, JLL Inc.

With nearly five billion square feet of commercial property under management, JLL is at the center of workplace transformation. In this session, Dusty Duistermars will double click on the global talent crisis and how it's driving a renewed emphasis on human experience. Dusty will also breakdown how digitization is changing how we perform work, including the tremendous productivity gains attained through AI powered automation and the IoT.

Session 4.3

Exploring Future Spaces

Josh Goldblum, Founder and CEO, Bluecadet

Josh Goldblum will explore emerging trends in adjacent industries including brand activations, immersive theatre, new retail, contemporary art, maker arcades and themed entertainment. Of these concepts, Josh will examine which are interesting and applicable, followed by a discussion on how today's innovations and experiments relate to the craft of designing future spaces.

Moderated by Carla Diana, Cranbrook Academy of Art

Closing Comments

5:00pm

SEGD NYC Chapter Mixer

5:30-7:30pm

[Black Forest](#)

733 Fulton St, Brooklyn, NY 11217

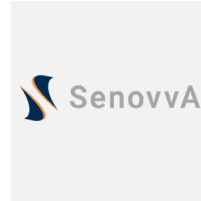
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Session 1: Why Experience Counts
Session 2: Present State of Experiential Design



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Session 4: The Future of
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