

## How Soon Is Now? Designing Change

### Week 1: How do we break our unconscious biases?

Tuesday, August 4, 1 pm - 3 pm EDT

- 1:00pm** **Welcome E+E Month**  
Cybelle Jones, CEO, SEGD  
Joel Krieger, Chief Creative Officer, Second Story, *SEGD Exhibition and Experience Chair*
- 1:15pm** **Empathy Primer Exercise** *Sponsored by Color-Ad, Inc.*  
Ayse Birsel, Birsel + Seck, Author of "Design the Life You Love", coach and principal of human-centered design and innovation firm Birsel + Seck
- 1:30pm** **Make Some Room-Unconscious Bias**  
Pavani Yalla, Second Story, Experience Design Director, and champion of emotional architecture
- 2:00pm** **VR Cinema for Social Change**  
Barry Pousman, LightShed.io, Light Shed's award-winning creative producer, head of Cinema for Social Change, and former Chief Digital Strategist at the UN
- 2:30pm** **Q&A | Roundtables** *Sponsored by DE Powder Coated Graphics*
- 3:00pm** **Closing Remarks**

Thursday, August 6, 10 am - 5:30 pm EDT

- 10:00am** **US Olympic & Paralympic Museum**  
Live Virtual Tour -insiders view into the New York Times' "Places to Go In 2020", opening July 30th, 2020  
Chris Liedel, CEO, US Olympic & Paralympic Museum | Al Salm, President, Exhibits, CREO
- 11:30am** **Break**
- 1:00pm** **Introductions | Ice Breaker**
- Accessible By Design- US Olympic & Paralympic Museum, Panel Discussion**  
Chris Liedel, CEO, US Olympic & Paralympic Museum | Al Salm, President, Exhibits, CREO  
Mike Tagliapietra, Team USA Paralympian | Hunter Kemper, Team USA Triathlon  
Carl Rhodes, Exhibit Design Director, Gallagher and Associates  
Hayley Walsh, Projects Director, Centre Screen, UK  
David Denison, Director of Operations, Stark RFID
- 2:00pm** **SEGD Global Design Award Case Studies** *Sponsored by DE Powder Coated Graphics*
- Seeing By Touch**  
Marko Rasic, Rasic+Vrabec, Croatia-based creative director and Red Dot Award winner
- Design Beyond Vision**  
Monica Coghlan, Studio Joseph, Architect and lead designer for several Cooper Hewitt exhibitions and  
Andrea Lipps, Associate Curator of Contemporary Design at Cooper Hewitt, Smithsonian Design Museum
- 3:15pm** **Week 1 – Design Improv Exercise**  
Hosted by our San Francisco SEGD Chapter
- 3:30pm** **Break**
- 5:00pm** **E+E Salon Happy Hour**

## How Soon Is Now? Designing Change

### Week 2: How do we design experiences that tell whole truths?

Tuesday, August 11, 1 pm - 3:30 pm EDT

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| 1:00pm | <b>Welcome E+E Week 2</b><br>Cybelle Jones, CEO, SEGD   |
|        | <b>Design Manifesto Primer</b><br>Harold Green III, Poet   Emcee   Artist, Chicago-based spoken word artist and poet who presented at the 2015 Chicago Mayoral Inauguration   |
| 1:15pm | <b>The National Memorial for Peace and Justice - LIVE EVENT ONLY</b><br>Joe Marianek, Small Stuff, designer, educator, winner of the SEGD 2020 GDA Best of Show, and founding partner whose work focuses on cultural and social impact                          |
| 2:15pm | <b>Truth-Telling and Reconciliation Experiences</b> <i>Sponsored by Solomon Group</i><br>L'Rai Arthur-Mensah, Local Projects, a Senior Project Manager, and partner on Onward Pop Up Museum<br>Ben Millstein, Communication + Marketing Manager, Local Projects |
| 3:00pm | <b>Q&amp;A   Roundtables</b>  |
| 3:30pm | <b>Closing Remarks</b>  |

Wednesday, August 12, 6:00 pm - 7:30 pm EDT

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| 6:00pm | <b>Film Focus - Happy Hour Watch Party—"Shield and Spear"</b><br>a feature documentary about post-apartheid South Africa<br><i>Sponsored by Rainier Industries</i> |
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Thursday, August 13, 1:30 pm - 4:30 pm EDT

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| 1:30pm | <b>Junipero Serra Museum, San Diego History Center, Virtual Tour and Discussion</b><br>Keith Helmetag, Partner, C&G Partners discusses use of design to create a healing place to tell the story of the Kumeyaay Settlement  |
| 2:30pm | <b>SEGD Global Design Award Case Studies</b><br><b>"Equity and Justice in the COVID Age" Moderated conversation with Q+A</b><br>Andy Chen and Waqas Jawaid, partners at Isometric Studio, share insights on how tech, educational, and cultural institutions are using exhibition and experience design to redress racism and authenticate the experiences of people of color                                      |
| 3:30pm | <b>"Shield and Spear" – Q&amp;A</b> <i>Sponsored by Rainier Industries</i><br>Conversation with Musician, Activist, and Featured Artist Xander Ferreira and Executive Producer Marquise Stillwell, Founder of Openbox. <b>Topic:</b> South Africa's civil history as a lens for examining the current state of race relations in the United States, as well as the power that art and design have to effect change |
| 4:15pm | <b>Week 2 – Design Improv Exercise</b><br>Hosted by our Washington D.C. SEGD Chapter   |
| 4:30pm | <b>Closing Remarks</b>   |

## How Soon Is Now? Designing Change

### Week 3: How do we steward a sustainable future?

Tuesday, August 18, 1 pm - 3:30 pm EDT

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| 1:00pm | <b>Welcome E+E Week 3</b><br>Cybelle Jones, CEO, SEGD<br>Joel Krieger, Chief Creative Officer, Second Story, <i>SEGD Exhibition and Experience Chair</i>  |
| 1:15pm | <b>Sustainability as a Narrative Experience</b><br>Jason Bruges, Jason Bruges Studio, a pioneer in interactive spaces that blend architecture, art, and interactive design  |
| 2:00pm | <b>Everything Matters: Why Scientists and Designers Need Each Other to Fight Climate Change and Environmental Catastrophe</b> <i>Sponsored by Kubik Maltbie</i><br>Kenneth Lacovara, Paleontologist, Fellow of the Explorers Club, Author, and Ted Talk alumni, Founding Dean of Rowan University's School of Earth & Environment |
| 3:00pm | <b>Q&amp;A   Roundtables</b>  |
| 3:30pm | <b>Closing Remarks</b>  |

### Thursday, August 20, 10:00 am - 5:30 pm EDT

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| 10:00am  | <b>Introductions</b><br><br><b>Museum of the United Nations - UN Live, A New Global Museum in the Making</b><br>Danielle Wellings, Project Coordinator, UN Live   |
| 10:45 am | <b>Break</b>  |
| 1:30pm   | <b>Designing for a Circular Economy</b><br>Simon Widmer, Design Network and Creative Lead, Ellen Macarthur Foundation and leader of the Circular Design Guide in collaboration with IDEO                |
| 2:00pm   | <b>Sadness, Science and Silence</b><br>Annie Mitchell, Light and Sound Artist interested in what drives us as humans, the environments in which we thrive and the human connections we need to flourish |
| 2:30pm   | <b>Q&amp;A   Roundtables</b>  |
| 3:00pm   | <b>Week 3 – Design Improv Exercise</b><br>Hosted by our Denver, CO SEGD Chapter   |
| 3:15pm   | <b>Break</b>  |
| 4:30pm   | <b>E+E Salon Happy Hour</b>   |

## How Soon Is Now? Designing Change

### Week 4: How do we give the past context and redirect the future?

Tuesday, August 25, 1 pm - 3 pm EDT

- 1:00pm** **Welcome E+E Week 4**  
Hilary Jay, Director of Education, SEGD  
Cybelle Jones, CEO, SEGD
- 1:15pm** **Writing Our Design Manifesto**  
Harold Green III, Poet | Emcee | Artist, Chicago-based spoken word artist and poet who presented at the 2015 Chicago Mayoral Inauguration
- 1:30pm** **Designers Elevating Untold Narratives**  
Aki Carpenter, Ralph Appelbaum Associates, Creative Director and co-founder of Ripple Effect, a New Orleans-based water literacy education program
- Designers From Absence to Presence—  
Commemorating Contributions of Enslaved People**  
Shane Allbritton and Norman Lee, artists and co-founders of RE:site, combine divergent aesthetic and interpretive design to respond to ethos of place and memory
- 2:30pm** **Q&A | Roundtables**
- 3:00pm** **Closing Remarks**

Thursday, August 27, 10:00 am - 6 pm EDT

- 10:00am** **London's Science Museum: Medicine Exhibition, from the Henry Wellcome and the Science Museum Group Collection - Virtual Tour**  
Lucy Holmes, Founder and Creative Director, Holmes Studio
- 10:45am** **Break**
- 2:00pm** **SEGD Global Design Award Case Studies** *Sponsored by Kubik Maltbie*  
**Listening to Children, The Louisiana Childrens Museum**  
Kristine Matthews, Director, Studio Matthews
- 2:30pm** **Envisioning Future Space**  
Josh Goldblum, Founder and CEO, Bluecadet
- Q&A | Roundtables**
- 3:25pm** **SEGD Manifesto Live Performance**  
Harold Green III, Poet | Emcee | Artist, Chicago-based spoken word artist
- Break**
- 3:30pm** **E+E Salon Manifesto Happy Hour**
- 5:00pm** **Week 4 – Design Improv Exercise**
- 5:30pm** Hosted by our New York City SEGD Chapter