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Wayfinding + Placemaking NOW

Thursday September 17, Day One, 3-7 pm EDT

- 3:00pm** **Welcome to Wayfinding + Placemaking NOW** Framing the conversation to provide intelligence and case studies to assist designers in doing their best work now
Cybelle Jones, SEGD, CEO
Jemma Radick, Senior Associate, Populous Activate, Kansas City Chapter Co-Chair, Wayfinding + Placemaking NOW Co-Chair
- 3:15pm** **Virtual Tour: The New York City High Line Reopening and Adapting** Sponsored by DCL
Paula Scher, partner at Pentagram and SEGD Fellow
- 4:15pm** **Identity and Place** Sponsored by Color-Ad
Manuel Miranda, Manuel Miranda Practice (MMP), Founder and Commissioner, NYC Public Design Commission, New York City, USA
- 5:00pm** **Global Roundtable Discussion, Part One** Sponsored by DE Powder Coated Graphics
In response to the global crises currently underway, designers from Oceania and India will address what they are seeing in their home states, and what they are doing to help people feel safe, comfortable, confident, and welcome in public places. They will discuss best practices in signage, environments, digital platforms, icon making, and communication given new paradigms and behaviors. And, they will talk about the evolving market demand for experiences in urban centers, retail environments, health care facilities, and university settings.
> Wellington, New Zealand - Nick Kapica, Isthmus, Principal
> Sydney, Australia - Paul Tabouré, Founder and Executive Creative Director, and Charlie Bromley, Head of Environments, THERE
> Mumbai, India - Baarish Date, Graphics Beyond, Co-founder
- 5:45pm** **Moderated Discussion** led by Despina Macris, DotDash, Director, SEGD Board Member and Wayfinding + Placemaking NOW Co-Chair, Brisbane, Australia
- 6:15pm** **Closing Remarks**
Virtual Mixer Sponsored by Welch Sign, IMG, and Urban Sign

Friday September 18, Day Two, 10 am-2:00 pm EDT

- 10:00am** **Welcome**
- 10:15am** **Wayfinding in Uncertain Times** Sponsored by SignAgent
Dr. Mindy Fullilove, MD, social psychiatrist and professor of Urban Policy and Health, Parsons, The New School, New York City, USA
Moderated Q+A The pandemic has forever changed not only how we behave in public, but what we want and need from civic spaces. What do new health considerations, new safety concerns, new forms of etiquette, new ways of connecting to one another mean for placemaking and experience design in the public realm NOW?
- 11:15pm** **Global Roundtable Discussion, Part Two** In response to the global crises currently underway, designers from Africa, Asia, Europe, and South America will address what they are seeing in their home states, and what they are doing to help people feel safe, comfortable, confident, and welcome in public places. They will discuss best practices in signage, environments, digital platforms, icon making, and communication given new paradigms and behaviors. And, they will talk about the evolving market demand for experiences in urban centers, retail environments, health care facilities, and university settings.
> Santiago, Chile - José Allard, Wayfinding, Partner and Rodrigo Ramirez, Pontificia Universidad Católica de Chile, Director School of Design
> Riga, Latvia - Ingūna Elere, CDO/Creative Lead, and Dagnija Balode, Chief Business Officer, Design Studio H2E
> Seoul, South Korea - Sherwood Choe, YiEUM Partners, Manager
> Johannesburg, South Africa - Mohammed Jogie, Morning Star Design, Design & Strategy
- 12:15pm** **Moderated Discussion** led by Cybelle Jones, SEGD, CEO, Washington, D.C.
- 12:45-1:45pm** **Workshop: Design the Future You Want**
led by Jemma Radick, Senior Associate, Populous Activate and Kansas City Chapter Co-Chair, Kansas City, Missouri
Through collaborative workshop tools, participants will be challenged to present solutions to the one problem most pressing to them right now.