Agenda

Wednesday, November 3

Archetype Welcome Party
7:00-10:00pm
Location TBD

Thursday, November 4

Reconnect + Rethink Philadelphia
Loews Philadelphia Hotel
1200 Market St, Philadelphia, PA 19107

Registration
Millenium Foyer, Floor 2
8:00am-5:00pm
7:00-8:00pm

Young Designer Meet Up
Commonwealth Foyer, Floor 2
8:00-9:00am

Welcome + Introductions
Day 1: Individuals + Community at the Center of Design
Commonwealth Hall, Floor 2
9:00-9:30am

Anna Crider, Partner, Entro, SEGD President
Amy Rees, Studio Director, EXIT Design, Philadelphia Co-Chair
Josh Goldblum, Founder + CEO, Bluecadet, Philadelphia Co-Chair
Nick Vicente, Designer + Partner, Truth & Consequences, Philadelphia Co-Chair
Cybelle Jones, CEO, SEGD

Welcome to Philadelphia and reconnecting at our annual gathering of the experiential graphic design community! Explore Philadelphia as a longstanding hub for art and design, innovation, culture, design education and human-centered experiences.

SEGD Fellow + Achievement Awards
9:30-10:30am

Anna Crider, Partner, Entro, SEGD President
Lucy Holmes, Founder + Creative Director, Holmes Studio, Awards Chair
Cybelle Jones, CEO, SEGD

The SEGD Achievement and Fellow Awards are SEGD’s annual Hall of Fame. Find out who is the 2021 SEGD Fellow—the Poet Laureate of Experiential Graphic Design—as well as the other people and organizations leading the discipline and the SEGD community.

Sponsored by DCL

Networking Break
10:30-10:45am

Keynote: The Power of the Individual
Transforming Space and Community
10:45-11:15am

Jane Golden, Founder + Executive Director, Mural Arts
Amy Rees, Studio Director, EXIT Design, Philadelphia Co-Chair, Moderator

President’s Reception + SEGD Auction
Millennium and Commonwealth Hall, Floor 2
7:00-10:00pm
Sponsored by Color-Ad, Inc.

Community First: Redesigning SEPTA
11:15-11:45am

Anna Crider, Partner, Entro, President SEGD
Lex Powers, Manager, Strategic Planning, SEPTA

In Spring 2020 amidst the onset of COVID-19, the Southeastern Pennsylvania Transportation Authority (SEPTA) set out to improve navigability and increase future ridership of its rail transit network. The solution, a comprehensive overhaul of their rail transit network’s branding and wayfinding, prioritized community input with a focus on those with limited English proficiency and accessibility challenges.

Moderated Discussion
11:45am-12:00pm

Lunch Break
On your own
12:00-1:30pm

Young Designer Lunch
12:00-1:30pm

Experience-Led Design Approach
Design Minds Curating Change
1:30-2:30pm

Little Wing Lee, Founder + Principal, Studio and Projects
Juanita Wichienkuer, Chief of Design, Smithsonian Institution, Smithsonian Exhibits

Experience Philadelphia: Tours
1:00-4:00pm

1. Mural Arts Tour
2. Philadelphia Art Museum EGD Tour
3. “Motherhood” Exhibit, Mutter Museum & Philadelphia Center for Architecture
4. The Barnes Foundation
5. Franklin Institute - Crayola Exhibit
6. Eastern State Penitentiary
7. Philadelphia Bike Tour

Dinner Break
On your own
5:00-7:00pm

SEGD Chapter Chair Dinner
Whiskey & Rye, Lobby Level
5:00-7:00pm
(SEGD Chapter Chairs Only)
Sponsored by Daktronics, Rainier Industries + Tube Art Group

Presented By

All conference sessions at
Loews Philadelphia Hotel
1200 Market St, Philadelphia, PA 19107

Through innovative collaborations Mural Arts has reimagined the intersection of art and public space and address societal challenges. Under Golden’s direction, they have developed groundbreaking programs that transform practice and policies related to youth education, restorative justice, environmental issues and behavioral health.
Friday, November 5

Registration
Millenium Foyer, Floor 2
8:00am-5:30pm

Breakfast at NEXPO
Millenium Hall, Floor 2
8:00-9:00am

NEXPO
Millenium Hall, Floor 2
8:00am-6:00pm

Welcome Back
Day 2: Rethinking our Communal and Cultural Experiences
Commonwealth Hall, Floor 2
9:00-9:10am

Anna Crider, Partner, Entro, SEGD President

Keynote: Space for Expression
Maintaining Spontaneity at Scale
9:15-10:15am

Ali Rubenstein, Chief Creative Officer, Co-CEO, Meow Wolf
Genell Hoechstetter, Senior Creative Director, Meow Wolf
Sean Di Ianni, Founder + Executive Vice President

Having begun as an informal, structureless arts collective in Santa Fe in 2008, Meow Wolf has grown to be a leading creative studio pushing the boundaries of immersive art and harnessing business to create positive social impact. Ali, Sean and Genell will talk about the process of building and operating audacious new immersive artworks from the ground up and the challenges of evolving our creative practice at scale.

Content Sessions
10:15-11:00am
Seat at the Table
Katie Lee, Co-founder + Partner, Dome Collective
Lynn Kang, Co-founder + Partner, Dome Collective

“Seat at the Table” highlights the current state of gender inequity in America. Designed by Dome, a Brooklyn-based experience design studio, the public exhibition is a reminder of the ongoing struggle by women since gaining the right to vote over 100 years ago and asks “Where are we now?”

11:00-11:30am
Extra Bold
Ellen Lupton, Senior Curator of Contemporary Design, Cooper-Hewitt, Smithsonian Design Museum, New York

Ellen will be discussing her upcoming publication “Extra Bold: A Feminist, Inclusive, Anti-Racist, Non-Binary Field Guide for Graphic Designers”.

Lunch at NEXPO
Millenium Hall, Floor 2
12:00-1:30pm
Sponsored by Matthews Paint

Young Designer Mentor Meet Up
Millenium Foyer, Floor 2
12:00-4:30pm

NEXPO Talks
Millenium Hall, Floor 2
1:30-2:30pm
Mad Systems
Dimensional Innovations

SEGD Talks
1:30-2:30pm
Millenium Hall, Floor 2
Live Podcast with Alesia Hendley

NEXPO Networking Break
Millenium Hall, Floor 2
2:30-3:00pm

NEXPO Talks
Millenium Hall, Floor 2
3:00-4:30pm
Drive21
NOVA Industrial Arts

NEXPO Reception
Millenium Hall, Floor 2
4:30-5:30pm

SEGD Global Design Awards Ceremony
Commonwealth Hall, Floor 2
5:30-7:00pm
Sponsored by CREO

SEGD Global Design Awards Reception
The Terrace, Floor 33
7:00-8:00pm

Anna Crider, Partner, Entro, President SEGD
Dayton Schroeter, Design Principal, Smith Group, SEGD Board, Global Design Awards Chair
Cybelle Jones, CEO, SEGD

Saturday, November 6

Registration
Millenium Foyer, Floor 2
8:00am-12:00pm

Young Designer Meet Up
Commonwealth Foyer, Floor 2
8:00-9:00am

Welcome Back
Day 3: Universal Models for Social Impact, Equity and Inclusive Design
Commonwealth Hall, Floor 2
9:00-9:15am
**Keynote: Design As Change Agent**
9:15-10:15am

An Interview with Brian Collins

Brian Collins, Co-Founder, Chief Creative Officer, COLLINS
Nick Vicente, Designer + Partner, Truth & Consequences, Philadelphia Co-Chair, Moderator

Over his career, Brian and the teams he leads have won every major creative award. For three years in a row – 2019, 2020, and 2021 – Ad Age has honored COLLINS as “Design Firm of the Year.” Their work has been featured in The New York Times, Businessweek, Creativity, Fortune, NBC News, ABC News, and Fast Company, which named Brian an “American Master of Design.” In 2017, COLLINS developed the concept and design of Ford’s launch of The City of Tomorrow, focusing on the future of urban mobility. In a survey of global companies, COLLINS was recently named one of “50 Places Creative People Want to Work Next” along with Disney, Tesla, Pixar, and NASA.

In this interview Brian will speak about the effect of design on the future and how he sees design as an agent of change for social identity and social impact.

**Networking Break**
10:15-10:30am

**Keynote: Changing the Design Narrative**
Commonwealth Hall, Floor 2
10:30-11:15am

Joy Bailey-Bryant, President, Lord Cultural Resources
Aki Carpenter, Principal and the Director of Social Projects, Ralph Appelbaum Associates, SEGD Board Member, SEGD Racial Justice Commission Chair
Dayton Schroeter, Design Principal, Smith Group, SEGD Board, Global Design Awards Chair

**Bringing Community into Design**
Commonwealth Hall, Floor 2
11:15-12:00pm

Manuel Miranda, Owner + Lead Designer, Manuel Miranda Practice (MMP), SEGD 2021 Vanguard

**Lunch Break**
On your own
12:00-1:30pm

**Digital and Immersive Experience Track**

**Trends and Challenges for Experiential Culture**
Commonwealth Hall, Floor 2
1:30-2:15pm

Raina Mehler, Director of Media Arts, Superblue
Jason Shin, Co-founder, Wonderspaces
Josh Goldblum, Founder + CEO, Bluecadet, Moderator

The last two years have drastically shifted the course of the experience economy for the foreseeable future. This discussion investigates what cultural consumers want, what to change about how these experiences function, and how experience designers can adapt. With more and more interactions happening remotely, the demand is higher than ever for immersive in-person events, adventures, and shared cultural moments. This session brings together three leaders in the field of immersive experiences, with divergent backgrounds in finance, museums, and themed entertainment, to ask what the future holds for immersive and location-based entertainment.

**Exhibition and Experience Track**

**Designing Lasting Connections**
Commonwealth Hall, Floor 2
2:15-3:15pm

Abigail Honor, Partner, Lorem Ipsum
Richard The, Co-Founder, Studio TheGreenEyl
Carl Rhodes, Design Director, Gallagher & Associates

Awareness of social issues within experience design has never been more important than right now. The panelists will discuss the importance of understanding your diverse audience, telling appropriate stories, and how to build lasting connections. Projects begin with understanding the local community and the goals of the institution in order to create experiences that successfully resonate with a diverse audience. They will share their approach; how to listen and collaborate to innovate and create connections with people in unexpected ways.
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- Thursday Coffee Break
- 2021 SEGD Gold Industry Partner
- Global Design Awards
- Hotel Key Cards
- 2021 SEGD Silver Industry Partner
- Experience Philadelphia: Tour
- 2021 SEGD Bronze Industry Partner
- NEXPO Talk
- 2021 SEGD Gold Industry Partner
- Experience Philadelphia: Tour
- NEXPO Lunch
- Charging Station
- Badges + Lanyards
- Chapter Chair Dinner
- Face Masks
- NEXPO Talk
- Friday Coffee Break
- Young Designers Series