Welcome to the 2021 SEGD Conference Experience
Philadelphia: Reconnecting, Rethinking—and Refueling

The nation's top design minds convene in Philadelphia, chart the future of experiences connecting people to place.

Gathering in-person, our hope is to inspire and reconnect you with a community of creative professionals that share and celebrate all things experience design. This is an outstanding opportunity to be inspired, network and refuel! We have three days of visionary speakers and keynotes, as well as curated experiences aimed to reunite our community.

In Philadelphia, we hope to re-examine experiential design practices and to chart the future for the built environment. Our conference chairs Amy Rees (Exit Design), Nick Vincente (Truth & Consequences), and Josh Goldblum (Blucadet) have crafted thought provoking sessions that ask us to “rethink” how we can bring optimism, empathy and creativity to manifest new ways of thinking and doing.

Thank you for joining in the conversation.

Cybelle Jones
CEO, SEGD

For more information on the 2021 SEGD Conference and Speaker Bios, go to https://conf.segd.org

Conference Artwork
Nick Vicente, Truth & Consequences

Program Design
Amy Rees, Exit Design

Graphic Design/Editor
Sarah Miorelli, SEGD

Printer
Vizi, vizirocks.com
THURSDAY  
NOV. 4th  
RECONNECT + RETHINK PHILADELPHIA

8:00AM–5:00PM  Registration  
MILLENNIUM FOYER, FLOOR 2  
Loews Philadelphia Hotel  
1200 Market St, Philadelphia, PA 19107

8:00–9:00AM  Young Designer Lounge  
MILLENNIUM FOYER, FLOOR 2  
Sponsored by SES Branded Environments, Cloud Gehshan and Tangram

Hannah Anderson, Construction Administrative Lead, Kolar Design  
Jonathan Posnett, Partner, Entro  
Elizabeth Griswold, Senior Experiential Graphic Designer, Ewing Cole

Welcome to our young professionals an opportunity to connect and engage in a curated YDS interactive session to kick off the conference.

8:30–9:30AM  Connect & Celebrate Mimosa Bar  
COMMONWEALTH FOYER, FLOOR 2

Pick up your bubbly and get ready to reconnect with peers, meet new EGDr’s and toast our 2021 Fellow and Achievement Award winners!

9:00–9:30AM  Welcome + Introductions  
COMMONWEALTH HALL, FLOOR 2

Day 1: Individuals at the Center of Design  
Anna Crider, Partner, Entro, SEGD President  
Josh Goldblum, Founder + CEO, Bluecadet, 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.

9:30–10:30AM  SEGD Fellow + Achievement Awards  
COMMONWEALTH HALL, FLOOR 2  
Sponsored by DCL

Anna Crider, Partner, Entro, SEGD President  
Mike McCarthy, Vice President, DCL  
Dayton Schroeter, Principal, SmithGroup

The annual SEGD Fellow + Achievement Awards recognize the individuals, companies, and organizations that—through their commitment to human-centered, effective design in the built environment—help define the highest standards for the profession. 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.

10:30–10:45AM  NETWORKING BREAK  
Sponsored by Archetype

10:45–11:15AM  Keynote: Power of the Individual  
COMMONWEALTH HALL, FLOOR 2

TRANSFORMING SPACE AND COMMUNITY

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

Through innovative collaborations Mural Arts has reimagined the intersection of art and public space and addressed 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.

11:15–11:45AM  COMMUNITY FIRST: REDESIGNING SEPTA  
COMMONWEALTH HALL, FLOOR 2

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.
CONFERENCE AGENDA

11:45–12:00PM  MODERATED DISCUSSION

Amy Rees, Principal, Exit Design, Philadelphia Chapter Co-Chair, Moderator
Jane Golden, Founder + Executive Director, Mural Arts
Anna Cridar, Partner, Entro, President SEGD
Lex Powers, Manager, Strategic Planning, SEPTA

12:00–1:30PM  LUNCH BREAK - RECONNECT!
On your own - check our recommendations on page 26.

12:00–1:30PM  Young Designer Lunch
CONGRESS, FLOOR 4
Sponsored by SES Branded Environments, Cloud Gehshan and Tangram

1:30–3:30PM  Experience-Led Design Approach
COMMONWEALTH HALL, FLOOR 2

1:30–2:30PM  DESIGN MINDS CURATING CHANGE
Little Wing Lee, Founder + Principal, Studio & Projects
Juanita Wichienkuer, Head of Exhibit Design, Smithsonian Institution, Smithsonian Exhibits

Little Wing and Juanita will talk through their disparate backgrounds in documentary television and film, architecture and construction, and some of the award-winning projects they subsequently worked on together like the Smithsonian National Museum of African American History & Culture and development of the new brand Sister City for Ace Hotel / Atelier Ace. They’ll discuss how their design approach, in both exhibit design and hospitality, came out of crafting the visitor experience, and how experience-led design still informs their current work.

2:30–3:00PM  DESIGNING INCLUSIVE EXPERIENCES
Dayton Schroeter, Principal, SmithGroup

Dayton will talk about how you design inclusive narrative experiences that are inclusive and incorporate a multiplicity of voices and viewpoints.

Experience Philadelphia: Tours

1:00–4:00PM  Tour 1, Philadelphia Bike Tour, Sponsored by DE Powder Coated Graphics
Tour 2, The Barnes Foundation
Tour 3, "Motherhood" Exhibit, Mutter Museum & Philadelphia Center for Architecture
Tour 4, Wonderspaces

1:30–4:30PM  Tour 5, Eastern State Penitentiary, Sponsored by SignAgent
Tour 6, Philadelphia Museum of Art Tour
Tour 7, The Franklin Institute - Crayola Exhibit
Tour 8, Mural Arts Tour, Sponsored by Urban Sign

5:00–7:00PM  DINNER BREAK

5:00–7:00PM  SEGD Chapter Chair Dinner
WHISKEY & RYE, LOBBY LEVEL
Sponsored by Daktronics, Rainier Industries + Harbinger Sign (SEGD Chapter Chairs Only)

7:00–8:00PM  Registration
MILLENIUM FOYER, FLOOR 2

7:00–10:00PM  President’s Reception + SEGD Auction for Excellence
MILLENIUM + COMMONWEALTH HALL, FLOOR 2
Sponsored by Color-Ad, Inc.

The President’s Reception is SEGD’s traditional conference kick-off! With covid keeping our community connect- ing digitally, this is a way to reconnect in-person with old friends, meet new and inspiring peers and lean into our new future together. The SEGD Auction for Excellence, a conference favorite, is a fun and festive event that benefits SEGD’s outreach initiatives including the new SEGD website development and our DEAI training. Don’t miss your chance to bid on one-of-a-kind collectables donated by SEGD Fellows! Thanks to our 2021 SEGD Auctioneer, Alan Jacobson, J2/EXIT. Make sure to create a conference keepsake at the photo booth provided by Entro!
# SEGD Conference Philadelphia 2021

## Conference Agenda

### FRIDAY

**NOV. 5th**

**RECONNECT + RETHINK PHILADELPHIA**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Details</th>
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<tbody>
<tr>
<td>8:00AM–5:30PM</td>
<td><strong>Registration</strong></td>
<td>MILLENNIUM FOYER, FLOOR 2</td>
<td>Loews Philadelphia Hotel 1200 Market St, Philadelphia, PA 19107</td>
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<td>8:00–9:00AM</td>
<td><strong>Breakfast at NEXPO</strong></td>
<td>MILLENNIUM HALL, FLOOR 2</td>
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<td>8:00AM–5:30PM</td>
<td><strong>NEXPO</strong></td>
<td>MILLENNIUM HALL, FLOOR 2</td>
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<td>9:00–9:15AM</td>
<td><strong>Welcome Back</strong></td>
<td>COMMONWEAL HALL, FLOOR 2</td>
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<td></td>
<td><strong>Day 2: Rethinking our Communal and Cultural Experiences</strong></td>
<td>COMMONWEAL HALL, FLOOR 2</td>
<td><strong>Anna Crider</strong>, Partner, Entro, SEGD President</td>
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<td><strong>Nick Vicente</strong>, Designer + Partner, Truth &amp; Consequences, Philadelphia Co-Chair</td>
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<td>9:15–10:00AM</td>
<td><strong>Keynote: Space for Expression</strong></td>
<td>COMMONWEAL HALL, FLOOR 2</td>
<td><strong>Ali Rubinstein</strong>, Chief Creative Officer, Co-CEO, Meow Wolf</td>
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<td><strong>Genell Hoechstetter</strong>, Senior Creative Director, Meow Wolf</td>
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<td><strong>Sean Di Ianni</strong>, Founder + Executive Vice President, Meow Wolf</td>
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<td><strong>Josh Goldblum</strong>, Founder + CEO, Bluecadet, Philadelphia Co-Chair,</td>
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<td>Moderator</td>
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<td>Having begun as an informal, structureless arts collective in Santa Fe</td>
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<td>in 2008, Meow Wolf has grown to be a leading creative studio pushing</td>
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<td>the boundaries of immersive art and harnessing business to create</td>
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<td>positive social impact. Ali, Sean and Genell will talk about the</td>
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<td>process of building and operating audacious new immersive artworks</td>
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<td>from the ground up and the challenges of evolving our creative</td>
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<td>practice at scale.</td>
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<td>10:00–10:30AM</td>
<td><strong>NETWORKING BREAK</strong></td>
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<td>Sponsored by Poblocki Sign Company</td>
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<td>10:30–11:00AM</td>
<td><strong>Seat At The Table</strong></td>
<td>COMMONWEAL HALL, FLOOR 2</td>
<td><strong>Katie Lee</strong>, Co-founder + Partner, Dome Collective</td>
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<td><strong>Lynn Kiang</strong>, Co-founder + Partner, Dome Collective</td>
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<td>“Seat at the Table” highlights the current state of gender inequity</td>
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<td>in America. Designed by Dome, a Brooklyn-based experience design studio,</td>
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<td>the public exhibition is a reminder of the ongoing struggle by women</td>
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<td>gaining the right to vote over 100 years ago and asks “Where are we</td>
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<td>now?”</td>
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<td>11:00–11:30AM</td>
<td><strong>The Sensory Museum</strong></td>
<td>COMMONWEAL HALL, FLOOR 2</td>
<td><strong>Ellen Lupton</strong>, Senior Curator of Contemporary Design, Cooper-Hewitt,</td>
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<td>Smithsonian Design Museum, New York</td>
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<td>Museums haven’t always been about looking. Early museums in Europe</td>
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<td>were devoted to walking, talking, and touching stuff. Museums today</td>
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<td>have the opportunity to engage multiple senses and to become inclusive</td>
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<td>platforms for sharing knowledge and experiences. Ellen will talk about</td>
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<td>the sensory challenges museums face in the age of the pandemic.</td>
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<td>11:30AM–12:00PM</td>
<td><strong>Rethinking our Communal and Cultural Experiences</strong></td>
<td>COMMONWEAL HALL, FLOOR 2</td>
<td><strong>Jason Shin</strong>, Co-Founder Wonderspaces</td>
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<td>Wonderspaces is a Los Angeles-based company that seeks to partner with</td>
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<td>artists to broaden the audience for their work. Launching in</td>
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<td>Philadelphia in early 2020, the common theme between the interactive</td>
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<td>art installations is that they are expected to deliver an extraordinary</td>
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<td>experience to a broad audience. Hear about the origins and mission of</td>
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<td>these newly expanded venues that focus on localized artists and the</td>
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<td>hope of making art more relatable to the general public, akin to a</td>
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<td>family trip to the movies.</td>
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12:00–1:30PM  **Lunch at NEXPO**  
**MILLENNIUM HALL, FLOOR 2**  
**Sponsored by Matthews Paint**

12:00–4:30PM  **Young Designer Mentor Meet Up**  
**MILLENNIUM FOYER, FLOOR 2**  
**Sponsored by SES Branded Environments, Cloud Gehshan and Tangram**  
This is a one-of-a-kind opportunity to meet with seasoned professionals in the field of EGD. The YDS Chairs will curate one-on-one sessions with mentors and mentees to share their insights about their careers, lessons learned and opportunities in experience design.

1:30–2:30PM  **NEXPO Talks**  
**MILLENNIUM HALL, FLOOR 2**

1:30–2:00PM  **DESIGNING MEDIA-DRIVEN TECHNOLOGY FOR THE END USER**  
**Maris Ensing**, Founder, Mad Systems  
Media is one of our most powerful tools for creating compelling and content-rich visitor experiences. But as a venue, technology can bring complications and consequences to daily operation and budgets, so designers and fabricators need to think strategically when incorporating it. Improvements in technology have made it possible to provide media-driven solutions and experiences that are easier to run and manage, yet more enjoyable for visitors. Today's technology is capable of delivering systems wirelessly, which can save on budget by reducing cable, conduit, and labor costs. It is now possible to use the same piece of hardware in a multitude of ways for different exhibits, so ultimately you don't need an abundance of spares.

2:00–2:30PM  **RE-INVENTING REMARKABLE: LARGE-SCALE ADDITIVE MANUFACTURING IS CHANGING THE GAME IN DESIGN**  
**Rick Smith**, Vice President, Executive Creative Director of Experiential Design, Dimensional Innovations  
Rick Smith and the Dimensional Innovations team have been designing and fabricating remarkable experiences for over two decades. In that time, the DI team has met many “NBDB” (Never Been Done Before) projects head on with ingenuity and innovative thinking. Rick will share a few recent challenges by explaining how the design and fabrication teams embraced additive manufacturing (large-scale 3D printing) capabilities to solve one of their most challenging problems yet.

2:30–3:00PM  **SEGD Fellow Talks**  
**MILLENNIUM HALL, FLOOR 2**  
**Virginia Gehshan**, FSEGD, SEGD Past President, Partner Cloud Gehshan  
**Jerome Cloud**, FSEGD, Partner Cloud Gehshan  
**Anna Crider**, Partner, Entro, SEGD President, Moderator  
You are invited for an intimate Q&A with SEGD Fellows Virginia and Jerome. Cloud Gehshan Associates may be best known for its groundbreaking work on large, multi-component projects such as university campuses, medical centers, and park systems. Their work integrates identity, storytelling, signage, and information systems in a process they call placebranding.

2:30–3:00PM  **NEXPO Networking Break**  
**MILLENNIUM HALL, FLOOR 2**  
**Sponsored by Poblocki Sign Company**

3:00–3:30PM  **SEGD Talks**  
**MILLENNIUM HALL, FLOOR 2**  
**Alan Jacobson**, Founder, Exit Design / J2 Design  
**Anna Crider**, Partner, Entro, SEGD President, Moderator  
You are invited to join a conversation with Alan Jacobson, Founder and CEO of J2 and Exit Design, and SEGD Distinguished Member Award honoree. Brand strategy and experience design in the built environment have been the keystones of Alan's research and passion. As a leader, Alan is driven by the impact design can have on our quality of life, organizational growth, and the influence of design on attraction and affinity.

3:30–4:00PM  **A DEEP-DIVE INTO POWDER COATINGS**  
**Jim Hester**, Sales & Estimating Department, Quality Powder Coating  
With new advanced sublimation processes, powder coatings no longer need to be a single color. This session will explore AAMA tests and standards and key points to
specifying powder coating. We will dive deep into specialty powder coatings like wood grain, marbles, metals, and digital art finishes that allow greater design versatility, and the process by which these are created. Learn more about the cost-benefits of powder coatings and the factors that make them a sustainable solution.

4:00–4:30PM
CONFessions of a Fabricator
Corey Kennedy, COO, NOVA Industrial Arts

Corey will discuss NOVA’s approach to the careful balance of design intent and budget goals.

4:30–5:30PM
NEXPO Reception
MILLENIUM HALL, FLOOR 2

5:30–7:00PM
SEGd Global Design Awards Ceremony
COMMONWEALTH HALL, FLOOR 2
Sponsored by CREO

Anna Crider, Partner, Entro, SEGd President
Dayton Schroeter, Principal, SmithGroup, SEGd Board, Global Design Awards Chair
Cybelle Jones, CEO, SEGd

Since 1987, the SEGd Global Design Awards have recognized the best experiential graphic design projects in the world. This year you will enjoy the opportunity to dress up and be in person for this year’s SEGd 2021 Global Design Award-winning projects that represent diverse manifestations of experience design, while showing a breadth of talent across the globe. For more information on the SEGd 2020 & 2021 Global Design Awardees, go to awards.segd.org

7:00–8:00PM
SEGd Global Design Awards Reception
THE TERRACE, FLOOR 33
Sponsored by CREO

Close out the spectacular evening with a celebratory cheer to the 2021 design award winners while taking in a breathtaking panoramic views of Philadelphia from the top floor of the Loews hotel.

SATURDAY
NOV. 6th
RECONNECT + RETHINK PHILADELPHIA

6:30AM
President and Vice President Run

Grab your running shoes and meet in the Loews lobby to join SEGd President, Anna Crider, and SEGd Vice President, Kathy Fry, for a run to the Philadelphia Museum of Art (4 miles and your “Rocky” moment), and back to the hotel in time for the morning’s sessions!

8:00AM–12:00PM
Registration
MILLENIUM FOYER, FLOOR 2

8:00–9:00AM
Young Designer Lounge
MILLENIUM FOYER, FLOOR 2
Sponsored by SES Branded Environments,
Cloud Gehshan and Tangram

This is an opportunity to reflect and share about your SEGd 2021 Conference experience so far and how to stay connected and involved with the broader community of EGD practitioners and peers.

9:00–9:15AM
Welcome + Introductions
COMMONWEALTH HALL, FLOOR 2
Day 3: Universal Models for Social Impact, Equity and Inclusive Design

Cybelle Jones, CEO, SEGd

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THE TERRACE, FLOOR 33
Sponsored by CREO

Close out the spectacular evening with a celebratory cheer to the 2021 design award winners while taking in a breathtaking panoramic views of Philadelphia from the top floor of the Loews hotel.

9:15–10:00AM
Keynote: Design, Optimism and Persistence
COMMONWEALTH HALL, FLOOR 2
An Interview with Brian Collins, Co-Founder, Chief Creative Officer, COLLINS, SF & NYC
Nick Vicente, Designer + Partner, Truth & Consequences, Philadelphia Co-Chair, Moderator
11:15AM-12:00PM  
Decentralized Storytelling – Where AI, the Blockchain and Metaverse Intersect  
COMMONWEALTH HALL, FLOOR 2

Lance Weiler, Writer, Director & Experience Designer

We find ourselves in a unique moment where traditional systems are being decentralized. From banking to retail to education to entertainment — consumers, students and fans are taking control. The blockchain is ushering in new opportunities for storytelling, collecting and the monetization of digital assets. This combined with advancements in AI, gaming engines and mixed reality based technologies is giving rise to the metaverse — a collective shared space that has the potential to bridge the virtual and the physical in unexpected and powerful ways.

12:00–1:30PM  
LUNCH BREAK  
On your own

1:30–3:15PM  
TRACK 1 - Experiential Environments  
COMMONWEALTH HALL, FLOOR 2

1:30–1:50PM  
INTERFACES THAT CONNECT US  
Richard The, Co-Founder, Studio TheGreenEyl

Richard The from Studio TheGreenEyl will present interactive experiences that explore boundaries between spaces, scales, languages, data and people.

1:50–2:10PM  
DESIGNING LASTING CONNECTIONS  
Abigail Honor, Partner, Lorem Ipsum

Awareness of social issues within experience design has never been more important than right now. Abigail Honor, Partner at Lorem Ipsum, will discuss the importance of understanding your diverse audience, telling appropriate stories, and how to build lasting connections. Her work reaches millions of people from all walks of life and that is why whether creating a World War 2 museum dedicated to a woman’s heroic fight or building a museum in the Arctic Circle about the region’s indigenous population, Lorem Ipsum’s 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. Abby will talk about her design approach, how to listen and collaborate in order to innovate and how to create connections with people in unexpected ways. Through her team’s latest project “Doorways Into Open Access” with the Smithsonian and Verizon 5G,
Abby will take you on their journey from idea to prototype as they created an AR/VR app that aims at addressing the stigma associated with museums as non-inclusive and unwelcoming places for the general public.

2:10–2:30PM  
**CARRYING THE TORCH OF INCLUSIVITY: DESIGNING THE U.S. OLYMPIC & PARALYMPIC MUSEUM**

Carl Rhodes, Design Director, Gallagher & Associates

Is experiential design inherently biased towards those living without disabilities? How can we create environments that are truly immersive, multi-sensory, and emotionally resonant, while also embracing universal-access goals? Experience Design Lead Carl Rhodes discusses what he learned while striving to design the most all-inclusive museum destination in North America.

2:30–3:15PM  
**THE RE-RISE OF EXPERIENTIAL CULTURE**

Raina Mehler, Director of Media Arts, Superblue  
Josh Goldblum, Founder + CEO, Bluecadet

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 has 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 impressive in-person events, adventures, and shared cultural moments.

1:30–3:15PM  
**TRACK 2 - Digital and Immersive**  
**CONGRESS A, FLOOR 4**  

1:30–2:15PM  
**LESSONS OF PUBLIC ART: ENGAGING MASS AUDIENCES WITH MEANINGFUL CULTURE**

Nato Thompson, author, curator and self-described “cultural infrastructure builder”

In this talk, curator and author Nato Thompson will discuss some seminal projects from his public art career including Kara Walker’s giant sugar sculpture in Domino Sugar Factory titled A Subtlety (2014) and Trevor Paglen's The Last Pictures (2012). Thompson will also provide insights into what he says are new expectations and possibilities in the production of cultural experiences in public space.

2:15–2:45PM  
**ENTERTAINMENT WITH PURPOSE: CREATING MUSEUM EXPERIENCES**

Maris Ensing, Founder, Mad Systems  
John Shaw, Principal, Museum EXP  
Cynthia Brown, Principal, Museum EXP, Moderator

Emerging out of quarantine, entertainment value within experiences is of the utmost importance. This is even more so a priority when museums are vying for a piece of the ever-converging market share of experience-seeking consumers. Data shows that entertainment is the number one driver for experience seekers, so how do we balance entertainment goals with educational mission-driven initiatives? Using Crayola IDEAworks: The Creativity Exhibition as a case study, our panelists will share how they tackled this balancing act using scenic design, interactive development, and A/V integration to bring the creative world of Crayola to life for the museum market.

Crayola IDEAworks: The Creativity Exhibition premiered at The Franklin Institute in February 2021. This 17,000 square foot traveling exhibition focuses on visitors’ design-thinking skills and enables their unique creative abilities through 25 hands-on inquiry-based interactive experiences, taking them on a journey through the IDEA Workshop and the Crayola Colorverse. State-of-the-art RFID wristbands capture each visitor’s interaction throughout the exhibition, resulting in a customized reveal of their creative strengths at the finale of the exhibition.

2:45–3:15PM  
**WORKSHOP: DESIGNING STORIES/METAPHORS + EXPERIENCE DESIGN**

Ksenia Dynkin, Content Developer and Producer, Bluecadet  
Katie Savage, Associate Creative Director, Bluecadet

“Storytelling” has been a buzzword for years. But beyond “everything is a story,” what can we learn from literature about how we tell stories in spaces?

In this session, we’ll share an approach to developing digital and analog experiences as metaphors to invite visitors to inhabit a story. Working in groups, participants will put these tools into practice in a creative play and visioning session where we’ll all take on the role of creative storytellers.
3:30-4:15PM  
**Keynote: All the World’s a Canvas**  
COMMONWEALTH HALL, FLOOR 2  
Inspiring Transformative Engagement  

*Amahl Hazelton*, Head of Strategy and Development for Public Spaces, Moment Factory  

Recognized since 2001 as a leader in live entertainment and brand experiences, Moment Factory increasingly leverages the experience, expertise and R&D of over 400 creatives for Experiential Placemaking in all kinds of Destinations—from the secular to the sacred, from cultural, heritage, museum and nature attractions to the world’s busiest airports and train stations and everywhere in between.

Society is evolving from the experience economy to a transformation economy at breakneck speed. New generations are hungry for meaningful, inclusive, participative experiences that not only attract and engage their attention—but are also accessible, open and educative—that invite them to become an active part of the experience and not just a spectator. In an era where designers can realistically use any interior or exterior environment as a canvas for storytelling content, Amahl Hazelton will explore how we are collaborating to move beyond entertainment and invent the next generation of transformative public experiences.

4:15-4:30PM  
**Closing Remarks and SEGD 2022 Preview**  
COMMONWEALTH HALL, FLOOR 2  

*Anna Crider*, Partner, Entro, SEGD President  
*Josh Goldblum*, Founder + CEO, Bluecadet, Philadelphia Co-Chair  
*Cybelle Jones*, CEO, SEGD  
*Kathy Fry*, Principal, Mayer-Reed, SEGD Vice President and SEGD 2022 Conference Chair

5:30-7:30PM  
**Philadelphia Chapter Closing Party**  
The National Constitution Center  
525 Arch St, Philadelphia, PA 19106  
Sponsored by Gelberg Signs, PLI and Daktronics, SEGD, NE Regional Sponsor

A celebratory finale with SEGD friends new and old along with the founders of the Constitution. Take advantage of the stunning views of Independence Hall while you make plans to stay connected with an amazing group of experience professionals and next years SEGD events!
THANK YOU!

In addition to our 2021 SEGD Sponsors, we would like in particular to thank Anna Crider, our outgoing SEGD President, for her tireless commitment during her tenure to oversee the SEGD CEO search, and to lead the organization through the most trying of times in 2020 and 2021. Without her leadership, SEGD would not have been able to succeed in the ways that it has. We would also like to thank our SEGD Executive Committee, Board of Directors, Chapter Liaison, Chapter Chairs, Membership Committee, Achievement Award Chair, Global Design Award Chair, Auction Committee, Academic Task Force and 2021 Conference co-chairs. We are so thankful for all of your dedication to support our mission to Educate, Connect and Inspire!

A special warm thanks and appreciation for the small, committed and talented staff of SEGD: Jennette Foreman, Nadia Adona and Sarah Miorelli, who have given above and beyond to keep SEGD alive and well, despite the many obstacles of the past two years. And to our consultants, Kristin Bennani, Franck Mercurio and SEGD interns.
Thank You to our NEXPO Exhibitors

101 GEMINI
105 FUCCI & FRIEDMAN
202 IDENTITY GROUP
204 COLITE
206 SLOANLED
208 DE POWDER COATED GRAPHICS
301 iZONE IMAGING
302 MATTHEWS ARCHITECTURAL
303 COMPONENT SIGNAGE
304 FLEXAMERICA
305 INCISEON
307 MATTHEWS PAINT
308 APCO SIGN SYSTEMS
309 ORAFOL
401 DeNYSE
403 MOSS
405 SIGNAGENT
407 SIGNCOMP
408 DE POWER COATED GRAPHICS
410 CREATIVE DIMENSIONS
502 NANOLUMENS
503 COMPONENT SIGNAGE
504 APPLIED IMAGE
506 INTERLACED.io
508 MAD SYSTEMS
510 GABLE
### Food + Shopping
#### Near Lowes Hotel
#### SEGd Annual Conference

**Midtown Village/Gayborhood (short walk)**

- **Turn left out of the hotel, then turn left onto 13th Street**

<table>
<thead>
<tr>
<th>Type of Fare</th>
<th>Name</th>
<th>Address</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>D HH</td>
<td>Charlie was a Sinner (V)</td>
<td>131 S. 13th</td>
<td>4pm–2am</td>
</tr>
<tr>
<td>D HH</td>
<td>Chatayee Thai</td>
<td>1227 Walnut</td>
<td>3–10pm</td>
</tr>
<tr>
<td>L D</td>
<td>El Vez</td>
<td>121 S. 13th</td>
<td>Noon–10pm</td>
</tr>
<tr>
<td>L D HH</td>
<td>Fergie's Pub</td>
<td>1214 Sansom</td>
<td>Noon–2am</td>
</tr>
<tr>
<td>B L</td>
<td>Green Eggs Café</td>
<td>212 S. 13th</td>
<td>9am–3pm</td>
</tr>
<tr>
<td>dess</td>
<td>Insomnia Cookies</td>
<td>135 S. 13th</td>
<td>Noon–3am</td>
</tr>
<tr>
<td>D</td>
<td>Little Nonna's</td>
<td>1234 Locust</td>
<td>5–10pm</td>
</tr>
<tr>
<td>L D</td>
<td>Lolita/Bud &amp; Marilyn's</td>
<td>106 S. 13th</td>
<td>4–10pm, Sat. 12–10pm</td>
</tr>
<tr>
<td>L D HH</td>
<td>Monster Vegan (V)</td>
<td>1229 Spruce</td>
<td>3–10pm; Fri. + Sat. Noon–10pm</td>
</tr>
<tr>
<td>D</td>
<td>Opa/Drury Beer Garden</td>
<td>1311 Sansom</td>
<td>Thurs.–Sat. 4–11pm</td>
</tr>
<tr>
<td>D HH</td>
<td>Sampan &amp; Graffiti Bar</td>
<td>124 S. 13th</td>
<td>4–11pm</td>
</tr>
<tr>
<td>dess</td>
<td>Van Leeuwen Ice Cream</td>
<td>119 S. 13th</td>
<td>11am–11pm</td>
</tr>
<tr>
<td>D HH</td>
<td>Vintage Wine Bar</td>
<td>129 S. 13th</td>
<td>4pm–2am</td>
</tr>
<tr>
<td>L D</td>
<td>Wishbone</td>
<td>210 S. 13th</td>
<td>11am–10pm</td>
</tr>
<tr>
<td>D</td>
<td>Woody's Bar (LGBTQ)</td>
<td>202 S. 13th</td>
<td>7pm–2am</td>
</tr>
</tbody>
</table>

**Great Gifts & Fun Shopping in Midtown Village**

- **Turn left out of the hotel, then turn left onto 13th Street**
- Duross and Langel (handmade soaps, spa, skin care)
- Open House (lots of unique things, great souvenirs)
- Verde (another wonderful gift store + artisan chocolates)

### Food + Shopping
#### On Market Close by & Jefferson Univ. Neighborhood

- **Turn right out of the hotel, then turn right onto 12th or 11th Street as needed**

<table>
<thead>
<tr>
<th>Type of Fare</th>
<th>Name</th>
<th>Address</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>L D</td>
<td>Caribou</td>
<td>1126 Walnut</td>
<td>11:30am–10:30pm</td>
</tr>
<tr>
<td>B L D</td>
<td>Federal Donuts + Chicken</td>
<td>21 S. 12th</td>
<td>7am–6pm</td>
</tr>
<tr>
<td>L D HH</td>
<td>Iron Hill Brewery</td>
<td>1150 Market</td>
<td>11:30am–9pm</td>
</tr>
<tr>
<td>B L D</td>
<td>Milk Boy</td>
<td>1100 Chestnut</td>
<td>7am–2am</td>
</tr>
<tr>
<td>B L D</td>
<td>Naked Lunch/Mom's Org. (V)</td>
<td>34 S. 11th</td>
<td>11am–6pm</td>
</tr>
<tr>
<td>L D</td>
<td>Primo Hoagies</td>
<td>128 S. 11th</td>
<td>10am–9pm</td>
</tr>
<tr>
<td>L D HH</td>
<td>Strangelove's</td>
<td>216 S. 11th</td>
<td>Noon–11pm</td>
</tr>
<tr>
<td>D HH</td>
<td>Tavern on Camac (LGBTQ)</td>
<td>243 S. Camac</td>
<td>5–11pm; Bar until 2am</td>
</tr>
<tr>
<td>L D HH</td>
<td>U Bar (LGBTQ)</td>
<td>1220 Locust</td>
<td>11am–2am</td>
</tr>
<tr>
<td>B L D</td>
<td>Wawa (convenience store; food)</td>
<td>1190 Market</td>
<td>6am–11pm</td>
</tr>
<tr>
<td>D HH</td>
<td>Wayward Brasserie</td>
<td>1170 Ludlow</td>
<td>5–10pm</td>
</tr>
</tbody>
</table>

### Reading Terminal Market 51 N. 12th (short walk)

- **Turn right out of the hotel, then turn left onto 12th St, go 1 block**

**Type of Fare**

<table>
<thead>
<tr>
<th>Time</th>
</tr>
</thead>
</table>
| B L          | Every kind of food under the sun; don't miss it. 8 am - 6 pm

**Food**

- Amish specialties, Philly favorites, more, more.
### FOOD + SHOPPING
#### NEAR LOWES HOTEL
**SEGDA**

#### MARKET ST (lots between 2nd & 4th St) & 2nd St (between Market & Chestnut).

<table>
<thead>
<tr>
<th>TYPE OF FARE</th>
<th>NAME</th>
<th>ADDRESS</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>D</td>
<td>Amada</td>
<td>217 Chestnut</td>
<td>4–9pm</td>
</tr>
<tr>
<td>D</td>
<td>Bleu Martini</td>
<td>24 S. 2nd</td>
<td>6pm–2am</td>
</tr>
<tr>
<td>B L D</td>
<td>Bourse Food Hall</td>
<td>5th St. between Market &amp; Chestnut</td>
<td>7am–10pm</td>
</tr>
<tr>
<td>D</td>
<td>Cuba Libre</td>
<td>300 S. Broad</td>
<td>4–9pm</td>
</tr>
<tr>
<td>L D</td>
<td>Fork</td>
<td>306 Market</td>
<td>11:30am–9:30pm</td>
</tr>
<tr>
<td>dess</td>
<td>Franklin Fountain Ice Cream</td>
<td>116 Market</td>
<td>11am–midnight</td>
</tr>
<tr>
<td>D HH</td>
<td>Independence Beer Garden</td>
<td>6th St. between Market &amp; Chestnut</td>
<td>Noon–2am</td>
</tr>
<tr>
<td>dess</td>
<td>Insomnia Cookies</td>
<td>31 S. 2nd</td>
<td>Noon–3am</td>
</tr>
<tr>
<td>D</td>
<td>Kick Axe</td>
<td>232 Market</td>
<td>4pm–midnight</td>
</tr>
<tr>
<td>B L</td>
<td>Luna Café</td>
<td>317 Market</td>
<td>9am–2pm</td>
</tr>
<tr>
<td>D HH</td>
<td>Mei Mei</td>
<td>33 S. 2nd</td>
<td>4–10pm</td>
</tr>
<tr>
<td>L D HH</td>
<td>Plough &amp; the Stars</td>
<td>123 Chestnut</td>
<td>Noon–2am</td>
</tr>
<tr>
<td>L D</td>
<td>Primo Hoagies</td>
<td>304 Market</td>
<td>10am–8pm</td>
</tr>
<tr>
<td>B L D</td>
<td>Royal Boucherie</td>
<td>52 S. 2nd</td>
<td>4–11pm</td>
</tr>
<tr>
<td>L D HH</td>
<td>Vista Peru</td>
<td>20 S. 2nd</td>
<td>11am–2am</td>
</tr>
</tbody>
</table>

#### CHINATOWN (short walk)

<table>
<thead>
<tr>
<th>TYPE OF FARE</th>
<th>NAME</th>
<th>ADDRESS</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>L D</td>
<td>Dim Sum Daily</td>
<td>234 N. 9th St</td>
<td>10am–8pm</td>
</tr>
<tr>
<td>L D</td>
<td>Dim Sum Garden</td>
<td>1020 Race</td>
<td>11am–10pm</td>
</tr>
<tr>
<td>L D</td>
<td>Penang Malaysian</td>
<td>117 N. 10th St</td>
<td>10am–10pm</td>
</tr>
<tr>
<td>L D</td>
<td>Sang Kee Peking Duck</td>
<td>238 N. 9th st</td>
<td>10am–8:30pm</td>
</tr>
<tr>
<td>L D</td>
<td>Vietnam</td>
<td>221 N. 11th St</td>
<td>11am–7:30pm</td>
</tr>
</tbody>
</table>

#### SOUTH BROAD STREET (Same as 14th Street – short walk)

<table>
<thead>
<tr>
<th>TYPE OF FARE</th>
<th>NAME</th>
<th>ADDRESS</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>L D</td>
<td>Capital Grille</td>
<td>1338 Chestnut</td>
<td>11:30am–9pm</td>
</tr>
<tr>
<td>D</td>
<td>Estia Restaurant</td>
<td>1405 Locust</td>
<td>3:30–9:30pm</td>
</tr>
<tr>
<td>B L D</td>
<td>HipCityVeg (V)</td>
<td>121 S. Broad</td>
<td>9am–8pm</td>
</tr>
</tbody>
</table>

**PLEASE MAKE NOTE**: Many restaurants get booked up, but also offer take out or delivery. Refer to websites or call ahead to check latest hours, safety protocols, etc. You can also search for restaurants on Open Table (specify Center City) or Resy

**SPECIAL THANKS**: Thank you to Virginia Gehshan and her team and Cloud & Gehshan for putting together this great list of local destinations. We hope you have time to experience our great city!