Agenda

Wednesday, June 15

Archetype Welcome Party
Spirit of ’77
500 NE Martin Luther King Jr. Blvd.
Portland, OR 97232
7:00-10:00pm
Sponsored by Archetype

Thursday, June 16

Experience Portland
Hyatt Regency Portland
375 NE Holladay St, Portland, OR 97232

Registration
Deschutes Foyer, Floor 1
8:00am-5:00pm

Young Designer Lounge
Deschutes Foyer, Floor 1
8:00-9:00am

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

Are you in school or in the first few years of your career? Join us for a series of meet-ups, discussions and presentations throughout the conference curated for young professionals. Find us near registration!

New Member Meet-Up
Deschutes Foyer, Floor 1
8:00-9:00am

Introductions + Welcome
Day 1: Understanding Place
Deschutes Ballroom, Floor 1
9:00-9:30am

Cybelle Jones, SEGD CEO
Kathy Fry, SEGD President, Experience Portland Chair, Mayer/Reed
Traci Sym, SEGD Vice-President, Experience Portland Chair, Plus & Greater Than
Alper Yurtseven, Experience Portland Chair, Mayer/Reed

Welcome to Portland! Rescheduled from 2020, we are finally here to reconnect at our annual gathering of the experiential graphic design community!

Forward Looking Local
Thursday’s presentations highlight stories of resiliency, collaboration and inclusive design changing Portland’s urban landscape. We will explore insights – calling on designers to understand their impact and elevate communities through design.

Context of Design PDX+SEGD
9:30-9:50am
Kathy Fry, SEGD President, Experience Portland Chair, Mayer Reed
Traci Sym, SEGD Vice-President, Experience Portland Chair, Plus & Greater Than
Alper Yurtseven, Experience Portland Chair, Mayer Reed

The conference will kick off with our event chairs sharing Portland centric bespoke projects, practices and places that highlight local favorites and insider’s view of wayfinding, digital, exhibition, brand, interior and placemaking.

PDXNext - Collaboration at Scale
9:50-10:10am
Irene Ng, Senior Manager, Site & Facility Design, Port of Portland

A series of transformative projects expanding the Portland International Airport is the largest construction project in Oregon’s history to date. Branded PDXNext, the project demonstrates Pacific Northwest values of sustainability, collaboration, inclusive design, and celebrates local culture. The Port of Portland was tasked to take our beloved airport with a cult carpet following and not destroy what makes PDX “PDX”. This session will highlight the collaboration between multiple design firms, contractors, and members of the public that leads us to PDX Next.

How To Be Trend Adverse
10:10-10:30am
Andee Hess, Osmose Design

Considered “Portland’s Secret Design Weapon” by Architectural Digest, Andee will discuss how collaborating with artisans and emerging industries leads to new aesthetics and decisions. Her all-encompassing design approach identifies the how and why we are drawn to the decisions we make.

Networking Break
10:30-10:45am

Design PDX
Presentations will bring to life the importance of design in context of place and illuminate the impact of the BIPOC design community re-thinking and redesigning the experience of community arts and education.

Community and Resiliency
10:45-11:00am
Britt Howard, Portland Garment Factory

This talk will center around creativity/creative problem solving, community and resilience. Britt will explore the interconnectedness between collective trauma and community, and how art and design plays a role in our healing.
Spatial Justice in Practice
11:00-11:25am
Kayin Talton-Davis, City of Portland Archives Artist in Residence
Cleo Davis, City of Portland Archives Artist in Residence
Kayin and Cleo will discuss the power of art and interpretation to be critical of social, political, and cultural issues and advocates for policy change. Their work celebrates Black and African American joy and opportunity juxtapose a historic context of racist policy. Through the Design for Spatial Justice education studio and their professional work, they explore advocating for tools of economic growth and policy change.

Collaborative Approaches
11:25-11:45am
Erin Graham, Oregon Museum of Science and Industry
Jeremy Five Crows, Columbia River Inter-Tribal Fish Commission
Jilene Joseph, Native Wellness Institute
The Affiliated Tribes of Northwest Indians (ATNI) and Columbia River Intertribal Fish Commission (CRITFC) are partnering with Oregon Museum of Science and Industry (OMSI) to develop the vision and concept for a Center for Tribal Nations and waterfront education park within the OMSI District. ATNI and CRITFC convened a Center for Tribal Nations Advisory Committee to advise the project that includes 24 members and alternates, representing numerous Tribal Governments, community organizations, and the Portland Indigenous Community at large. We invite you to learn about our visioning process, our collaboration, and some of the techniques we’ve used for engagement.

CEO Coffee Chat
Industry Partners Only
3:00-4:00pm

Dinner Break
On Your Own
5:00-7:00pm

SEGD Chapter Chair Dinner
Columbia 3, Floor 3
5:00-7:00pm
(SEGD Chapter Chairs Only)
Sponsored by Harbinger Sign, Tube Art Group

SEGD Fellow’s Dinner
5:00-7:00pm
(By invitation Only)

Registration
Regency Foyer, Floor 2
7:00-8:00pm

President’s Annual Reception + SEGD Auction for Excellence
Regency Ballroom, Floor 2
7:00-10:00pm
The President’s Reception is SEGD’s traditional conference kick-off! Reconnect in-person with old friends, meet new and inspiring peers and lean into our new future together. Get a sneak peak of NEXPO and end the evening with a spirited auction to support SEGD education.
Sponsored by Gable

Experience Portland: Tours
Deschutes Foyer, Floor 1
1:30-5:00pm
Grab your walking shoes and go explore Portland. This year many of the tours have hands-on activities and active transportation. Sign up soon to save your place!
Tour 1 Outlet Risograph Workshop*
Tour 2 Columbia River Gorge Wayfinding
Tour 3 Portland by Bike | Sponsored by DE Powder Coated Graphics
Tour 4 South East Portland Street Art Walking Tour

*Premium Tours require an additional fee of $75.00 per tour
Friday, June 17

NEXPO Networking Break
Regency Ballroom, Floor 2
10:30-11:00am
Sponsored by Gemini

Technology Driven Design
11:00am-12:00pm
Laura Allcorn, Institute for Comedic Inquiry
Presentations and panel discussions exploring the role of technology in strategy, visualizing design, design team collaboration, community outreach and storytelling.

Lunch at NEXPO
Regency Ballroom, Floor 2
12:00-1:30pm

Chapter Chair Working Lunch
Willamette 1, Floor 2
12:00-2:00pm
(SEGD Chapter Chairs Only)

Leadership
Regency Foyer, Floor 2
12:00-1:30pm
How do you build a positive studio culture? Does your firm have sustainability and DEI commitments or taken formal training? How are employment agreements changing to support employee mental health and retain employees? How is your firm planning for a leadership transition? This session is intended for firm owners and leaders to connect for open discussion about the topics impacting our field today. Topics and roundtable discussions will be led by participants. Come ready to ask questions, share, learn and commiserate with your peers.

NEXPO Talks
Regency Ballroom, Floor 2
1:30-4:30pm
Sponsored by SignAgent, MOSS, PAM Wayfinding, Color-Ad, NOVA Industrial Arts

Young Design Mentor Meet-Up
Regency Foyer, Floor 2
1:30-4:30pm

NEXPO Reception
Regency Ballroom, Floor 2
4:30-5:30pm

SEGD Global Design Awards Ceremony
Deschutes Ballroom, Floor 1
5:30-7:00pm
Phillip Tiongson, SEGD 2022 Global Design Awards Chair, Founder + CEO, Potion
Since 1987, the SEGD Global Design Awards have recognized the best experiential graphic design projects in the world. Be the first to see who the 2022 exemplary projects will be!
Presenting Sponsor: CREO Industrial Arts
Sponsors: Archetype, Cortina Productions, Designtex, MAD Systems

SEGD Global Design Awards Reception
Regency Foyer, Floor 2
7:00-8:00pm

Dinner On Your Own
Check our hosts recommendations

Breakfast at NEXPO
Regency Ballroom, Floor 2
8:00-9:00am
Sponsored by Inciseon

New Member Meetup
Regency Ballroom, Floor 2
8:00-9:00am
Did you join SEGD recently? Well we have a treat for you! SEGD will be hosting the first ever in person New Member Roundtable at this year’s conference in Portland. New Members attending the conference will have the opportunity to meet with the SEGD Membership Committee, distinguished members, and other new members during the NEXPO breakfast on Friday, June 17, 2022. You must register and attend the Conference in person to participate in this exclusive networking event.

Young Designers Lounge
Deschutes Foyer, Floor 1
8:00-9:00am

NEXPO
Regency Ballroom, Floor 2
8:00am-5:30pm

SEGD FutureThink
Regency Ballroom, Floor 2
8:00am-5:30pm
In 2023, SEGD will celebrate our 50th anniversary. As we near this milestone, we are exploring our strengths, challenges, opportunities to set a path forward for our next chapter. Learn about current initiatives, opportunities to be involved, and voice your opinion!

Welcome Back
9:00-9:10am

Keynote: A Conversation with Lisa Congdon
“Living and Working from Your Values for Positive Impact”
9:10-10:00am
Keynote conversation with Lisa Congdon — “Living and Working from Your Values for Positive Impact”. Portlander Lisa Congdon is an internationally known illustrator and writer. She makes art for clients around the globe, including Target, Method, Warby Parker, Brooks Running, REI and MoMA. Named “One of the 50 Most Inspiring People and Companies According to Industry Creatives” by AdWeek, Lisa is also the author of ten books, host of the podcast The Lisa Congdon Sessions, and founder of The Long Table Foundation.
Sponsored by Alto Aluminum

Civic Innovation in Environmental Design
10:00-10:30am
Robin Abad Ocubillo, San Francisco Shared Spaces
Robin will speak about urban design as a multidisciplinary set of practices at the nexus of civic innovation, democratic governance, and storytelling. Through the lens of public space, he will share how government institutions can center local wisdom in planning and placemaking efforts by facilitating narratives of personal and collective meaning that infuse the built environment. This entails new formulas for civic engagement, participatory mechanisms that empower communities, and amplifying social capital that accrues to everyone.
Registartion  
Deschutes Foyer, Floor 1  
8:00am-12:00pm  

Young Designers Lounge  
Deschutes Foyer, Floor 1  
8:00-9:00am  

Welcome Back  
Deschutes Ballroom, Floor 1  
9:00-9:15am  

SEGD Fellow + Achievement Awards  
Deschutes Ballroom, Floor 1  
9:15-10:30am  

The SEGD Achievement and Fellow Awards are SEGD’s annual Hall of Fame. Find out who are the 2022 SEGD Fellows—the Poet Laureate of Experiential Graphic Design—as well as the other people and organizations leading the discipline and the SEGD community. Cheer our awardees on with a Bloody Mary Bar to boot!  
Sponsored by DCL  

Networking Break  
Deschutes Foyer, Floor 1  
10:30-10:45am  

Design Excellence Case Study Sessions  
Deschutes Ballroom, Floor 1  
10:45am-12:00pm  

Iguna Elere, SEGD Riga Chapter Chair, H2E  
Holgers Elers, SEGD Riga Chapter Chair, H2E  
Ryan Sullivan, Sparks and Sullivan  
Gwen Sullivan, Sparks and Sullivan  
Sponsored by ZGF Architects  

Lunch Break  
On Your Own with SEGD friends new and old  
12:00-1:30pm  

Content Tracks  
1:30-3:30pm  

Mentorship + Community  
Sun Joo Kim, Diversity in Design  
Tejara Brown, Diversity in Design  
Kim Ruthardt Knowles, Architecture Foundation of Oregon  
Fartun Abdi, Architecture Foundation of Oregon  
Precious Bugarin, Comma  
Stephen Lee, Comma  

Join us for a panel discussion and interactive round tables focused on mentorship and community programs impacting the design community. Learn how these programs seek to increase representation by empowering BIPOC creatives, communities and allies, advocate for a continuum of design education that supports young people as they grow, increase access to design careers, and provide opportunities to mentor and be mentored. Share your experiences, learn how to get involved and start mentor programs within a studio.  

Case Studies  
Ana Tobin, Maryland Institute College of Art  
Jonathan Alger, C&G  
Dan Davis, Smithsonian, National Museum of the American Indian  

Networking Break  
3:30-3:45pm  

Closing Keynote  
Deschutes Ballroom, Floor 1  
3:45-4:30pm  

Portland Chapter Closing Reception  
Venue 101, Revolution Hall  
300 SE Stark St.  
Portland, OR 97214  
5:00-7:00pm