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
Elizabeth Griswold, Senior Experiential Graphic Designer, Ewing Cole
Jonathan Posnett, Partner, ENTRO

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!
Sponsored by Tangram Design and Graphic House

Introduction + 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 Yurtsseven, 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.

Thursday, June 16 (continued)

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 Yurtsseven, 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.

Panel Discussion Q&A
10:10-10:30am

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

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
10:45-11:05am
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
11:05-11:25am
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 the opportunity to 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 the visioning process, collaboration, and techniques used for engagement.

**Panel Discussion Q&A**
11:45am-12:00pm

**Lunch + Networking Break**
Lunch On Your Own, Check out our recommendations
12:00-1:30pm

**Young Designers Lunch**
Willamette 1, Floor 2
12:00-1:30pm
Sponsored by Tangram Design and Graphic House

**Design Improv**
Multnomah Room, Floor 1
2:00-4:30pm

Jemma Radick, Experiential Design Director, IA Interior Architects

SEGD's beloved "Design Improv" is back with a focus on sustainability and creative re-use. A great opportunity for designers from all levels and backgrounds to get their creative juices flowing, this fast-paced mini-design challenge is always inspiring, frequently rambunctious, and sometimes downright outrageous. Kick off the conference by making new connections forged in the heat of hilarity and competition. Participants will be assigned to ad-hoc teams - who will collaborate on a design concept using only supplied materials and their wits - and then will share their concept with the group, and our surprise guest judges. This year’s design challenge will benefit The Re-building Center (https://www.rebuildingcenter.org/), a Portland non-profit with a focus on supporting climate justice and racial justice through reuse, repair & resilience.

**Experience Portland: Tours**
Deschutes Foyer, Floor 1
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!

12:00-5:00pm
Tour 1 Outlet Risograph Workshop*

1:00-5:00pm
Tour 2 Columbia River Gorge Wayfinding
Tour 3 Portland International Airport, PDXNext Expansion

1:30-4:30pm
Tour 4 Oregon Zoo Wayfinding + Education Center | Sponsored by Ramsay Signs
Tour 5 Cannabis Dispensary Branding Walking Tour
Tour 6 Vancouver Waterfront Wayfinding
Tour 7 Portland by Bike | Sponsored by DE Powder Coated Graphics

1:45-4:45pm
Tour 8 The Portland Japanese Garden Expansion + Wayfinding | Sponsored by iZone Imaging
Tour 9 South East Portland Street Art Walking Tour
Tour 10 TriMet Transit Tour | Thank you to TriMet for sponsoring the transportation for this tour
Tour 11 Providence Park Expansion
Tour 12 Oregon Museum of Science and Industry (OMSI)

*Premium Tours require an additional fee of $75.00 per tour

**CEO Coffee Chat**
Regency Foyer, Floor 2
Industry Partners Only
3:00-4:00pm

**Dinner Break**
On Your Own, Check out our recommendations
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

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**Friday, June 17**

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

**Breakfast at NEXPO**
Regency Ballroom, Floor 2
8:00-9:00am
Sponsored by Inciseon
New Member Meetup
Regency Ballroom, (in NEXPO), 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 Meetup! New Members are invited to meet with the SEGD Membership Committee, distinguished members, and other new members during the NEXPO breakfast.

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
Dechutes Ballroom, Floor 1
9:00-9:10am

Living and Working from Your Values for Positive Impact
9:10-10:00am

Lisa Congdon, Illustrator and Writer
Traci Sym, SEGD Vice-President, Experience Portland Chair, Plus & Greater Than

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
10:00-10:20am

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.

Q&A Discussion
10:20am-10:30pm

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

Sponsored by Gemini

That’s One Way to Do It
Dechutes Ballroom, Floor 1
11:00-12:00pm

Where Does a Single Voice Belong in a Collective Practice?
11:00-11:15am
Nishat Akhtar, Instrument

How do we balance our own creative voice while working with others. one way being of course, practicing harmony and collaboration. another way being - making space for your singular creative voice to be exercised regardless of work.

How To Be Trend Adverse
11:15-11:30am
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.

Never Been There, Never Done That
11:30-11:45am
Laura Alcorn, Institute for Comedic Inquiry

Technological innovations are moving at warp speed, but society isn’t able to keep pace with the effects or unintended consequences they bring. We need new methods that make it fun to make sense of complex topics, think critically about our future, and imagine desirable alternatives together.

To make something like artificial intelligence or surveillance surprising and accessible, Laura Alcorn creates a participatory experience that draws together humor, design, immersive theater, and improvisation. Grounded in a comedic premise, it’s a ‘never been there, never done that’ scenario.

Q&A Discussion
11:45am-12:00pm

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 Roundtable
Regency Foyer, Floor 2
12:00-1:30pm

Kathy Fry, SEGD President, Experience Portland Chair, Mayer/Reed

Grab your lunch and join firm owners and leaders to connect for open discussion about topics impacting our field. How do you build a positive studio culture? Does your firm have sustainability and DEI commitments or taken formal training? How are employment agreements supporting employee mental health and retention? How is your firm planning for a leadership transition? 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, caias, NOVA Industrial Arts

NEXPO Talk #1:
The Nature of Sustainable Branded Environments
1:30p-2:00pm
Jon Nedland, Strategic Account Manager, MOSS
Anne Houghton, VP, Solutions Design & Strategy, MOSS
Learn the facts about our mission to fabricate stunning installations without negatively impacting the world around us. We will walk you through our low waste operations, our sustainable product innovations, and what it means to be an EcoVadis Silver Medal Company. As a leader in the industry, it is important to us to collaborate with our customers and supply chain partners on initiatives that protect our planet. We encourage you to bring your ideas about all things sustainable.

NEXPO Talk #2: As Galaxies Collide, New Constellations are Formed: Merging Titans in the Display Industry
2:00p-2:30pm
S.K. Rao, CAISAS, LLC
For decades, two leaders in the museum and interpretive display industry have been providing services to museums, architects, designers, and curators. Improvements in technology continue to shrink the global village, requiring suppliers and their clients to adapt to an ever-changing audience climate. As economies, project requirements, logistics, and value propositions continue to emerge and shift, a new paradigm is unfolding – in America when it had been never done before – requiring suppliers and specifiers to think anew. Quality is critical when it comes to displays, as they provide a protective interface for timeless artifacts to reach museum visitors. What comes next in the field of displays that enhance the human experience?

NEXPO Networking Break
Regency Ballroom, Floor 2
2:30-3:00pm
Sponsored by Gemini

NEXPO Talk #3: Whose sign is it anyway?
Why your clients need to manage their own signs
3:00-3:30pm
David Jorritsma, SignAgent
In this talk, David Jorritsma will speak about his early career as an EGD. As he advanced from a junior to a senior designer, he began to identify areas where his clients were being underserved. David outlines some of the problems that result when sign managers rely too much on sign designers and builders. He offers a shift in the designer’s mindset toward facility managers having greater control of their sign data.

David’s early experience inspired his development of the Arrow Award-winning SignAgent platform, a complete lifecycle solution for wayfinding and signage.

NEXPO Talk #4: T&M: Today’s Changing Labor and Material Costs for Fabricators
3:30-4:00pm
Corey Kennedy, NOVA Industrial Arts
Corey will give first-hand insight on how fabricators are adapting and overcoming supply chain issues, labor shortages, and a changing economy.

NEXPO Talk #5: Making a Digital Place - Integrating digital into wayfinding and placemaking design
4:00-4:30pm
Jason Hutty, PAM Wayfinding
Visitors are increasingly looking for technologically integrated design solutions in build environments. Digital can be implemented for design and brand purposes, or for helping visitors to better understand their environment. Join us to look at how designers can create smart, social, connected environments that visitors love and clients need.

Young Design Mentor Meet-Up
Regency Foyer, Floor 2
1:30-4:30pm
Sponsored by Tangram Design and Graphic House

NEXPO Reception
Regency Ballroom, Floor 2
4:30-5:30pm
SEGD Global Design Awards Ceremony
Deschutes Ballroom, Floor 1
5:30-7:00pm
Cybelle Jones, CEO, SEGD
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
Saturday, June 18 (continued)

SEGD Fellow + Achievement Awards
Deschutes Ballroom, Floor 1
9:10-10:30am
Cybelle Jones, CEO, SEGD
Bryan Meszaros, SEGD 2022 Achievement Awards Chair, Founder + CEO, OpenEye Global

The SEGD Achievement and Fellow Awards are SEGD’s annual Hall of Fame. Celebrate 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

Conversation with the 2022 SEGD Fellows
Deschutes Ballroom, Floor 1
10:45-11:30am
Julie Beeler
Michael Gericke, Pentagram
Alan Jacobson, Exit Design, J2 Design
Brad Johnson
Cybelle Jones, CEO, SEGD, moderator

Join us in an epic round table discussion with our newly inducted 2022 Class of Fellows - each bringing their depth of knowledge and influences that can help inform where the field of experiential design is headed in the future.
Sponsored by DCL

Design Excellence Case Study Sessions
Deschutes Ballroom, Floor 1
11:30am-12:00pm
Inguna Elere, SEGD Riga Chapter Chair, H2E
Holgers Elers, SEGD Riga Chapter Chair, H2E
Sponsored by ZGF Architects

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

Track 1 | Mentorship + Community
Willamette 1, Floor 2
1:30-3:30pm
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.

Track 2 | Design Excellence Case Studies
Deschutes Ballroom, Floor 1
1:30-3:30pm

Who are the Real “Native New Yorkers”? A New Exhibition Has Fresh Answers
1:30-1:50pm
Jonathan Alger, Managing Partner, C&G
Dan Davis, Integrated Media Manager, Smithsonian, National Museum of the American Indian

Neuro Divergent
1:50-2:10pm
Ana Tobin, Maryland Institute College of Art

One Park: Building a Holistic Visitor Experience at Washington Park
2:10-2:30pm
Ryan & Gwen Sullivan, Partners, sparks+sullivan

The Future of Workplace Experience in Google’s Most Radically Sustainable Space
2:30-2:50pm
Matt Hexemer, Global Design Director - Connected Products, Huge Inc.

Nine Entertainment Co Workplace
2:50-3:10pm
Lalitha Balasubramanian, Frost* Collective

Uptown Underground
3:10-3:30pm
Ian Callender

Networking Break
3:30-3:45pm

Closing Keynote: Despite All My Best Efforts, I Still Ended Up in Design
Deschutes Ballroom, Floor 1
3:45-4:30pm
Eric Alba

Fear, low self-esteem, and imposter syndrome have been elements in Eric Alba’s “career” for 20+ years. Now, hundreds of projects later (you win some, you lose some), while still trying to avoid “real work”, he’s left with something he didn’t know he loved until it was too late.

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