



2023 SEGD  
CONFERENCE  
**EXPERIENCE**  
**WASHINGTON, D.C.**  
AUGUST 23-26

( Look Both Ways )



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# Welcome

Welcome to our hometown of Washington DC as we celebrate an exciting milestone: 50 years of driving design excellence and setting industry standards in the world of experience design. These four days offer an unparalleled exploration of the power and potential of experience design. Engage in enlightening presentations with industry legends, networking opportunities, tours, workshops and design excellence.

Since our inception in 1973, SEGD has been a beacon of innovation, promoting human-centered design in the built environment. Half a century later, our mission remains steadfast—to “advance the profession of experiential design through education, inspiration, connection, and advocacy.”

Guiding us through this design odyssey are conference chairs L’Rai Arthur-Mensah (Local Projects) and Alexey Ikonomou (Ashton Design) who have crafted thought provoking sessions that celebrate our journey and chart a path forward.

We invite you to look both ways, as we reframe the past to envision our future.

**Cybelle Jones**, SEGD CEO

Continental breakfast and lunch are provided to participants on Friday at NEXPO only, but most of your meals and all dinners are on your own. Let the SEGD 50 Yelp list assist you in your dining selections and exploring all the great restaurants that DC has to offer.

We suggest for dinners of groups of 4+ making reservations in advance.



Check out a sampling of 50 projects completed in Washington DC by SEGD members. Take a look and contribute to our project list.



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# In Acknowledgment + Support

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## We Acknowledge

We stand on the ancestral lands of the Nacotchtank and the Piscataway People. Throughout the course of over five centuries, Indigenous communities across the Americas have exemplified unwavering resilience and defiance, standing strong against relentless attempts to dispossess them of their land, culture, and unity. We want to acknowledge this painful history and honor the 4,163 Indigenous people who currently live and thrive in present-day Washington, DC. Let this acknowledgment serve as a catalyst for action, supporting Indigenous Resistance in a meaningful and tangible way.

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## Actions taken by SEGD

What material and tangible changes is SEGD enacting to support this land acknowledgment?

**We encourage our attendees to learn more about these issues by exploring these resources:**



**In D.C., you can visit the following centers or websites to learn more about the area's historical + current Indigenous populations:**



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## Goals of this land acknowledgment

To acknowledge that we stand on the ancestral lands of the Nacotchtank and the Piscataway peoples, and to inspire others to take action to support Indigenous communities and Indigenous resistance.

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# Thank you to our sponsors

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## Presenting Sponsors



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## Leading Sponsors



DESIGNTEX



Pentagram



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## Event Sponsors



CORTINA



Exactly

EXPLUS



harbinger  
sign of the future

IMAGE OPTI<sup>ONS</sup>



kolar

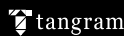


MGAC

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## Signage Sponsor



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## Branding

Pentagram

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## Wayfinding

ashton

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# Wednesday, August 23

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9:30am–  
12:00pm ET

Departs from Grand  
Hyatt Lobby

**Experience DC  
Pre-Conference Tour**

*Optional tour require separate registration  
+ additional fee*

**The National Museum of African  
American History and Culture,  
Pre-Event, Premium Tour**

**Tour Leaders:**

**Joe Cortina**, Cortina

**Hannah Sullivan**, Cortina

**Monteil Crawley**, Smith Group

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1:00–5:00pm ET

Departs from Grand  
Hyatt Lobby

**Experience DC  
Pre-Conference Tour**

*Optional tour require separate registration  
+ additional fee*

*Sponsored by MGAC*

**Glenstone Museum,  
Pre-Event, Premium Tour**

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7:00–10:00pm ET

**Archetype Welcome Party**

*Sponsored by Archetype with the DC Chapter.  
No pre-registration is required!*

Meet us at:

Hook Hall, 3400 Georgia Ave.,  
NW Washington, DC

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# DAY 1: REFLECT

THURSDAY, AUGUST 24

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# Thursday, August 24

DAY 1: REFLECT

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## Looking Both Ways

Our 50th anniversary's conference presentations highlight stories of our shared legacy, the evolution of experience design in practice and how that history frames the design problem-solving process today.

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7:00am-  
5:00pm ET

## Registration & Networking

Grand Hyatt Washington, 1000 H St NW,  
Washington DC 20001

Constitution Foyer

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7:30-8:30am ET

## Emerging Experiential Professionals (EXP) Lounge

*In Partnership: Pentagram, Kolar Design,  
RSM Design, Tangram Design*

**Hannah Anderson**, Senior Designer,  
Kolar Design  
**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 all who are new to the experiential design community. Find us in the Independence Level foyer!

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8:30-8:45am ET

Constitution  
Ballroom

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## Welcome! SEGD Celebrating 50 Years!

Day 1: Reflect

**Cybelle Jones**, CEO, SEGD  
**Kathy Fry**, SEGD President, Principal,  
Mayer/Reed  
**L'Rai Arthur-Mensah**, Experience Washington  
DC Chair, Project Director, Local Projects  
**Alexey Ikonomou**, Experience Washington DC  
Chair, Principal + Creative Director,  
Ashton Design

Kick-off SEGD's 50th Anniversary in DC with a big welcome celebration! Over the past half-century Experience Design has evolved from experiential graphic design to a truly interdisciplinary approach that combines designers, content creators, interaction and information specialists, architects, fabricators and others who have a hand in shaping content-rich experiences. To celebrate this evolution, SEGD's 50th anniversary will joyously celebrate the present moment by equal parts honoring the legacy of the profession and looking forward to all that is to come.

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8:45–9:00am ET

**What's In a Name?  
The Story Behind the SEGD Brand  
Evolution, Refresh + Reveal.**

**Michael Gericke**, FSEGD, Partner, Pentagram

The big reveal of the roll out of SEGD's brand refresh, new website and membership platform to move us forward for the next 50 years. Hear from the creators and collaborators who have helped to curate SEGD's brand-forward vision, communication and narrative interfaces.

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9:00–9:30am ET

**Becoming Vocal**

**Tré Seals**, Founder, Vocal Type

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9:30–9:45am ET

**Panel Discussion, Q&A**

**Michael Gericke**, FSEGD, Partner, Pentagram

**Tré Seals**, Founder, Vocal Type

**Nu Goteh**, Co-Founder, Room For Magic

**Ben Ostrower**, Founder + Creative Director,  
Wide Eye

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9:45–  
10:00am ET

**Networking Break**

Constitution Foyer

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*SEGD 2023 brand refresh  
designed by Pentagram*

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# Thursday, August 24

DAY 1: REFLECT

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## The Foundations + Legacy of Experience Design

Presentations will bring to life the impact of experience design from its foundations to today's living legacy in our nation's capital and across the globe.

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10:00–  
10:15am ET

## How SEGD Came to Be

**Rich Burns**, FSEGD, SEGD Founder and Past President; Founder, GNU Group  
**John Berry**, FSEGD, SEGD Founder and Past President

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10:15–  
10:45am ET

## Keynote: Designing for the Future Through a Legacy of Eames Designs

*Sponsored by Miller Knoll*

**Llisa Demetrios**, Chief Curator, Eames Institute, Granddaughter of Ray and Charles Eames

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10:45–  
11:05am ET

## Legacy EGD in DC & The National Mall

**Wayne Hunt**, FSEGD, Founder, Hunt Design

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11:05–11:25am ET

## From DC to Mexico City: The Impact of Good Design on Our Cities

**Lance Wyman**, FSEGD, Principal, Lance Wyman, Ltd.

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11:25–11:45am ET

## DC Metro From Concept to Reality: Connecting Communities through Art and Design

**Laurent Odde**, Program Manager, Art in Transit, WMATA

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11:45am–  
12:00pm ET

## Panel Discussion, Q+A

**Llisa Demetrios**, Chief Curator, Eames Institute  
**Wayne Hunt**, FSEGD, Founder, Hunt Design  
**Lance Wyman**, FSEGD, Principal, Lance Wyman, Ltd.  
**Laurent Odde**, Program Manager, Art in Transit, WMATA

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12:00–1:30pm ET

**Lunch**

Lunch on your own. Check out our local DC recommendations on the welcome page!

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12:00–1:30pm ET

**Museum Hue Luncheon**

*FREE with limited capacity and separate registration required.*

**Sierra Van Ryck deGroot**, Museum Hue  
**Jinelle Thompson**, Museum Hue

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12:00–1:30pm ET

**Emerging Experiential Professionals (EXP) Lunch**

*Advance registration required  
In partnership with Pentagram, Kolar Design,  
RSM Design, and Tangram Design*

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2:00–4:30pm ET

**Design Improv**

Constitution  
Ballroom

*Sponsored by SNA*

**Jemma Radick**, IA Interior Architects

SEGD's beloved "Design Improv" is back with a focus on an experiential pop-up celebrating our 50th anniversary.

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# Thursday, August 24

DAY 1: REFLECT

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1:30–4:30pm ET

Departs from Grand Hyatt Lobby

## Experience Washington DC Tours

### Audi Field + Nationals Park

**Jonathan Mugmon**, Populous

**Corey Mintz**, Populous

### DC Street Art Walking Tour

This walking tour will explore street art and murals in Washington DC offering a glimpse into the culture and art scene of new and old murals in the District.

### Guinness Open Gate Brewery

Hop on our SEGD tour bus to Baltimore, Maryland, to grab a pint at the Guinness Brewery while checking out their experimental taproom.

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1:30–4:30pm ET

Departs from Grand Hyatt Lobby

## Experience Washington DC Tours (Contd.)

### National Mall, Interpretation & Wayfinding

**Glenn Klaus**, NPS

**Michael Vergason**, MVLA

**Ian Goldberg**, Cloud Gehshan

**Wayne Hunt**, HUNT

**Lonny Schwartz**, Design Minds

### The Smithsonian's National Air and Space Museum

*Sponsored by Cortina Productions*

**Beatrice Mowry**, NASM

**Polly McKenna Cress**, NASM

**Matt Cavalier**, Cloud Gehshan

**Jim Cortina**, Cortina

**Paul Hannan**, Cortina

**Hannah Sullivan**, Cortina

### WMATA Legacy Tour

**William B. Gallagher**, KGP

**Laurent Odde**, WMATA

**Lance Wyman**, Lance Wyman, Ltd.

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**1:45–4:45pm ET**

Departs from Grand  
Hyatt Lobby

## **Experience Washington DC Tours**

### **Bike Tour**

*Sponsored by DE Powder Coated Graphics*

### **Cushman & Wakefield DC Headquarters**

*Sponsored by Next/Now*

**Jared Stabiner**, Next/Now

### **Planet Word Tour**

*Sponsored by Solomon Group*

**Nikki Sertsu**, Planet Word  
**John Kolesar**, Solomon Group  
**Barry Mendehilson**, Solomon Group

### **U.S. Capitol Visitor Tour**

**Carl Rhodes**, Gallagher Design  
**Donna Lawrence**, Donna Lawrence Productions  
**Carol Beebe**, Architect of the Capitol

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**1:45–4:45pm ET**

Departs from Grand  
Hyatt Lobby

## **Experience Washington DC Tours (Contd.)**

### **Anacostia Community Museum**

**Asantewa Boakyewa**, ACM  
**Rachel Seidman**, ACM  
**Clara Dorfi**, Gallagher Design  
**Liza Rao**, Gallagher Design  
**Juanita Wichienkeur**, Smithsonian Institute

### **New “Metropolitan Park” in Arlington, VA**

**S.K. Rao**, Color-Ad Inc.  
**Suejin Park**, ZGF Architects  
**Sydney Patterson**, RSM  
**Jenny Lee**, ZGF Architects

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# Thursday, August 24

DAY 1: REFLECT

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5:00–7:00pm ET

## Dinner

On Your Own, check out our local DC recommendations on the welcome page!

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5:00–7:00pm ET

## SEGD Fellow's Dinner

Hosted by Patrick Gallagher, FSEGD

By Invitation ONLY

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5:00–7:00pm ET

## Chapter Chair Dinner

Tiber Creek

*Sponsored by Flex America*

Open to SEG D Chapter Chairs ONLY.

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7:00–8:00pm ET

## Registration

Constitution Foyer

Grand Hyatt Washington, 1000 H St NW, Washington DC 20001

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7:00–  
10:00pm ET

Independence  
Ballroom

## SEGD President's Reception & Auction for Excellence

*Presented by Gable*

This year's Presidents Reception will include a trip down "SEGD's Memories Lane"!!! Reconnect with SEG D Fellows and Peers and meet new emerging professionals as we celebrate 50 years of our design community! Get a sneak peek of NEXPO and end the evening with a spirited auction to support SEG D education.

DRESS CODE: wear your best interpretation of our 50th Anniversary rainbow logo!

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# DAY 2: REFRAME

FRIDAY, AUGUST 25

# Friday, August 25

DAY 2: REFRAME

7:30am–  
5:30pm ET

Constitution Foyer

## Registration & Networking

Grand Hyatt Washington, 1000 H St NW,  
Washington DC 20001

7:30–8:30am ET

Independence Foyer

## New Member Meet-up

Kris Helmick, SEGD Board Member, Associate  
Principal, Arcadis

Did you join SEGD recently? Well, we have  
a treat for you! SEGD will be hosting our 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.

7:30–8:30am ET

Cherry Blossom

## Emerging Experiential Professionals (EXP) Lounge

*In partnership with Pentagram, Kolar Design,  
RSM Design, and Tangram Design*

**Hannah Anderson**, Senior Designer,  
Kolar Design

**Jonathan Posnett**, Partner, ENTRO

7:30–8:30am ET

Independence  
Ballroom

## NEXPO Breakfast

*Sponsored by SignAgent*

7:30am–  
5:30pm ET

Independence  
Ballroom

## NEXPO

This year's NEXPO Hall will feature an SEGD  
bookstore including signed editions of our  
Fellow and member authors, and don't miss  
out on the new SEGD Brand Merchandise Store.

8:30–8:45am ET

Constitution  
Ballroom

## Welcome

Day 2: Reframe

**Cybelle Jones**, CEO, SEGD

**Alexey Ikonomou**, Experience Washington DC  
Chair, Principal + Creative Director,  
Ashton Design

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8:45–9:15am ET

**High Tides Raise All Ships: Making Art + Design Accessible to All**

**Peter Chang**, Co-Founder, No Kings Collective  
**Brandon Hill**, Co-Founder, No Kings Collective

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9:15–9:45am ET

**Keynote: Community Narrative, Purpose & Intention**

*Sponsored by Thought Process*

**Chloe Louvouezo**, Senior Communications Officer, Global Creative Content, Bill and Melinda Gates Foundation

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9:45–10:15am ET

**Reframing Culture and Community Through Experiences That Nurture Equity + Sustainability**

**Ashley Lukasik**, Strategist, Filmmaker, Founder + CEO, Murmur Ring  
**Jarred Howard**, CEO, National Juneteenth Museum

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10:15–10:45am ET

**NEXPO Networking Break**

*Sponsored by Design & Production*

Independence Ballroom

Join us in the NEXPO hall for coffee and refreshments!

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10:45–11:15am ET

**Culture, Context + Sustainable Design**

Constitution Ballroom

**Anica Landreneau**, Senior Principal, Director of Sustainable Design, Global; Board of Directors, HOK

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11:15–11:45am ET

**Telling Sustainability Stories Through Data-Driven Sculpture and Visualization**

**David Schwarz**, Founding Partner, HUSH

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11:45am–12:00pm ET

**Panel Discussion, Q&A**

**Anica Landreneau**, Senior Principal, Director of Sustainable Design, Global; Board of Directors, HOK  
**David Schwarz**, Founding Partner, HUSH

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# Friday, August 25

DAY 2: REFRAME

12:00–1:30pm ET

## Lunch at NEXPO

Independence  
Ballroom

Join us in the NEXPO hall for lunch!

12:00–1:30pm ET

## Chapter Chair Working Lunch

Lafayette Park

Open to SEGD Chapter Chairs ONLY

12:15–1:15pm ET

## Making the Museum Podcast LIVE!

Independence  
Ballroom

**Jonathan Alger**, Managing Partner,  
C&G Partners

1:00–2:30pm ET

## Centering Diversity, Equity, Access & Inclusivity in the Experiential Design Space

Farragut Square

**Angie Brice Thomas**, Founder + CEO,  
Brice Consulting Group

1:30–4:30pm ET

## EXP Mentor Meet-Up

Independence Foyer

*In partnership with Pentagram, Kolar Design,  
RSM Design, and Tangram Design*

1:30–4:30pm ET

## "Matter of Experience" Podcast Live Interviews

Independence Foyer

**Abigail Honor**, Founding Partner, Lorem Ipsum  
**Brenda Cowan**, FIT

1:30–4:30pm ET

## NEXPO Talks

Independence  
Ballroom

1:30 – 2:00pm

### Dimense Printing: Elevate Your Graphics with Revolutionary Dimensional Prints!

**David Payne**, President, Image Options

2:00 – 2:30pm

### Partnership in Placemaking with Moss

**Anne Houghton**, VP Sales Strategy, Moss  
**Elissa Decker**, Director of Global Textile  
Development and Procurement, Moss

2:30 – 3:00 pm

### Preserving History: Remaking the Iconic Domino Sugar Sign

**Ross Hancock**, Senior Vice President, Gable

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### 1:30–4:30pm ET

Independence  
Ballroom

### NEXPO Talks (contd.)

3:00 – 3:30 pm

#### Digital Navigation for Smart City Districts

**Jason Hutty**, VP Strategic Partnerships, PAM

3:30 – 4:00 pm

#### Media Architecture – Creative Technologies for Digital Placemaking and Immersive Experiences

**Dana Michaelis**, Director of Corporate  
Development, Nanolumens

4:00 – 4:30 pm

#### Elevating Experiences: Unleashing the Power of Digital Signage

**Rich Archer**, Creative Lead, Omnivex  
Corporation

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### 4:30–5:30pm ET

Independence  
Ballroom

### NEXPO Reception

*Sponsored by MAD Systems*

It's the Happiest Hour of the day! Join us for  
some light appetizers and a drink to kickoff  
the evening festivities.

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### 5:30–7:00pm ET

Constitution  
Ballroom

### SEGD Global Design Awards Ceremony

*Presenting Sponsor: Solomon Group  
Category Sponsors: Archetype, ANC,  
Art Processors, Bluecadet, CREO Industrial Arts,  
and Designtex.*

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 2023 exemplary projects will be!

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### 7:00–8:00pm ET

Grand Foyer

### SEGD Global Design Awards Reception

*Presenting Sponsor: Solomon Group  
Category Sponsors: Archetype, ANC,  
Art Processors, Bluecadet, CREO Industrial Arts,  
and Designtex.*

Toast the award-winning designers. Celebrate  
design excellence.

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### Dinner

Dinner on your own. Check out our local DC  
recommendations on the welcome page!

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# DAY 3: REIGNITE

SATURDAY, AUGUST 26

# Saturday, August 26

DAY 3: REIGNITE

7:00–8:00am ET

## President’s Run/Walk

Departs from Grand Hyatt Lobby

Grab your comfy shoes and meet us for a 3 mile run/walk to the Capitol and back! A great way to kick off your final day of “Reignite” at the conference.

8:00am–  
12:00pm ET

## Registration

Constitution Foyer

Grand Hyatt Washington, 1000 H St NW, Washington DC, 20001

8:00–9:00am ET

## Emerging Experiential Professionals (EXP) Lounge

Cherry Blossom

*In partnership with Pentagram, Kolar Design, RSM Design, and Tangram Design*

9:00–9:10am ET

## Welcome! SEGD Celebrating 50 Years! Day 3: Reignite

Constitution Ballroom

**Cybelle Jones**, CEO, SEGDC  
**L’Rai Arthur-Mensah**, Experience Washington DC Chair, Project Director, Local Projects

9:10–10:10am ET

## SEGD Fellow + Achievement Awards

*Presented by DCL*

The SEGDC Achievement and Fellow Awards are SEGDC’s annual Hall of Fame. Celebrate the 2023 SEGDC Fellows—the Poet Laureate of Experiential Design—as well as the other people and organizations leading the discipline and the SEGDC community.

10:10–  
10:45am ET

## Conversations with the 2023 SEGDC Fellows

**Wendy Evans Joseph**, 2023 FSEGD, Founder, Studio Joseph  
**Bruce Mau**, 2023 FSEGD, CEO, Co-Founder, Massive Change Network

10:45–  
11:10am ET

## Networking Break

Constitution Foyer

Grab a celebratory mimosa, bloody mary or coffee to cheer our 2023 SEGDC Achievement Awards over the networking break!



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**11:10–11:40am ET**

Constitution  
Ballroom

**Keynote:  
Decolonizing Design**

**Elizabeth Tunstall**, Former Dean Faculty of Design - Ontario College of Art and Design University, Toronto

Moderator: **Nu Goteh**, Founder, Room For Magic

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**11:40am–  
12:00pm ET**

**2023 SEGD Global Design Award,  
Best of Show Presentation**

Nick Kapica, formerly with Isthmus

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**12:00–1:30pm ET**

**Lunch**

Lunch on your own. Check out our local DC recommendations the welcome page!

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**12:00–1:30pm ET**

**“Values-Based Leadership”  
Lunch Workshop**

*FREE with limited capacity and separate registration required.*

**Sarah van Haastert**, Group Director Experience Design Development, Art Processors

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**1:30–2:00pm ET**

Constitution  
Ballroom

**Keynote:  
Advocating for Design**

**Emily Cohen**, Consultant + Founder, Casa Davka

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**2:00–2:30pm ET**

**Networking Break**

Constitution Foyer

Join us in the foyer for networking and refreshments!

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# Saturday, August 26

DAY 3: REIGNITE

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2:30–4:30pm ET

Arlington

## Track 1 – Design Excellence Case Studies

2:30 – 3:15pm

### FLUGT Refugee Museum of Denmark

**Claus Kjeld Jensen**, Director of FLUGT Refugee Museum of Denmark

**Erik Bär**, Director, Tinker Imagineers

3:14 – 3:45pm

### Wanderfinding: People Are Not Lost. They Are Bored – Borough Yards Case Study

**Wesley Meyer**, Creative Director, f.r.a

3:45 – 4:15pm

### Reimagining Shakespeare’s Folios with Contemporary Design, Storytelling and Technology

**Greg Prickman**, Director of Collections, Folger Shakespeare Library

**Monica Coghlan**, Director of Design, Studio Joseph

**Josh Goldblum**, Founder & CEO, Bluecadet

4:15 – 4:30pm

### Panel Q&A

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2:30–4:30pm ET

Constitution Ballroom

## Track 2 – Designing Experiences to Create New Narratives with Community

2:30 – 3:15pm

### Just Designs: Pushing the Boundaries of the Narrative

**Jennifer Scott**, Executive Director + Chief Curator, Urban Civil Rights Museum in Harlem

3:14 – 3:45pm

### Design for Impact: A Working Methodology for Inspiring Visitors Toward Action

**Amanda White**, Director of Content, Local Projects

3:45 – 4:15pm

### Forest Net(Work) Sustainable Community Design

**Mara Stokke**, Associate, NBBJ

4:15 – 4:30pm

### Panel Q&A

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**2:30–4:30pm ET**

Wilson

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**Track 3 – Better Accessibility  
by Design Workshop**

*Sponsored by ISA*

**Kenny Peskin**, Director, Industry Programs,  
International Sign Association

**Lucy Pereira**, Vice President of Sales, ISA  
Representative, APCO Signs

**Simon Majarian**, Associate Principal, SEG D LA  
Chapter Chair, SKADESIGN

**Chris McCampbell**, Senior Associate, SEG D San  
Diego Chapter Chair, Cannon Design

**Chris Calori**, FSEGD, Principal Emerita, Entro  
**George Lim**, Founding Partner and Creative  
Director, Tangram Design

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**4:30–4:45pm ET**

Constitution Foyer

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**Networking Break**

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**4:45–5:00pm ET**

Constitution Hall

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**Closing Remarks**

Join us for our 50th anniversary conference  
wrap-up and closing remarks.

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**5:00–7:00pm ET**

**Dinner**

Dinner on your own, or check out our closing  
event the newest foodie hall for top chefs at  
The Square in downtown DC! Food and drink  
tickets are available for pre-purchase.

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**5:30–7:00pm ET**

**50th Foundation Dinner**

50th Foundation Members ONLY at  
The Square with Chef Ruben Garcia Castilla  
(Invitation Only)

The Square, 1850 K Street NW,  
Washington, DC 20006

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**7:00–9:00pm ET**

**SEGD 50th Celebration  
Closing Party**

*Sponsored by Color-ad, Electrosonic,  
Explus and MGAC*

FREE and open to the public! Celebrate our  
50 years with an exhilarating LIVE art battle  
featuring Secret Walls and a DJ. Bring your  
badge for an open bar.

The Square, 1850 K Street NW,  
Washington, DC 20006

# Speakers



Alexey Ikonomou



Amanda White



Angie Brice Thomas



Anica Landreneau



Anna Crider



Anne Houghton



Ashley Lukasik



Ben Ostrower



Brandon Hill



Bruce Mau



Chloe Louvouezo



Chris Calori



Chris McCampbell



Claus Kjeld Jensen



Corey Timpson



Cybelle Jones



Dana Michaelis



David Schwarz



David Payne



Elissa Decker



Elizabeth Tunstall



Emily Cohen



Erik Bär



George Lim



Greg Prickman



Hannah Anderson



Jarred Howard



Jason Hutto



Jemma Radick

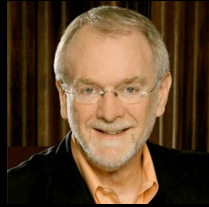


Jennifer Scott

# Speakers



Jinelle Thompson



John Berry



Jonathan Posnett



Jonathan Alger



Josh Goldblum



Kathy Fry



Kenny Peskin



Kris Helmick



L'Rai Arthur-Mensah



Lance Wyman



Laurent Odde



Lliisa Demetrios



Lucy Pereira



Mara Stokke



Michael Gericke



Monica Coghlan



Nick Kapica



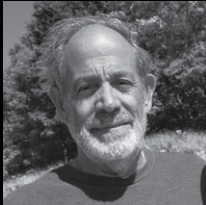
Nu Goteh



Peter Chang



Rich Archer



Rich Burns



Ross Hancock



Chef Rubén García



Sarah van Haastert



Sierra Van Ryck deGroot



Simon Majarian



Tré Seals



Wayne Hunt



Wendy Evans Joseph

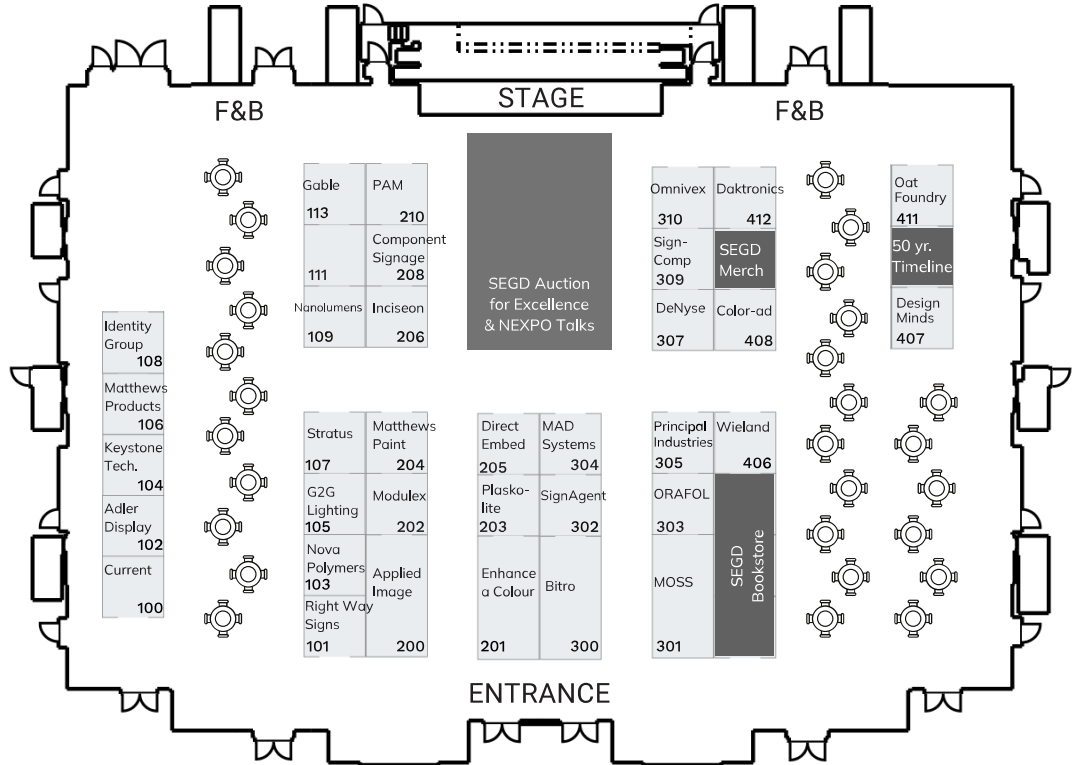


Wesley Meyer



# NEXPO Floor Plan

- 102 | Adler Display
- 200 | Applied Image
- 300 | Bitro
- 408 | Color-Ad
- 208 | Component Signage
- 100 | Current
- 412 | Daktronics
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# NEXPO Directory

THANK YOU TO OUR NEXPO EXHIBITORS!

## Adler Display | #102

adlerdisplay.com  
Ron Adler  
7140 Windsor Blvd  
Baltimore, Maryland 21244 USA  
443-436-2297  
radler@adlerdisplay.com

## Applied Image | #200

bigres.com  
Andrea Koch  
800 Business Park Drive  
Freehold, New Jersey 7728 USA  
732-410-2444x138  
akoch@iilind.com

## Bitro | #300

bitrogroup.com  
Mitchell Krakower  
300 Lodi Street  
Hackensack, New Jersey 7601 USA  
201-641-1004  
mkrakower@bitrogroup.com

## Color-Ad | #408

color-ad.com  
S.K. Rao  
7200 Gary Road  
Manassas, Virginia 20109 USA  
703-631-9100x119  
skrao@color-ad.com

## Component Signage | #208

componentsignage.com  
Stewart Curtis  
211 Berkley Street  
High Point, North Carolina 27260 USA  
336-899-6833  
stewart@componentsignage.com

## Current | #100

led.com  
Karin Shaver  
25825 Science Park Drive  
Cleveland, Ohio 44122 USA  
713-906-4644  
karin.shaver@currentlighting.com

## Daktronics | #412

daktronics.com  
Tyler Campbell  
201 Daktronics Drive, PO Box 5128  
Brookings, South Dakota 57006 USA  
605-691-1636  
tyler.campbell@daktronics.com

## DE Powder Coated Graphics | #205

directembedcoating.com  
Eric Koslow  
300 SE 2nd Street, Suite 600  
Fort Lauderdale, Florida 33301 USA  
954-347-6812  
eric@directembedcoating.com

## DeNyse Companies | #307

denyseco.com  
Amy Baillie  
4521 Industrial Access Road  
Douglasville, Georgia 30134 USA  
770-942-0688  
abaillie@denyseco.com

## The Design Minds | #407

thedesignminds.com  
Andrew Hamilton  
10364 Main Street  
Fairfax, Virginia 22030 USA  
703-246-9241  
andrew@thedesignminds.com

## Enhance a Colour | #201

eacgs.com  
Bob Evans  
15 Old Newtown Road  
Danbury, Connecticut, USA  
800-894-0264  
bobevans@eacgs.com

## G2G Lighting | #105

g2glighting.com  
Janie Branim  
USA  
janieb@g2glighting.com

## Gable | #113

gablecompany.com  
Brenda Barrett  
7440 Fort Smallwood Road  
Baltimore, Maryland 21226 USA  
410-255-6400  
brendabarrett@gablecompany.com

## Identity Group | #108

identitygroup.com  
Koell Collins  
345 Riverview Street, Suite 700  
Wichita, Kansas 67211 USA  
316-640-2262  
koell.collins@identitygroup.com

## Inciseon | #206

inciseon.com  
Brent Curtis  
211 Berkley Street  
High Point, North Carolina 27260 USA  
336-431-9999  
info@inciseon.com

## Keystone Technologies | #104

keystonetech.com  
Cody Chambers  
2750 Morris Road  
Lansdale, Pennsylvania 19446 USA  
215-853-7808  
cchambers@keystonetech.com

## MAD Systems | #304

madsystems.com  
Tricia Ensing  
733 North Main Street  
Orange, California 92868 USA  
714-259-9000  
tricia@madsystems.com

# NEXPO Directory

THANK YOU TO OUR NEXPO EXHIBITORS!

## **Matthews Architectural Products | #106**

matw.com  
Mallori Geopfert  
503 Martindale St.  
Pittsburgh, Pennsylvania 15212 USA  
412.442.8252  
mgoepfert@matw.com

## **Matthews Paint | #204**

matthewspaint.com  
Jamie Zerante  
760 Pittsburgh Drive  
Delaware, Ohio 43015 USA  
740-362-6718  
jzerante@ppg.com

## **Modulex | #202**

modulex.com  
Max Aronow  
3903 Cornell Place  
Frederick, Maryland 21703 USA  
301-468-1132  
max.aronow@modulex.com

## **MOSS | #301**

mossinc.com  
Ashley Paprock  
10501 Seymour Avenue, Suite 200  
Franklin Park, Illinois 60131 USA  
847-749-5014  
apaprock@mossinc.com

## **NanoLumens | #109**

nanolumens.com  
Carolyn Hayes  
5390 Triangle Parkway, Suite 300  
Peachtree Corners, Georgia  
30092 USA  
678-974-1665  
chayes@nanolumens.com

## **Nova Polymers | #103**

novapolymers.com  
Tim Lloyd  
15348 Rt. 127 East  
Bryan, Ohio 43506 USA  
630-470-4980  
tilloyd@novapolymers.com

## **Oat Foundry | #411**

oatfoundry.com  
Sarah Van Bommel  
2275 Bridge Street, Unit 208A  
Philadelphia, Pennsylvania 19137 USA  
215-447-8915  
sarah@oatfoundry.com

## **Omnivex Corporation | #310**

omnivex.com  
Jennifer Gvozdek  
3300 Highway 7, Suite 501  
Concord, Ontario, L4K 4M3 Canada  
905-761-6640  
jgvozdek@omnivex.com

## **ORAFOL Americas | #303**

orafol.com  
Josh Culverhouse  
1100 Oracal Parkway  
Black Creek, Georgia 31308 USA  
912-851-5000  
tradeshow@orafol.com

## **PAM Wayfinding | #210**

pam.co  
Brendan Mitchell  
Australia  
bmitchell@pam.co

## **Plaskolite | #203**

plaskolite.com  
Jonda Baldwin  
400 W Nationwide Blvd, Suite 400  
Columbus, Ohio 43215 USA  
614-297-7310  
jonda.baldwin@plaskolite.com

## **Principal Industries | #305**

pindustries.com  
Skyler Strube  
5725 Olivas Park Drive  
Ventura, California 93003 USA  
714-878-5154  
skyler.strube@pindustries.com

## **Right Way Signs, LLC | #101**

rightwaysigns.com  
Alex Perry  
1134 N Homan Avenue  
Chicago, Illinois 60651 USA  
312-560-2727  
alex@rightwaysigns.com

## **SignAgent | #302**

signagent.com  
Tania Vitiuk  
1466 Innswood Drive  
Burlington, Ontario, L7P 2C4 Canada  
289-768-5639  
tania@signagent.com

## **SignComp | #309**

signcomp.com  
Jody Dekkinga  
3032 Walker Ridge Drive  
Grand Rapids, Michigan 49544 USA  
616-784-0405  
jodyd@signcomp.com

## **Stratus Unlimited | #107**

stratusunlimited.com  
Kailey Benegar  
8959 Tyler Blvd.  
Mentor, Ohio 44060 USA  
kailey.benegar@stratusunlimited.com

## **Wieland | #406**

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Parsippany, New Jersey 7054 USA  
410-688-2160  
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