



Society for Environmental Graphic Design

1000 Vermont Avenue, NW

Suite 400

Washington D.C. 20005

202.638.5555

202.638.0891 fax

www.segd.org

DATE: July 9, 2007
RELEASE: Immediate
CONTACT: Ann Makowski, 202.638.5555, ann@segd.org

SEGD Names Award Winners for 2007

Washington, DC – The Society for Environmental Graphic Design (SEGD) announced the selection of Chris Calori and David Vanden-Eynden, founders and principals of Calori & Vanden-Eynden/Design Consultants in New York City, as the 2007 SEG D Fellows. Fellows are selected for promoting the highest values in environmental graphic design, and significantly contributing to the direction and growth of the field.

Michele Phelan of Sasaki Associates (Boston, MA) was presented with the Angel Award, for promoting the highest values in environmental graphic design, and significantly contributing to the direction and growth of SEG D.

Tod Swormstedt of The American Sign Museum was presented with the Arrow Award for demonstrating exemplary service or dedication to advancing technologies and manufacturing in environmental graphic design, and striving to provide the highest quality.

Apple, Inc. was presented with the Insight Award for consistently commissioning environmental graphic design programs that significantly enhance or promote opportunities for the field and environmental graphic design education, and demonstrating a long-standing commitment to recognize the field.

Exceptional Expo booths also received awards:

- Best Booth Design: Barco
- Best Custom Fabricator: Design Communications, Ltd.
- Best Materials Supplier: Color Kinetics
- Best New Product: Mega Media Concepts
- Best Artisan Demonstration: Matthews Paint (for anodized coatings experiments)

The winners accepted their awards at the SEG D 2007 Annual Conference & Expo, which took place May 30-June 2, 2007 in Boston, MA.



###

NOTE TO EDITOR

SEGD is an international non-profit educational organization providing resources for design specialists in the field of environmental graphic design, architecture, and landscape, interior, and industrial design. SEGD members are leading designers of directional and attraction sign systems, destination graphics, identity programs, exhibits, and themed environments.

Environmental Graphic Design embraces many design disciplines including graphic, architectural, interior, landscape, and industrial design, all concerned with the visual aspects of wayfinding, communicating identity and information, and shaping the idea of place.