



Society for Environmental Graphic Design

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SEGD Announces Release of *What is Exhibition Design?*

Washington, DC - SEGD (the Society for Environmental Graphic Design), an international non-profit educational foundation, introduces the ultimate guide to the many facets of the rapidly emerging discipline of exhibition design. From showroom design to museums and trade shows, it covers every field that applies graphic information to place and object.

This unrivalled handbook is a guide to the world of exhibition design, exploring what constitutes successful design and how it works. It clarifies the roles of the various design skills involved in exhibition design, and explores how new technology and materials expand the possibilities for both form and function. It also describes the tools and processes for design and manufacture, methods of prototyping, and means of transporting, assembling and dismantling exhibits. *What is Exhibition Design?* provides a stunning, diverse portfolio of cutting-edge work from designers and studios around the world. Like the other titles in the Essential Design Handbooks series, this will be essential reading for every professional and student involved with exhibition design.

What is Exhibition Design? features

- Informative and inspiring case studies
- Looks at exhibition design as part of a collaborative process
- Presents a thorough look at the exhibition design process

Authors

- Jan Lorenc is founder and partner of Lorenc + Yoo Design in Roswell, Georgia.
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What is Exhibition Design?

By Jan Lorenc, Lee Skolnick, and Craig Berger

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NOTES 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.