



Society for Environmental Graphic Design

The global community of people working at the intersection of communication design and the built environment.

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Date: May 10, 2010
Release: Immediately
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SEGD Launches Green Resource Guide Website

Washington, D.C. — Looking to “ratchet up the dialogue” around sustainability and environmental graphic design, SEGD has launched a new web-based resource focused on life-cycle approaches to EGD.

greenresourceguide.segd.org launches today in conjunction with the distribution of a special sustainability-focused issue of *segdDESIGN*, SEGD’s quarterly design journal.

The Green Resource Guide is the latest in a series of green initiatives by the SEGD Sustainability Forum, a group of designers, fabricators, and consultants committed to promoting sustainable approaches to environmental graphic design.

“With the Green Resource Guide and special magazine issue, we’ve set into motion an ambitious, new, open discussion on leading strategies for a transparent, innovative design process,” says Naomi Pearson, a green design consultant, Sustainability Forum member, and guest editor of the special *segdDESIGN* issue. As host of the radio show “Design Evolution” recorded on Voice America, she interviewed trailblazing designers, scientists, educators, manufacturers, and environmental experts.

The SEGD Green Resource Guide provides a wide array of resources designed to help environmental graphic designers choose more sustainable approaches, processes, and products, says Leslie Gallery Dilworth, SEGD CEO.

“The Green Resource Guide will be an essential tool for designers searching for more sustainable solutions in their work,” notes Dilworth. The site builds on the Sustainability Forum’s 2007 Green Paper and SEGD Green Audit, which provides a consistent framework for evaluating and articulating sustainable strategies, materials, and processes used in EGD. The new website provides green audits as well as case studies, environmentally preferable resources, a sustainability-focused bibliography, a glossary of green terms, related web links, and the Green Resource Guide blog, started by Sustainability Forum member Mike Santos in 2008.

As a companion to the Green Resource Guide, the current issue of *segdDESIGN* magazine (No. 28/2010) includes Pearson’s article on Life Cycle Analysis and its application to EGD. The issue summarizes green rating systems applicable to EGD and surveys recent high-profile projects that use sustainable approaches. The digital edition of the issue is available on the Green Resource Guide site.



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“As an organization, SEGD is committed to leading the conversation around sustainability and environmental graphic design,” says Dilworth. “The website is designed as a living forum on sustainability and EGD, and we urge the EGD community—as well as the larger design community—to take part in this vital dialogue.”

The Green Resource Guide was made possible through the support of a group of sponsors providing leadership in the development of sustainable products, services, and approaches for environmental graphic design. The sponsors include ASI, Dixie Graphics, Nova Polymers, APCO Signs, Vista System, Accent Signage Systems, and Advance Corp. Interpret Green created the site.

For more information on the Green Resource Guide, contact Craig Berger (craig@segd.org), SEGD’s director of education and professional development.

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About SEGD

SEGD is the global community of people who work at the intersection of communication design and the built environment. For more information, visit www.segd.org.

About the SEGD Sustainability Forum

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