



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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2010 SEGD Design Awards: Public Engagement

WASHINGTON, DC -- Projects that invite users to broadcast their faces on Times Square, steal coins from a three-dimensional mural, or sit on museum exhibits prove that the most successful environmental graphics are those that inspire people to actively engage with them.

Many of the winning projects in the 2010 SEGD Design Awards Program were designed to spur interaction, says Henry Beer, co-founder of CommArts (Boulder, Colo.) and chair of the 2010 Design Awards jury.

“The more people feel engaged, the more emotionally connected they are with a place,” says Beer. “Environmental graphics can be an incredibly effective way to promote that connection.”

The 43 winning projects represent a diverse, international array of work that includes wayfinding and graphics for a Boeing aircraft factory, the sign spectacular on American Eagle Outfitters’ Times Square retail store, a bikeway in Lisbon, Portugal, and a pedestrian-oriented signage system in London.

The 2010 jury also noticed a rise in the number of dynamic and technology-based projects submitted to the competition, says Beer. “Environmental graphics is migrating closer and closer to interaction design in its need to engage users and solicit their responses. There’s no question the two are heading for convergence as technology allows it and the demographics of designers and users change.”

This year’s winners were chosen from a field of 430 entries, a record for the design awards program established in 1987. International entries were the highest ever, representing 27 percent of the total entries.

The 2010 SEGD Design Awards were juried by a multidisciplinary team representing architecture, environmental and experience design, exhibition design, interaction design, and retail and healthcare environment planning and design. In addition to Beer, the jurors included Min Wang, dean of the School of Design at China Central Academy of Fine Arts (Beijing); Vaughn Davies, director of urban design and principal at EDAW (Los Angeles); Graham Hanson, principal of Graham Hanson Design (New York); Mitchell Mauk, principal of Mauk Design (San Francisco); Michael McBride, manager of public art and environmental graphic design for the Washington Metropolitan Area Transit Authority; Caroline Oh, graphic/interaction designer with Potion (New York); Robin Perkins, co-found of Selbert Perkins Design



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(Playa del Rey, Calif.); and Leslie Smolan, principal of Carbone Smolan Agency (New York).

Ten Honor awards, 22 Merit awards, six Jury awards, and five projects cited for Doing a Lot with a Little were recognized at a June 3 luncheon during SEG D's 2010 Conference + Expo, held June 2-5 in Washington, D.C.

For more detailed information on the award-winning projects, including photos, project descriptions, and jury comments, visit www.segd.org/design-awards/index.html.

The 2010 SEG D Design Awards Program was sponsored by ADCON.

2010 SEG D Honor Awards

- Boeing Future Factory (Everett, Wash.) by NBBJ
- California Academy of Sciences Exhibits (San Francisco) by Volume Inc. and Cinnabar Inc.
- *Green Community* (Washington, DC) by Matter Architecture Practice and MGMT. design
- LAPD Memorial (Los Angeles) by Gensler Los Angeles
- Legible London (London) by Applied Information Group and Lacock Gullam
- The Official NYC Information Center (New York) by Local Projects and WXY Architecture
- Rugerero Survivors Village Sunflower Oil Cooperative (Gisenyi, Rwanda) by ex;it Foundation
- Rugerero Sunflower Oil Project (Gisenyi, Rwanda) by graphic design students from Drexel University's Antoinette Westphal College of Media Arts and Design and ex;it Foundation
- Theatre and Auditorium Poitiers (Poitiers, France) by P-06 Atelier
- *The Wayfinding Handbook: Information Design for Public Places* by David Gibson, with design by Two Twelve

2010 SEG D Merit Awards

- *Aleph* (Venice) by Sara Poli, Silvia Cervellin, Matteo Ferraro, and Margherita Rubini; Leonardo Sonnoli, instructor
- American Eagle Outfitters Flagship Spectacular (New York) by The Barnycz Group
- Bikeway Belém (Lisbon) by P-06 Atelier and Global Landscape Architecture
- Christian Dior Temporary Store (New York) by Gensler
- Docks en Seine (Paris) by Nicolas Vrignaud
- Grey Group (New York) by Pentagram
- Hand to Hand (Madrid and Barcelona) by María de Ros and Daniel Loewe
- Indemann Observation Tower (Inden, Germany) by Maurer United Architects
- Mad Mex Fresh Mexican Grill (Sydney) by Holy Cow! Design & Advertising
- Metro Opposites Campaign (Los Angeles) by Metro Design Studio



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- Museu Fundação Oriente (Lisbon) by P-06 Atelier
- Obsessions Make My Life Worse and My Work Better (Amsterdam) by Sagmeister Inc.
- RTKL Office (Washington) by RTKL Associates
- *Risking Reality* (Lisbon) by R2 Design
- SAP America Corporate Headquarters (Newtown Square, Pa.) by ex;it
- Soho (Beijing) by emerystudio
- Teknion IIDEX Exhibit 2009 (Toronto) by Vanderbyl Design
- WNYC Radio Broadcast Studios (New York) by Poulin + Morris
- *Wild: Amazing Animals in a Changing World* (Melbourne) by MV Studios/Museum Victoria
- World Square Car Park (Sydney) by BrandCulture Communications
- *Zero Waste* (Dallas) by RTKL Associates
- 15 Seconds of Fame (New York) by R/GA

2010 SEGD Jury Awards

- *Dead Sea Scrolls* (Toronto) by Exhibits & Design Department/Royal Ontario Museum
- Monastery Street Park (Pittsburgh) by Loysen + Kreuthmeier Architects
- *Object Factory: The Art of Industrial Ceramics* (New York) by Wendy Evans Joseph Architecture
- Two Times (Lisbon, Portugal) by R2
- Venturi, Scott Brown and Associates' Window Displays (Philadelphia) by Venturi, Scott Brown and Associates
- Walmart Retail Environment (Jacksonville, Fla.) by Lippincott

2010 SEGD Lot with a Little Awards

- 2009 AIGA BoNE Show (Boston) by Brandon Bird, Jeff Stammen, and Christine Lefebvre
- The Context of Consumption (Rochester, N.Y.) by Sarah M. Kirchoff
- *Klaus Moje: Paintings in Glass* (New York) by Wendy Evans Joseph Architecture
- Sculpture by the Sea (Sydney) by Frost* Design
- Totem Park (Melbourne) by Projects of Imagination

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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.