



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: June 4, 2010
RELEASE: June 5, 2010
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SEGD Recognizes 2010 Fellows Cloud and Gehshan

Washington, D.C. – Virginia Gehshan and Jerome Cloud, partners in Philadelphia-based Cloud Gehshan Associates, have been named the 2010 SEG D Fellows, environmental graphic design’s highest professional honor.

Gehshan and Cloud join the ranks of EGD laureates Massimo Vignelli, David Gibson, Deborah Sussman, and others who have been recognized for promoting the highest values in EGD and significantly contributing to the direction and growth of the field.

“Theirs is a humanistic approach to design,” notes 2009 SEG D Fellow David Gibson. “For over two decades, Cloud Gehshan has provided beautiful solutions that engage the mind and elevate the spirit.”

Gibson and other colleagues cite Cloud Gehshan’s award-winning UniversityCenter project in Baltimore, a comprehensive wayfinding, identification, and information system for an urban area encompassing the University of Maryland Medical Center, the University of Maryland at Baltimore, and the neighborhood of Ridgely’s Delight. Other seminal Cloud Gehshan projects include their wayfinding system for the University of Texas at Austin, branding and identity for Penn’s Landing in Philadelphia, and interpretive projects including the first-of-their-kind “smart” kiosks at Johns Hopkins University.

SEGD’s Excellence Awards were announced today during the 2010 SEG D Conference + Expo in Washington, D.C. As part of SEG D’s mission to promote best practices and ethical standards in environmental graphic design, the annual awards recognize the individuals, companies, and organizations that—through their commitment to human-centered, effective design in the built environment—help define those practices and standards.

In addition to the 2010 Fellows, SEG D bestowed a special Gold Arrow Award as well as its Distinguished Member, Arrow, and Insight awards.

- **Leslie Gallery Dilworth**, the retiring CEO of SEG D, was presented a special **Gold Arrow Award**. Hired as a consultant to SEG D in 1997 and then as executive director in 1998, Dilworth was honored for her vision in transforming SEG D from a small association focused solely on signage to an international, education-focused nonprofit that encompasses a diverse array of design disciplines, technologies, media, and educational resources. She is also



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founding editor of the award-winning segdDESIGN magazine, SEGD's quarterly design journal.

“Leslie’s extraordinary vision has made a dramatic and lasting mark on SEGD and the field of environmental graphic design,” says Jill Ayers, an SEGD Board member and chair of the Excellence Awards committee. “Her most valuable legacy may be her focus on the multidisciplinary nature of EGD and her leadership in fostering inter-disciplinary partnerships that enrich the built environment through environmental graphics.”

- **Wayne Hunt**, principal of Hunt Design, was presented with the SEGD **Distinguished Member Award** for demonstrating outstanding commitment to the organization while fostering growth and excellence in SEGD programs.

“Wayne’s longstanding commitment and wise counsel to SEGD have greatly benefited our organization and enriched SEGD programs,” says Ayers. In the past year, Hunt has led the selection committee hiring a new executive director for SEGD.

- **Nova Polymers**, manufacturer and distributor of photopolymer sign products, received the **SEGD Arrow Award**, given to an SEGD member company for demonstrating exemplary service or dedication to advancing technologies and manufacturing in EGD.

Nova was recognized for its leadership role in promoting sustainable approaches to EGD and for building strategic partnerships with other companies and organizations providing solutions that reduce environmental impacts.

- Portland, Oregon’s, **Tri-County Metropolitan Transportation District of Oregon**, which uses environmental graphics as a primary tool to communicate with users of its newly expanded light rail and bus lines, was presented SEGD’S **Insight Award**. The Insight Award recognizes a design patron for consistently commissioning EGD programs that significantly enhance or promote opportunities for the field and EGD education, and for demonstrating a longstanding commitment to recognize the field.

“Tri-Met embraces design excellence as a tool for creating a transit system that is not only iconic, but that is responsive to user needs,” said Michael Reed, principal of Mayer/Reed, in his nomination of TriMet. “From train and bus stop signage to real-time transit information, ticket machine user interface, branding, and print collateral, TriMet recognizes that good design enriches the public realm and is a necessary component of livable cities and memorable public spaces.”



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For an archive of past SEG D Excellence award winners, visit www.segd.org

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About SEG D

Founded in 1973, SEG D (the Society for Environmental Graphic Design) is the global community of people working at the intersection of communication design and the built environment. Through educational programs, research, and publications, SEG D's mission is to provide learning opportunities and resources for professionals involved in EGD, promote the importance of the discipline in establishing place, and continue to refine standards of practice for the field.