



Society for Environmental Graphic Design

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2007 SEGD Design Awards Program Jury Announced

Washington, DC - SEGD (the Society for Environmental Graphic Design) is pleased to announce the jury for its 2006 SEGD Design Awards Program.

SEGD's annual design competition honors the best in environmental graphic design. Projects include themed environments, wayfinding & signage, placemaking projects, mapping, public art, identity programs, architectural graphics, exhibits, and retail; also included are student work and un-built projects. Images from winning entries from previous years may be viewed on the Design Awards page of www.segd.org.

Winners in the program will be announced at the awards presentation in Boston, MA, in early June at the 2007 SEGD Annual Conference & Expo. Winning projects will be exhibited at the conference and become part of a traveling exhibit. Program entries must be submitted no later than January 31, 2007; late entries will be accepted through February 14, 2007.

Chair

Phil Engelke is a Vice President with RTKL in Baltimore, MD. As one of the creators and directors of ID8, the experience environment core of RTKL, Phil has created successful urban and environmental graphics programs for major international and national architectural projects. Internationally, ID8 has projects in Paris, Berlin, Lisbon, Warsaw, Moscow, UAE, Seoul, Tokyo, and Macau. These include a leisure/retail project in Berlin, several large scale urban, mixed-use and retail projects in Bahrain, Dubai, and Kuwait as well as the Far East. Due to the demands of working in a 24/7 international environment in which some client somewhere is always awake and needing attention, Phil covets his time scuba diving in the Caribbean or strolling on the wilds of New Jersey beaches.

Jurors

Lynn Befu, AIA, IIDA, is Director of Interior Architecture and Associate Principal at Anshen+Allen in San Francisco, CA. As such, she concentrates on interior architecture for health care projects and has worked on all phases from programming through construction administration and furniture installation. Her projects have been published in Contract Design, Designers West, The Architectural Review (UK), and Hospital Development (UK). Her project experience includes the Pediatrics Clinic of the University of San Francisco's Children's Hospital, the Doernbecher Children's Hospital at Oregon Health and Science University, and the new main hospital at Santa Clara Valley Medical Center.

David Gibson is Co-Founder and Managing Principal of Two Twelve, located in New York City. His dedication to delivering thoughtful, user-centered design established the firm's reputation as the first advocate of "public information design," the planning and presentation of complex information to diverse audiences. He is responsible for some of the firm's highest profile projects including programs for Radio City Music Hall, the New Amsterdam Theatre and the Chicago Park District, and wayfinding master planning and signage design for Yale University, Children's Hospital Boston, and Downtown Baltimore. His team is presently producing programs for a variety of public and private clients such as Princeton University, Scenic Hudson Land Trust, and Nashville's Schermerhorn Symphony Center.

Cybelle Jones is a Senior Associate and Creative Director at Gallagher & Associates in Bethesda, MD, specializing in museum master planning and exhibition design. Her experience includes projects ranging from fine art installations to highly articulated interactive cultural and historical facilities. She has worked on numerous museum projects including the renovation of the Gems Hall at the Smithsonian Institution's National Museum of Natural History, the International Spy Museum in Washington DC, and the McCormick Tribune Freedom Museum in Chicago. Current projects include the design for the Normandy Visitor's Center at Omaha Beach in France, The Jamestown Settlement expansion of their Permanent Gallery, The National Museum of American Jewish History in Philadelphia, and a Master Plan for the Academy of Motion Picture Arts and Science in Los Angeles.

Hal Kantner serves as Senior Vice President with Hellmuth, Obata + Kassabaum where he leads the visual communications studio. A 25-year veteran of graphic design for the built environment, his experience has been earned inside large architectural firms. He led graphic design at Caudill Rowlett Scott Serrine for 10 years, where print publishing about land planning, real estate, construction, facilities, and workplace were integral to the service offering. A decade-plus of work at HOK has seen the rise of facilities as a media vehicle and the studio serves to interpret on-brand, of-culture, on-mission environments for corporate, cultural, and governmental clients. The studio's focus continues with publishing in print and on-screen, adding as well the dimensional venue of on-site experiential and interpretive graphics.

Carol Newsom of Newsom Design in Los Angeles, CA, leads a team of graphic designers well known for their ability to work closely with award-winning architects and developers of innovative urban projects. Clients include community groups, urban centers, parks, schools, universities, and cultural institutions. The firm's work has won awards from Healthcare Marketing Report, The Council for Advancement & Support of Education, and the International Association of Business Communicators. Carol has taught at the Art Center College of Design in Pasadena, Otis College of Art and Design, Boston Museum School, and Drake University. Her interest in working with nonprofits and community groups led to a long-term design consulting position with Fern Tiger Associates, a design and advocacy firm guiding some of the largest nonprofit organizations in the country.

Alexandra Wood is a Partner of Holmes Wood, the London-based design company that she started with Lucy Holmes. Starting her career on the shop floor of one of the UK's most successful sign companies, Alex was taught a broad range of manufacturing techniques and the subtleties of creating 3D forms out of 2D ideas. In 1998, she launched her own studio, which specialized in wayfinding and sign design, and delivered a large-scale welcome project for London's Canary Wharf. The following year, she was appointed wayfinding and sign consultant for Tate Modern. Since forming Holmes Wood, she has been part of the team designing and implementing successful exhibition, wayfinding, sign, and graphic design solutions for many of the leading visitor attractions in the UK including the Tate galleries, The National Gallery, The V&A Museum, and The Tower of London.

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NOTES TO EDITOR

SEGD is an international non-profit educational foundation providing resources for design specialists in the field of environmental graphic design. The organization has been instrumental in defining and raising the profile of the field as well as recognizing its professionals. SEG D members are leading designers of directional and attraction 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.