



**Society for Environmental Graphic Design**

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

1000 Vermont Avenue NW, Suite 400  
Washington, DC 20005  
Tel 202-638-5555 Fax 202-638-0891  
www.segd.org

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CONTACT: Ann Makowski, 202.638.5555, ann@segd.org

***2010 SEGD Design Awards Program Jury Announced***

Washington, DC - SEGD (the Society for Environmental Graphic Design) is pleased to announce the jury for its 2010 SEGD Design Awards Program.

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

Winners in the program will be announced at the awards presentation in Washington, DC, in early June at the 2010 SEGD Conference + Expo. Program entries must be submitted no later than January 29, 2010; late entries will be accepted through February 12, 2010.

**Chair**

**Henry Beer** co-founded CommArts, a Boulder, Colo. firm that has helped change the way people experience retail, resort, public realm, and institutional environments. Clients have included the Port Authority of New York and New Jersey, The Simon Companies, Taubman, Washington University, Vail Resorts, Forest City, Catellus/ProLogis, and Walt Disney Development. He has been a keynote lecturer, frequent speaker, and writer on design and business at universities, professional schools, and national conferences including the Urban Land Institute, the International Council of Shopping Centers, and the Urban Land Institute. Henry is a graduate of the Art Center College of Design.

**Jurors**

**Vaughan Davies**, director of urban design and principal at EDAW (Los Angeles), has produced dynamic urban plans for waterfront, retail/entertainment destinations, transit centers, and mixed-use environments with an emphasis on creating sustainable pedestrian urban neighborhoods in cities large and small, nationwide and abroad. He has led the design efforts for precedent setting projects including Paseo Colorado, Union Station, Hollywood & Highland, Rainbow Harbor, and the San Pedro Waterfront Revitalization. He earned his Master of Science in architecture and urban design from Columbia University, and his Bachelor of Architecture from University of Cape Town, South Africa.



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**Graham Hanson** is principal of Graham Hanson Design (New York), an internationally recognized multidisciplinary design agency with corporate clients including American Express and Saks Fifth Avenue. Current work for museums and other cultural organizations includes projects for Alvin Ailey American Dance Theater and Carnegie Hall in New York. His firm was awarded a commission by UNESCO and the Kuwaiti Government to develop the identity, environmental design, exhibition, and wayfinding masterplan for the Kuwait National Museum campus in Kuwait City. Graham received a Bachelor of Fine Arts from Iowa State University and studied at the Lorenzo de' Medici Institute in Florence, Italy.

**Mitchell Mauk** is principal of Mauk Design (San Francisco), which he founded in 1986. Specializing in exhibit design, environmental graphics, and corporate communications, the firm puts special emphasis on the marketing integration of 2- and 3-D images. Current projects include sign design for the New Doha International Airport in Doha, Qatar, and exhibition design for Acorda Therapeutics. His work has been featured in many venues and is in the Permanent Collection of the Library of Congress. Mauk is a graduate of the Art Center College of Design in Pasadena. In his early years, he was involved in developing the graphic image of the early Apple computers.

**Michael Mc Bride** works at the Washington Metropolitan Area Transit Authority as manager of public art and environmental graphic design. He works independently as a visual artist, graphic designer, and arts administrator for organizations such as The United States Congress, The United States Department of Justice, The John F. Kennedy Center for the Performing Arts, and The Walt Disney Company, among others. He is a graduate of the Rhode Island School of Design.

**Caroline Oh** is a graphic designer with a particular interest in the role of narrative in design and media. She works in print, motion, and interaction design, and is currently a designer at the award-winning New York-based studio Potion, where she collaboratively designs interactive installations that integrate dynamic digital imagery with architectural surfaces and structures. She has worked on projects for clients that include Hewlett-Packard, the U.S. Holocaust Memorial Museum and the Museum of Science and Industry. Caroline holds a BA in film and video from the University of Michigan and an MFA in graphic design from the California Institute of the Arts.

**Robin Perkins**, co-founder of Selbert Perkins Design (Playa del Rey, Calif.) was educated as a graphic designer at the Rhode Island School of Design and studied sculpture at the Massachusetts College of Art. Robin's multidisciplinary design background and her approach to design are exemplified by projects such as the environmental graphics, sponsorship signage, and wayfinding for the Dallas Cowboys Stadium; a campus-wide identity and wayfinding master plan for USC; master plan, wayfinding, and public art for the Port of Los Angeles; environmental communications for World of Coca Cola and the Pacific Design Center; and the monumental gateway design and wayfinding for Los Angeles World Airports.



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**Leslie Smolan**, principal at Carbone Smolan Agency (New York) mentors both clients and designers on the power of strategic design to transform businesses and motivate customers. She is recognized for her work in brand identity, publishing, and marketing communications. Her long-range planning for large organizations and her ability to clarify objectives, organize complex data, and focus attention to create understanding has been at the heart of each of her projects, which include a global brand strategy and identity system for Morgan Stanley and a branding, marketing, and sales campaign for Nizuc, a new resort on the Riviera Maya. Leslie is a graduate of the University of the Arts.

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### About SEGD

SEGD, founded in 1973, is the global community of people working at the intersection of communication design and the built environment. Through educational programs, research, and publications, SEGD's mission is to increase awareness of the environmental graphic design community, promote the importance of the discipline in establishing place, and continue to refine standards of practice for the field.