



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

SEGD Workshop Explores the Intersection of Information, Experience, and Architecture

Dynamic Environments 3 is November 12-13 in New York

Washington, D.C. — Dynamic new media are dramatically changing the landscape of our cities—not only on high-rise media facades, but in media-rich interior spaces created to inform, engage, direct, and motivate visitors.

Collaboration among multidisciplinary project teams is the key to success in these projects, and the focus of SEG D’s Dynamic Environments 3 workshop November 12-13 in New York City. The event is themed “The Intersection of Information, Experience, and Architecture: Collaboration Required!”

The workshop will take place at a series of dynamic venues in New York City and will feature speakers responsible for some of the world’s most compelling media-embedded projects. The program will begin at the revamped Museum of Arts and Design, where Pentagram principal **Lisa Strausfeld** will share the story behind the museum’s new dynamic wayfinding and interpretive system.

Additional speakers will include:

- Chuck Hoberman, the inventor, designer, and creator of transformable objects ranging from the Hoberman sphere toy to the structure for the 52-ton video chandelier for U2’s 360° concert tour
- Tim Hunter, whose firm Tim Hunter Design created the media façade for Harrah’s Resort Atlantic City
- Jake Barton, principal of Local Projects, which created the Official NYC Information Center, a media-rich information station for NYC tourists
- Leni Schwendinger of Leni Schwendinger Light Projects Ltd., who has created high-profile light installations across the globe, from the Kingston Bridge in Glasgow to the Triple Bridge Gateway at the Port Authority bus terminal in New York



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Behind-the-scenes tours will take attendees to the newly renovated Sony Wonder Technology Lab, the Official NYC Information Center, the interactive wine bar at Adour restaurant in the St. Regis Hotel, and Times Square.

The event is part of SEG D's continuing efforts to provide educational resources for designers and design leaders involved in media-rich projects in the built environment.

“Display and computing technologies continue to change quickly, and designers and architects are continually finding new ways to improve their design processes for dynamic environments,” says Leslie Gallery Dilworth, SEG D's chief executive officer. “Our goal is to provide a venue for sharing these new developments and best practices around the development of dynamic environments.”

Sponsors for the event include Daktronics, Christie Digital, D3 LED, C-nario, Creative Realities Inc., Gilmore Group, GKD-USA, HB Communications, Magink Display Technologies, and Shen Milsom Wilke.

For more information or to register for the event, visit www.segd.org/#/learning/index.html or call 202.638.5555.

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About SEG D

SEG D 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 Dynamic Environments 3

Dynamic Environments 3 is intended for designers, architects, exhibition designers, art directors, advertising agencies, real estate developers, fabricators, manufacturers, and technology consultants involved in the planning, design, construction, or implementation of dynamic environments.