

THE PUBLIC IMAGE: GRAPHICS IN THE ENVIRONMENT

SIGNAGE, GRAPHICS, AND WAYFINDING DESIGN HAVE A PROFOUND IMPACT ON THE DAILY LIVES OF MILLIONS OF PEOPLE WORLDWIDE. FROM SIMPLE RETAIL SHOP SIGNS TO COMPLEX TRANSIT SYSTEM SIGN PROGRAMS, SIGNAGE AND GRAPHICS REINFORCE BRANDS, HELP US FIND OUR WAY, CREATE A SENSE OF PLACE, AND REDUCE ANXIETY.

CHRIS CALORI AND DAVID VANDEN-EYNDEN, TWO OF THE PROFESSION'S MOST RESPECTED AND INNOVATIVE PRACTITIONERS WILL HELP PARTICIPANTS LEARN HOW SIGNAGE CAN ENHANCE THE VALUE, PERCEPTION, AND ENJOYMENT OF BUILT PROJECTS LARGE AND SMALL AND WHY SIGNAGE AND WAYFINDING IS MORE IMPORTANT THAN EVER IN OUR CONDENSING WORLD.



DAVID
**VANDEN
EYNDEN**
PRINCIPAL, C&VE DESIGN



CHRIS
CALORI
PRINCIPAL, C&VE DESIGN



MR. VANDEN-EYNDEN HAS OVER 39 YEARS OF EXPERIENCE IN DESIGNING SIGNAGE, WAYFINDING, PLACE MAKING, AND GRAPHIC SYSTEMS FOR MANY PROJECT TYPES INCLUDING: COMMERCIAL, INSTITUTIONAL, TRANSPORTATION, CIVIC, CULTURAL, AND RETAIL ENVIRONMENTS. HE FOCUSES EFFORTS ON ENHANCING THE USER EXPERIENCE IN PUBLIC SPACES. HE HAS BEEN RECOGNIZED AS ONE OF THE 25 MOST INFLUENTIAL DESIGNERS IN THE FIELD OF ENVIRONMENTAL GRAPHIC DESIGN. HE HAS BEEN PUBLISHED IN NUMEROUS NATIONAL AND INTERNATIONAL BOOKS AND PERIODICALS WORLDWIDE. HE IS A SPEAKER, LECTURER AND JUROR FOR EVENTS SPONSORED BY MANY PROFESSIONAL AND EDUCATIONAL DESIGN ORGANIZATIONS. HE RECEIVED A B.S. IN INDUSTRIAL DESIGN FROM OHIO STATE UNIVERSITY, WHERE HE MAJORED IN VISUAL COMMUNICATION.

MS. CALORI ORIGINATED C&VE'S PROPRIETARY 'SIGNAGE PYRAMID' METHODOLOGY FOR SIGNAGE DESIGN & MANAGEMENT AND PIONEERED C&VE'S SERVICE AS MASTER PLANNING SIGNAGE PROGRAMS FOR LARGE-SCALE, PHASED IMPLEMENTATION SITES. SHE IS THE AUTHOR OF 'SIGNAGE AND WAYFINDING DESIGN: A COMPLETE GUIDE TO CREATING ENVIRONMENTAL GRAPHIC DESIGN SYSTEMS' WHICH HAS BECOME THE ESSENTIAL REFERENCE BOOK FOR ENVIRONMENTAL GRAPHIC DESIGN PROFESSIONALS AND EDUCATORS. SHE IS A FELLOW OF THE SOCIETY OF ENVIRONMENTAL GRAPHIC DESIGN, A MEMBER OF THE SIGN DESIGN SOCIETY IN THE UK, AND A PROFESSIONAL AFFILIATE OF THE AMERICAN INSTITUTE OF ARCHITECTS, N.Y. MS. CALORI RECEIVED AN M.A., DESIGN PLANNING AND A B.S. IN INDUSTRIAL DESIGN IN VISUAL COMMUNICATIONS, BOTH FROM OHIO STATE UNIVERSITY.

Space is limited.
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