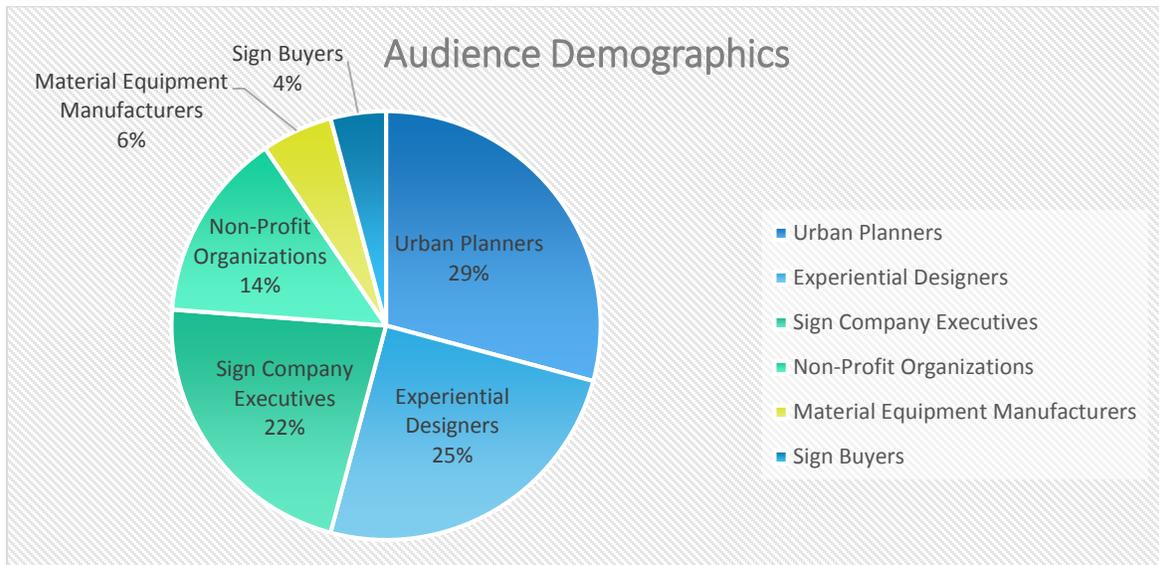


## NSREC Wrap Up

Thank you for attending the 2017 National Sign Research & Education Conference (NSREC). We welcomed almost 200 people from diverse backgrounds and professional practices, including our inaugural class of SRF Scholars.



The 2017 conference was co-located with ISA International Sign Expo and focused on the future of signage – looking forward into a world where technology changes at an exponential rate.

### Synopsis of conference:

How will the future city look? How will changes in transportation and infrastructure affect how people navigate cities and towns? How must signage adapt to function optimally in this future city? The National Signage Research & Education Conference (NSREC) is a groundbreaking event which allows top tier academics & professionals in urban planning, architecture, engineering, law, lighting science, marketing, and design to delve into the science of sign design, conspicuity, and placement.

All speaker presentations are available for download through [Dropbox](#).

### 10:00 a.m.: Opening remarks/welcome:

### 10:15 a.m. – 11:30 a.m.: Designing for Communities within the Public Process, *Jennifer Bressler, Hunt Design*

Communities that have a strong sense of place have evolved over time through the passionate engagement of individuals working for a common goal. City or community sign projects are no exception. Planners, public works managers, community stakeholders, city managers, GIS managers, architects, designers – all play a key role in placemaking and wayfinding projects. Incorporating all the new technology, material advancements, engineering specifications into sign codes can create

complex processes that delay or halt new projects. Designing for the good of the community within the public process is a matter of understanding human nature, the needs of the “users”, and respectful dialogue. This session will help you find your way to an easier method.

**11:45 a.m. – 1:00 p.m.: Luncheon Keynote: Future of Cities – Navigating the Streets of Tomorrow, Alexandra Whittington, Futurist**

How will people live, work, and play in the future city? Technology, the ideas economy, globalization, flexible working, health concerns, an ageing population and the economic forces accompanying all of these social trends mean we must plan for urban places that layer the physical with the experiential. What does a city look like when driverless cars are the norm? When education can be virtual and customized? When individuals can track their own health down to the genetic level? Will consumers expect a curated experience each time they leave their homes? Open your mind and travel into a future where anything is possible.

**1:15 p.m. – 2:45 p.m.: SRF Talks**

*The Sign Research Foundation has engaged dozens of the top minds in Marketing, Design, Art, Architecture, Engineering, Urban Planning, and Law to conduct research on the most pressing concerns with signage in the urban environment. Hear from five of these researchers about the provocative work they have accomplished using modern methods and technology.*

**1:15 p.m. – 1:30 p.m.: Digital Wayfinding Trends: A Heuristic Evaluation of Museums, Healthcare, and Transit Experiences – Leslie Wolke, Mapwell Studio**

**1:35 p.m. – 1:50 p.m.: Visual Attentiveness and Placemaking: What you think you see vs. What you actually see – Dr. Patricia Crawford & Dr. Robert Dalton, Michigan State University**

**1:55 p.m. – 2:10 p.m.: Sign Code Development: How to develop a flexible, comprehensive sign code in different environments – Dr. Dawn Jourdan, Texas A&M University & Dr. Eric Strauss, Michigan State University**

**2:15 p.m. – 2:25 pm: Reed v. Town of Gilbert – How the Supreme Court decision can be interpreted for existing and new sign regulations – James Carpentier, AICP, International Sign Association**

**2:30 pm – 2:45 pm: Community Identity & Wayfinding: A Case Study of Upper Perkiomen – Craig Berger, Fashion Institute of Technology**

**3:00pm – Q&A with panel**

**3:45pm – Working Roundtables on the Future of Signage**