

FOR IMMEDIATE RELEASE

April 15, 2009

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Corbin President to Speak at SEGD Workshop

Traverse City, MI – Corbin Design President Mark VanderKlipp will give a seminar on how research results in better wayfinding at a Society for Environmental Graphic Design workshop in Houston this month.

The hour-long April 23 seminar, entitled "Advances in Experience Analysis and Design," begins at noon. In it, Mark will describe ways to analyze visitor reactions to existing wayfinding systems, set up a process to measure the return on Investment in wayfinding improvements, and apply experience analysis to the design process.

Mark's seminar is based on Corbin Design's partnership with AVERO Research of Traverse City to apply research principles to the wayfinding design process. It ties into the workshop's focus on how environmental graphic design can—and should—influence the planning, management, architecture and design of healthcare facilities. The workshop audience of healthcare administrators and environmental graphic designers will discuss best practices in this area.

For more information, or to register, visit the SEGD web page on the workshop here - www.segd.org/shop/104/274/10034/advances-in-healthcare-identity-and-wayfinding.html.

Since its foundation in 1976, Corbin Design has developed hundreds of wayfinding and signage systems for governmental, educational, health care, corporate and hospitality clients across the United States and Canada. Corbin's wayfinding clients include the cities of Atlanta, Los Angeles and Tulsa, General Motors Corp., Eli Lilly & Company, Penn State and Northwestern Memorial Hospital in Chicago. Additional information about the firm can be found online at www.corbindesign.com.

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