

For Immediate Release

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Wayfinding: Future Thinking

London, 18 September 2025 – The Sign Design Society (SDS) and the London Chapter of the Society for Experiential Graphic Design (SEGD) is delighted to announce the next chapter in their acclaimed symposium series for London Design Festival 2025. Sponsored by Electrosonic.

Summary:

Our built environments are changing fast – and the way we navigate them has to keep up. Step into the future of wayfinding at this one-of-a-kind symposium, where bold ideas meet real-world innovation. Whether you're a designer, architect, urban planner, or simply passionate about how people move through spaces, you'll gain exclusive insights from 6 pre-eminent global speakers driving the evolution of navigation. Connect with visionaries, spark new ideas, and leave inspired to shape what's next. This is where the future of wayfinding begins – don't miss it!

The rise of personalised wayfinding in the age of agentic AI

Alison Richings, Endpoint

Immersive and inclusive wayfinding through multi-sensory design

Ángel Sánchez, Gensler

Please do touch – the importance of physical wayfinding in an increasingly digital world

Nadine Smith, Jackson Daly

People, patterns and pathways: Harnessing behavioural data and personal experiences to define the future of venue navigation

Simon Borg, Populous

Title tbc

Luca Ballarini and Marta Doria, Stratosferica

Wayfinding 2.0 (AI)

Peter Reynolds, Wayfinders

Event Overview:

Date & Time: Thursday, 18 September 2025, 12:45–18:45 (open from 12:15)

Venue: The Building Centre, 26 Store Street, Bloomsbury, London WC1E 7BT

Ticket Price: £38, inclusive of all presentations and a concluding networking drinks reception

Registration: <https://www.eventbrite.co.uk/e/wayfinding-future-thinking-tickets-1558994016069>

London Design Festival:

This event forms part of the city-wide London Design Festival 2025, celebrating design innovation across disciplines and sectors.

About the Organisers:

Sign Design Society (SDS) champions excellence in sign and wayfinding design across the UK.

Society for Experiential Graphic Design (SEGD) is a global organisation, bringing together design

professionals specialising in experiential graphic design – this event is organised by the London Chapter.

For Further Information and Press Enquiries:

Please contact Kate at enquiries@signdesignsociety.co.uk.