

For Immediate Release

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POSITIVE PLACES

London, 17 September 2026 – The Sign Design Society (SDS) and the London Chapter of the Society for Experiential Graphic Design (SEGD) are delighted to announce the next chapter in their acclaimed symposium series for London Design Festival 2026. Sponsored by Portland.

Summary:

This year we're digging into what's positive and exciting in the world right now for wayfinding and placemaking – from bold, people-first design to smart new tech – with six outstanding global speakers (TBA). We've also got a brilliant venue lined up: accessible, welcoming, and just a really good place to spend a day thinking, talking, and bumping into people you're genuinely glad to see.

Joy lives in the ordinary: making public art for shared spaces

Colin Davies and Nic Quinn, Sum Place

Title TBC

Ibrahim Ibrahim, Portland

Retrofit city: social ecologies in the symbiocene

Cannon Ivers, LDA Design

Designing belonging: how environmental communication creates positive places

Luciana Mattiello, STUDIOMDA

The power of 'soft projects'. How gentle change gets unique results

Wesley Meyer, f.r.a.

Rise up: people, place, planet

Jessica Rose, Rise Up / Plastic Free Thanet

Event Overview:

Date & Time: Thursday, 17 September 2025, 12:45–17.15 speakers, (open from 12:15)
networking 17.15–19.15

Venue: 150 Holborn, London, EC1N 2NS

Ticket Price: £40, inclusive of all presentations and a concluding networking drinks reception

Registration: <https://www.eventbrite.co.uk/e/join-us-for-the-sds-segd-london-joint-symposium-positive-places-tickets-1988409502348?aff=oddtcreator>

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.

signdesignsociety.co.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.

segd.org

For Further Information and Press Enquiries:

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