

PETER R. VAN ALLEN, SEGD
PRINCIPAL DESIGNER, VP

Mr. Van Allen is Vice President of Creative Signage Systems, College Park, MD and is an environmental graphics designer, involved in planning, programming, designing and fabricating complete signage systems throughout North America.

His work includes direct client/institutional evaluation and project management as well as overseeing design development and manufacturing responsibilities of a thirty-five man task force.

Projects vary and include total turnkey design/build programs, graphics consultation, comprehensive design projects and the manufacturing of previously specified signage systems.

Environmental graphics combine elements of print media graphics, industrial design and behavioral sciences. The discipline mandates a working knowledge of contemporary materials technology, as well as having an understanding of flow management and institutional wayfinding precepts.

Mr. Van Allen maintains an active role as both an environmental graphics designer, and coordinator of sign systems fabrication. By being involved in both design and construction, he oversees a project from conception through final installation. Also, a direct "hands-on" approach enables him to detect and modify any problems that may occur throughout the project life. Most importantly, the positive assets of both professions directly influence and reinforce the integrity of the other.

Mr. Van Allen resides in Baltimore, MD and is an active member of the Society of Environmental Graphics Designers (SEGD).

Mr. Van Allen's educational background includes a BA, University of Maryland (Studio Art) and MMS, Loyola College, Baltimore, MD. (Humanities).