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**ESI DESIGN TAPS AWARD-WINNING DESIGNER ANTHONY DEEN
TO HEAD PHYSICAL DESIGN DEPARTMENT**

Acclaimed Cannes Lion winner to oversee innovative retail, museum, corporate, and large-scale media installations for pioneering experience design agency

NEW YORK (October 3, 2016) – Building on its leadership in experience design and audience engagement for major brands, corporations, and cultural institutions, [ESI Design](#) today announced that it has hired award-winning architectural and product designer Anthony Deen to head its Physical Design Department.

In his new position Deen will oversee a multi-disciplinary team tasked with designing retail environments, museum exhibits, corporate installations, and large-scale media experience projects.

Prior to joining ESI Design, Deen played a key role in planning, designing, and building a wide range of retail, transportation, and public environments for major clients including Apple, the Barclays Center, Central Park Conservancy, Chelsea Market, FAO Schwarz, JetBlue, W Hotels, and the World Trade Center.

Deen also serves on the faculty of the Parsons School of Design's M.F.A. in Design and Technology program, a program he co-founded in 1997. Deen holds numerous design patents, and his projects have won the Cannes Lion, International Design, Spark Design, and AIA Project awards, as well as multiple GOOD Design and SEG D Merit awards. A frequent writer on design, he has been published in *Design:Retail*, *Retail Environments* and *Brand Packaging* magazines.

"Anthony shares our commitment to creating environments that help brands and institutions engage and connect with audiences in exciting, surprising, and meaningful ways," said Edwin Schlossberg, ESI Design's founder and principal designer. "We are thrilled to have Anthony join the ESI Design team."

"I've been an admirer of ESI Design's work for many years and am truly excited to add to this team that continuously creates innovative environments which deliver unique and engaging experiences," said Deen.

Led by Schlossberg since its founding in 1977, ESI Design has redefined experience design and audience engagement for nearly 40 years. Recent high-profile projects include [Comcast's STUDIO XFINITY](#) in Chicago, [Terrell Place](#) in Washington, DC, [The Peopling of America Center](#) at the Ellis Island National Museum of Immigration, the [Edward M. Kennedy Institute](#) in Boston, and [The Beacon](#), a groundbreaking data, light, and sound installation in the lobby of The Tower at PNC Plaza in Pittsburgh.

About ESI Design

ESI Design has been a pioneer in experience design and audience engagement since its founding by Edwin Schlossberg in 1977. The firm specializes in creating immersive and interactive environments that help brands, corporations and cultural institutions engage with audiences and customers in innovative, more meaningful ways. A New York-based, multidisciplinary firm, ESI Design has created memorable experiences, exhibits, and environments for such clients as PNC Financial Services Group, Best Buy, Barclays, Staples, AT&T, Comcast, The Edward M. Kennedy Institute, The Statue of Liberty-Ellis Island Foundation, Inc., and Beacon Capital Partners. Connect with ESI

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