

Sue Penney Gould



Sue Penney Gould Tribute and Memorial

December 7, 1943-February 11, 2026



TRIBUTE

It is with deep love and gratitude that we remember our beloved Sue Gould whose strength, intellectual fire, and energy inspired us.

To her friends, she was steadfast and thoughtful. To her husband, she was devoted and loving as a daily companion and partner. To our family, she was a step-mother, grandmother, and generous mother-in-law.

Though we grieve her absence deeply, we carry forward the lessons she shared and her wisdom. Her legacy lives on in the traditions she started, including Thanksgiving cranberry sauce, tissue-wrapped presents, multi-faith celebrations from Jewish to Christian, and a love of reading and crossword puzzles. Letters, sketches, and garden designs were a language she owned to add stunning beauty to the world around her. Indeed, through her professional accomplishments, her mark of style and beauty endure for all to enjoy.

We cherish the countless memories of New York outings and Vermont adventures. We will miss her laughter, her wisdom, and the comfort of her presence. But we are profoundly grateful that our lives were touched by hers.

She will be deeply missed and forever cherished by her family across generations.

Design Pioneer & Leader



Education

Sue Gould was a graduate of Parsons School of Design and NYU. She began her design career in 1967 working on the Man & Agriculture pavilion for Expo 67 in Montreal.



Honors/Awards

Sue Gould was a pioneer and leader in the field of environmental graphic design. She was awarded the SEG D Angel Award in 1994. She received the Visionary Women of SEG D (Society for Experiential Graphic Design) Award in 2013 and was named a Fellow. She also received the Joyce Johnson Award from the NEWH Hospitality Industry Network.

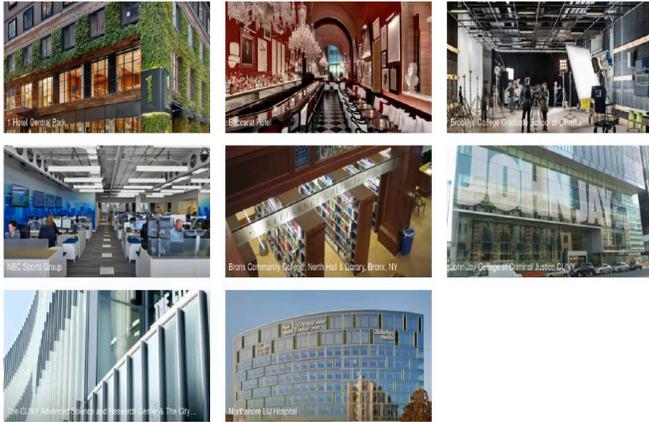


Leadership

Sue was the founder and President of Lebowitz/Gould/Design, Inc. in New York. She was a leader on the Board of Directors of SEG D where she served as President of the organization from 1989-1990. She was a Member of the Board of NEWH A member of the New York Chapter for 17+ years. Sue has served as chair of Community Service, Chapter V.P. and chair of Scholarship, as well as International Delegate for three years.



Lebowitz|Gould|Design, Inc.



Where Image Meets Information...

“LGD is expert at designing signage and wayfinding systems accompanied by clear, detailed specifications, attention to detail, collaborative experience ... follow-through with fabrication...

Known as creating and maintain brand and image through designing identities and seamless wayfinding graphics, along with developing the tools for implementation.”

Making the World Beautiful



Her firm *Lebowitz | Gould | Design* has been involved with signage and environmental graphic projects for large institutions in the New York metropolitan area, including the Bronx Community College (North Hall & Library) and other CUNY campuses, Brooklyn College Graduate School of Cinema, John Jay College of Criminal Justice, and high-profile hospitality projects like 1 Hotel Central Park and Baccarat Hotel.



Quote SEGD

Doggett recently took her place in the canon of SEGD Fellows at the 2018 SEGD Conference Experience Minneapolis, beside experiential graphic design trailblazers including Massimo Vignelli, Lance Wyman, Wayne Hunt, Robert Venturi, **Sue Gould**, David Gibson, Donald Meeker and Jan Lorenc, among others.



NYC SKYLINE



Always FUN!



In The Press...

NYTs Quote:

November 19, 1981, Section C, Page 8 Actually, this particular train -which looks regal in its own right -has just been stationed on Washington Street between Horatio and Gansevoort Streets. It's painted on an eight-section outdoor mural, 13 feet high and 128 feet long, on the east side of a turn-of-the-century building that formerly housed the Manhattan Refrigeration Company. but the train won out. The reason, explained **Sue Gould** of the design consulting firm, was "because it relates best to the community and is an acknowledgment of the building's history."

The train, complete with a roaring locomotive and Pullman cars heading into a West Coast sunset, is an accurate rendering of the 20th Century Ltd., circa 1930. A photograph of the train was blown up and projected onto four-foot-wide overlay boards, the kind used for billboard construction.

The design coordinator, Ed Frantz of **Lebowitz/Gould**, scaled and stylized the train; Sergio Kretschmann of Allied Outdoor Advertising painted it in orange and green, colors that will reappear on the building's canopies and the fascia above the street-level stores.