

**Selbert  
Perkins  
Design.**

Mixed Use & Retail

## Capabilities

Branding

Signage and Wayfinding

Placemaking

Public Art

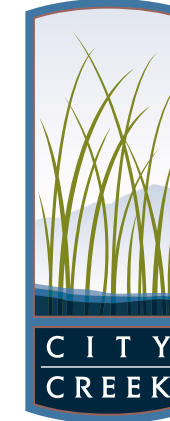
Digital

**Selbert Perkins Design combines branding, wayfinding, placemaking, and public art to create dynamic places and experiences.**

We collaborate with our clients to research and define their goals and stories, and translate them into a unified branding, wayfinding, placemaking, and public art program. The branded components, from logos to landmarks, are strategically integrated into the environment to simplify wayfinding, create a powerful sense of place, and provide a positive experience for all users.

**Every place has a story. Every story has a place.™**





## City Creek Center

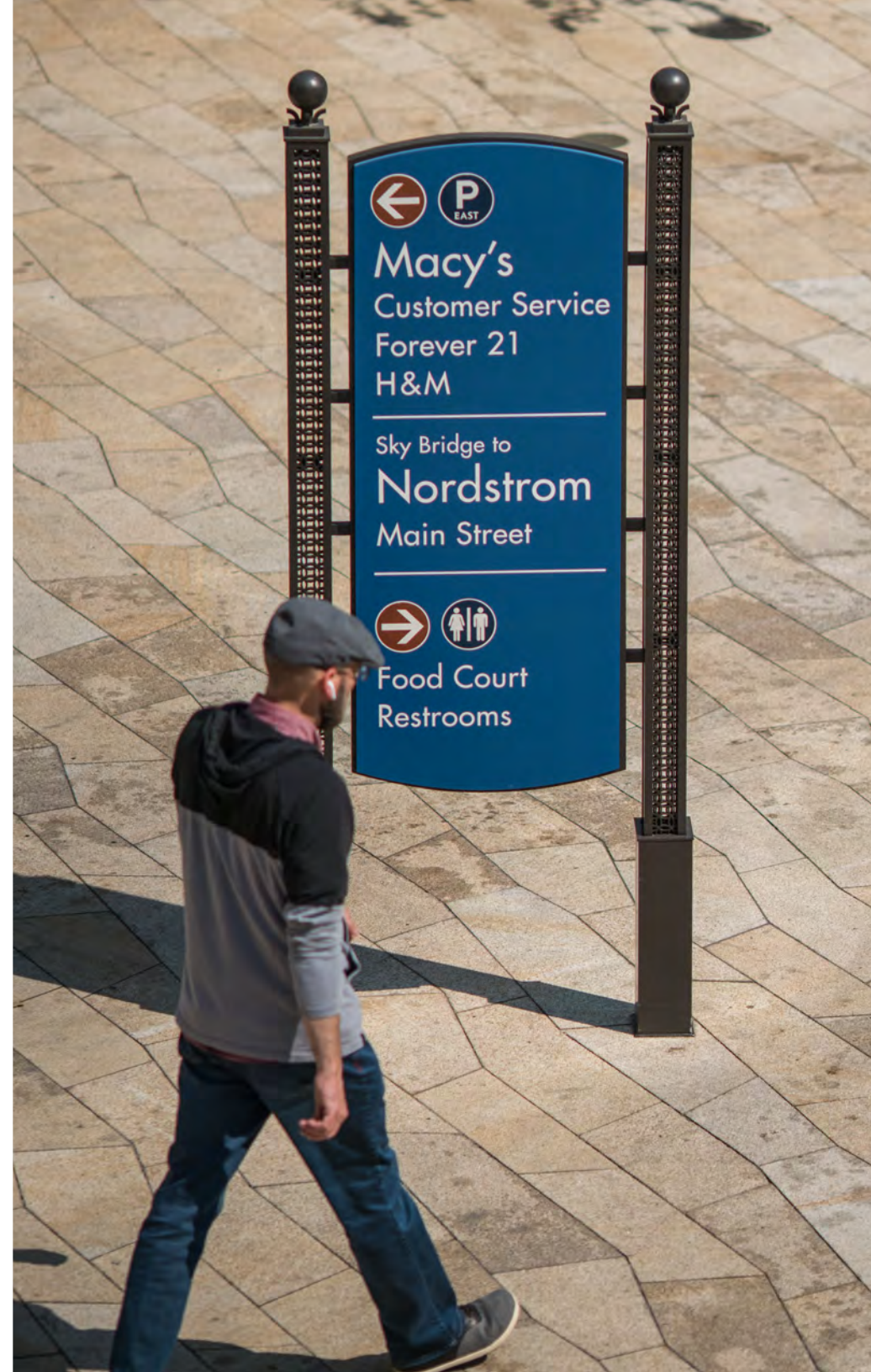
Salt Lake City, UT

City Creek Center is one of the largest and most successful mixed-use projects in the USA. Collaborating with a diverse team including owners, architects, landscape architects, lighting and water feature designers, SPD created the logo, lighted gateway monuments, signage and wayfinding, storytelling exhibits, tenant standards, and coordinated the comprehensive public art program. Inspired by the historic creek that flowed through the site in the 1800's, the resulting branded environment is elegant, engaging, and truly a landmark destination.

























## Urban Park at Kendall Center

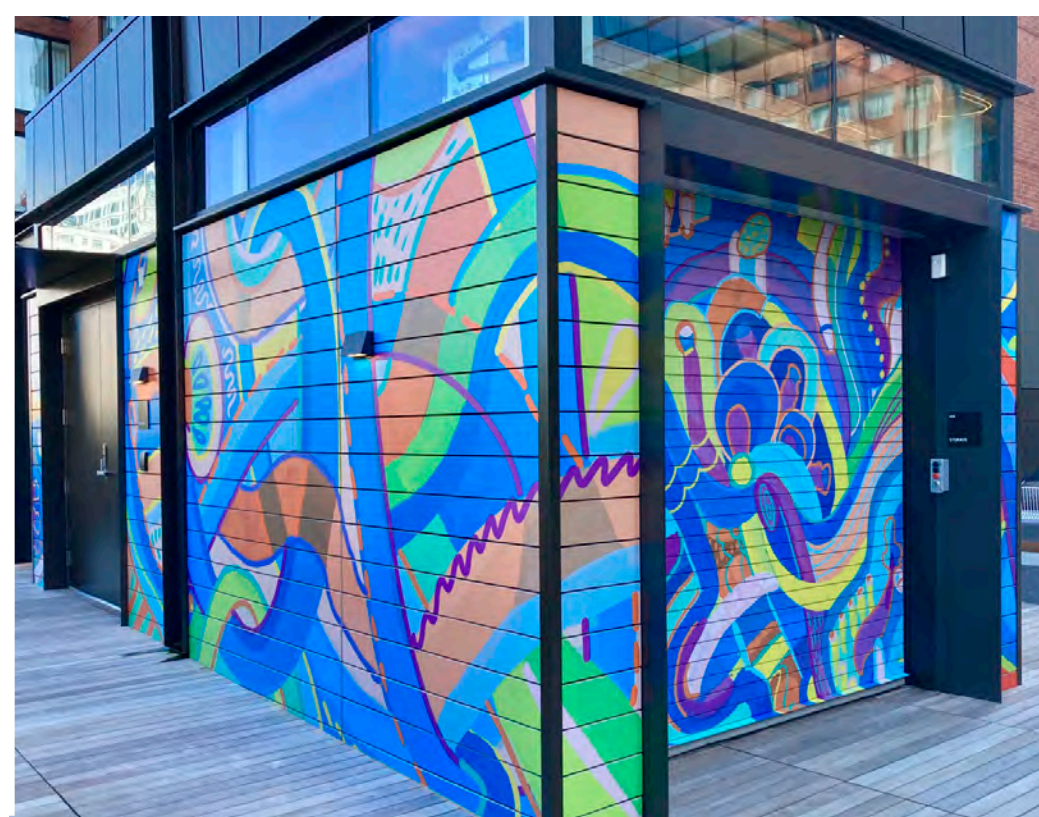
Cambridge, MA

Urban Park (UP) at Kendall Center is a three-level public space in the heart of “the most Innovative square mile on earth” surrounding 325 Main, Google’s new office building. Selbert Perkins Design developed an experience master plan, envisioning the name, brand, wayfinding, and art for the public realm in collaboration with BXP. The UP brand includes an extensive kit-of-parts with patterns and templates for temporary and event signage. The project enlivens the existing plaza, terrace, roof garden, streetscape, parking garage, and public train entrance.













## Pendry Hotel & Residences

Los Angeles, CA

Combining the spirit of Old Hollywood and Contemporary Hollywood, Selbert Perkins Design collaborated with AECOM, Combined Properties, Inc. and Martin Brudnizki Design Studio to create the signage and wayfinding for the eclectic hotel and adjacent upscale residences, as well as all amenities including the WolfgangPuck restaurant. In collaboration with the Visit West Hollywood, SPD also authored the digital billboard codes to create a dynamic facade integrating a digital light show and revenue generating billboards in the heart of The Sunset Strip. This captivating destination offers unrivaled luxury and artful environments, redefining the culture of hospitality.



















PENDRY  
RESIDENCES







## The Bravern

Bellvue, WA

SPD developed the signage and wayfinding master plan for this landmark \$400 million mixed-use center in Bellevue WA, including offices, 180,000 SF of retail and restaurants, two 30 story luxury condominium towers, conference areas, spa/fitness center, business center, and boutique hotel.





## Wilshire Grand Center

Los Angeles, CA

The Wilshire Grand is LA's newest landmark and the tallest building in California. The mixed-use site features a 350 room Intercontinental Hotel, conference facilities, restaurants, roof top bar, pool, and spa. SPD collaborated with AC Martin Partners, Hanjin International Corporation, and Standard Vision to create the signage and wayfinding master plan, including a dynamic digital roof top sign and revenue generating displays.























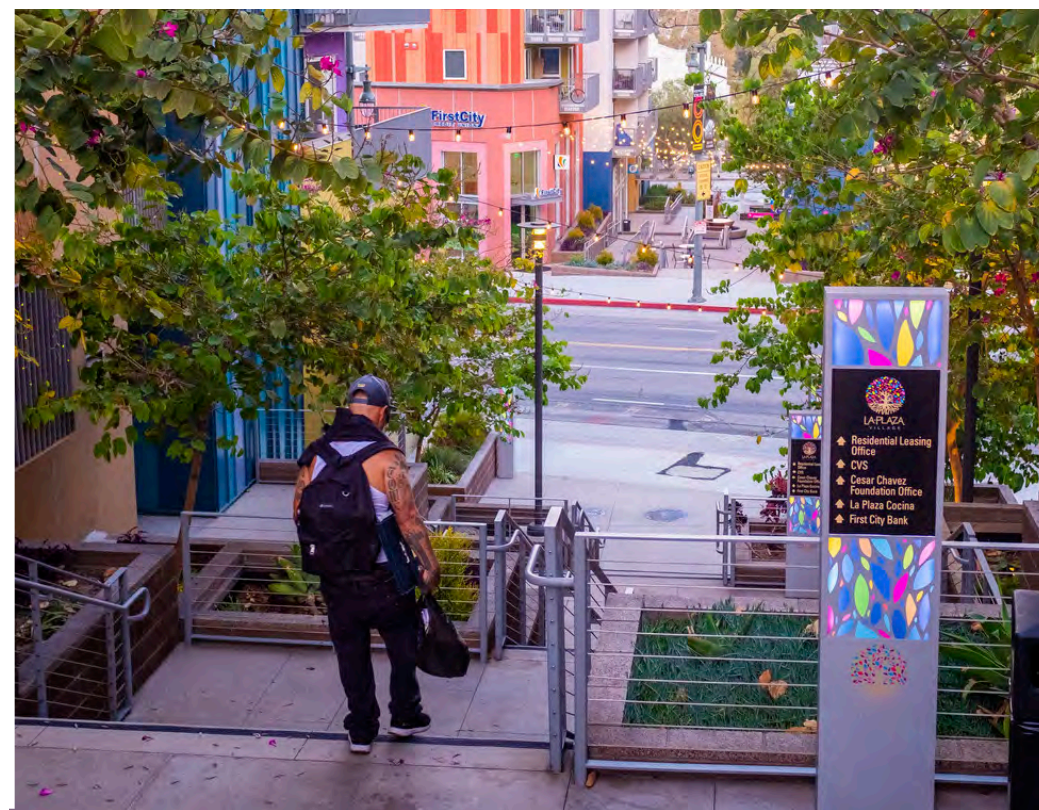


## La Plaza Village

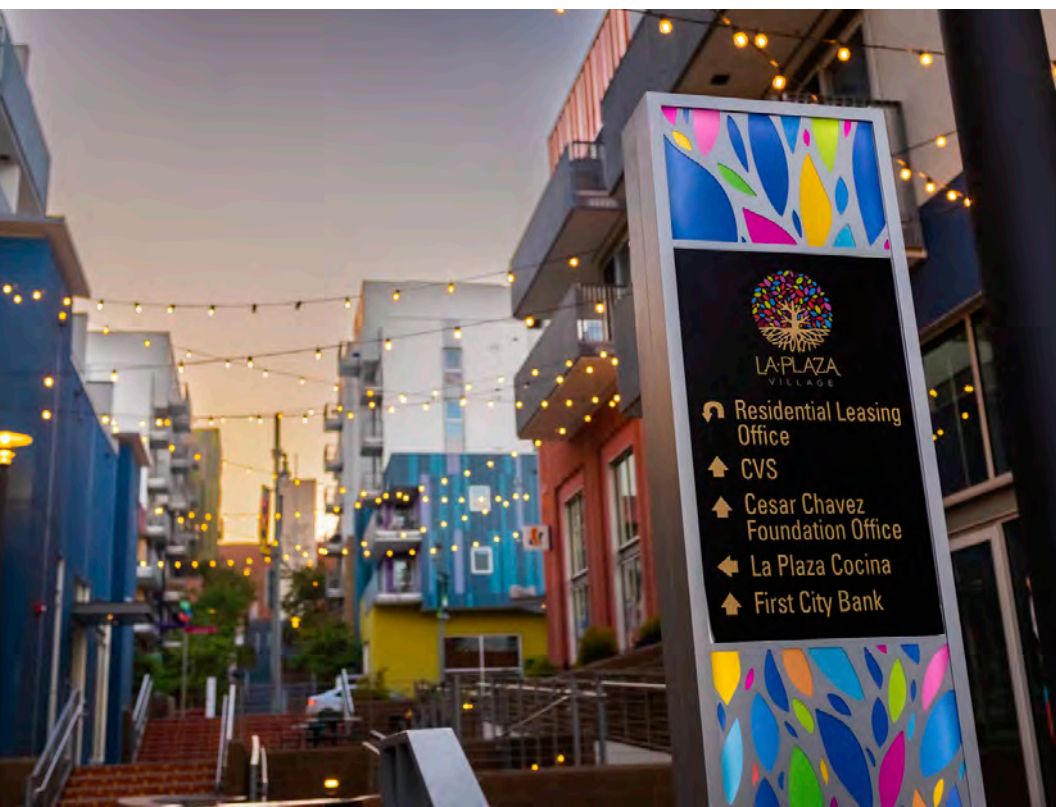
Los Angeles, CA

Collaborating with community leaders, artists, designers and architects, SPD created the brand standards for this mixed-use residential development located in the heart of El Pueblo, the historic core of Los Angeles. A rich palette of colors, textures, and stories of Mexican heritage are woven throughout this landmark destination creating a unique sense of place and a dynamic experience for all visitors.













## FOURTH *Live!* STREET

### Fourth Street Live!

Louisville, KY

The Fourth Street 'Live' logo and brand transformed downtown Louisville into an exciting entertainment destination. The 'Live' brand has been extended to many other cities in the USA, rejuvenating downtowns, and serving as the development catalyst for billions of dollars in new construction.





TEXAS  
Live!

## Texas Live!

Arlington, TX

In the heart of the sports & entertainment district in Arlington, SPD collaborated with the Cordish Companies and Texas Rangers to design the complete exterior and interior signage and wayfinding system for Texas Live! Located in between Globe Life Field and AT&T Stadium, Texas Live! is the place to tailgate before a Rangers or Cowboys game. SPD designed the six 80 ft LED towers march toward the main entrance for Globe Life Field, as well as signage for the eight venues within Texas Live!, including Miller Tavern & Beer Garden, Sports & Social Arlington and the Arlington Backyard concert venue.









## Ballpark Village

Saint Louis, MO

SPD collaborated with The Cordish Companies and the St. Louis Cardinals to create Ballpark Village, a dynamic sports, entertainment, residential, and hospitality district adjacent to Busch Stadium in downtown St. Louis. Sponsorship is integrated throughout the district, including the Cardinals Walk of Fame sponsored by Maryville University, which includes branded building banners, Hall of Fame pavement plaques and a 30-foot-tall World Series trophy. The branded environments create a fun and entertaining destination for fans and families and have transformed downtown St. Louis into a thriving destination day and night.









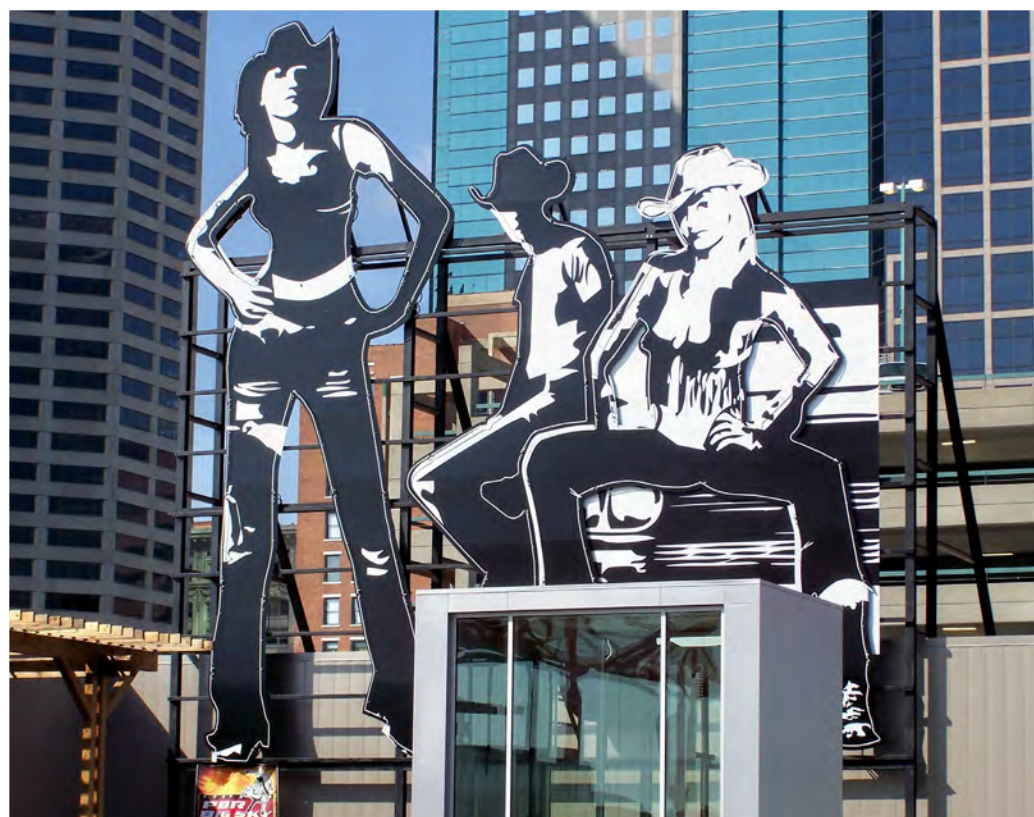
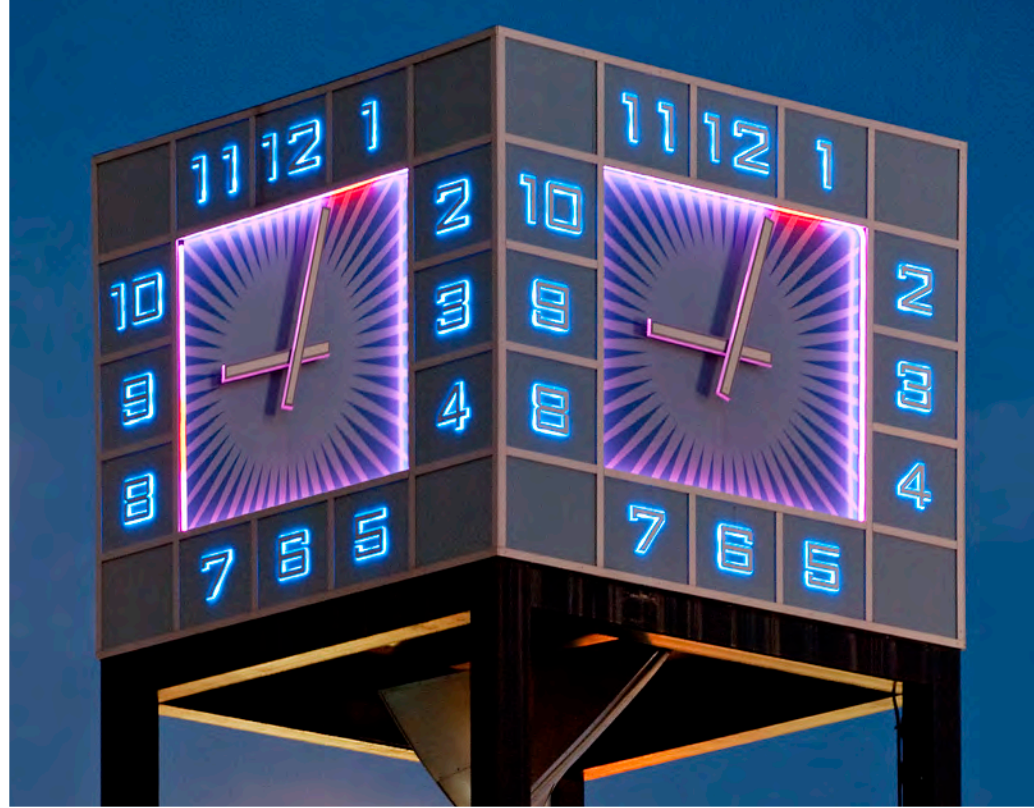












## Kansas City Power & Light District

Kansas City, MO

The Kansas City Power and Light District is the cornerstone of a massive \$5 billion urban renaissance which includes a completely re-imagined downtown with new performing arts venues, landmark theaters, arena, convention center expansion, restaurants, and 10,000 urban lofts units. SPD developed the vibrant communications master plan, district identities, district naming, gateways and wayfinding, and public art. Large neon signs and building graphics integrate the district and create a warm, inviting and ever-changing visitor experience.









# ONE LIGHT TWO LIGHT

## One Light & Two Light Residential

Kansas City, MO

Selbert Perkins Design provided planning and design services to The Cordish Companies to create a comprehensive interior and exterior sign program for One Light & Two Light Residential Buildings. One Light was the first newly-constructed high-rise apartment building in downtown Kansas City in over 50 years, and rises 25 stories at the corner of 13th and Walnut Streets in the heart of downtown Kansas City's Power & Light District. Its central location also puts residents steps away from Kansas City's most popular cultural and entertainment destinations.

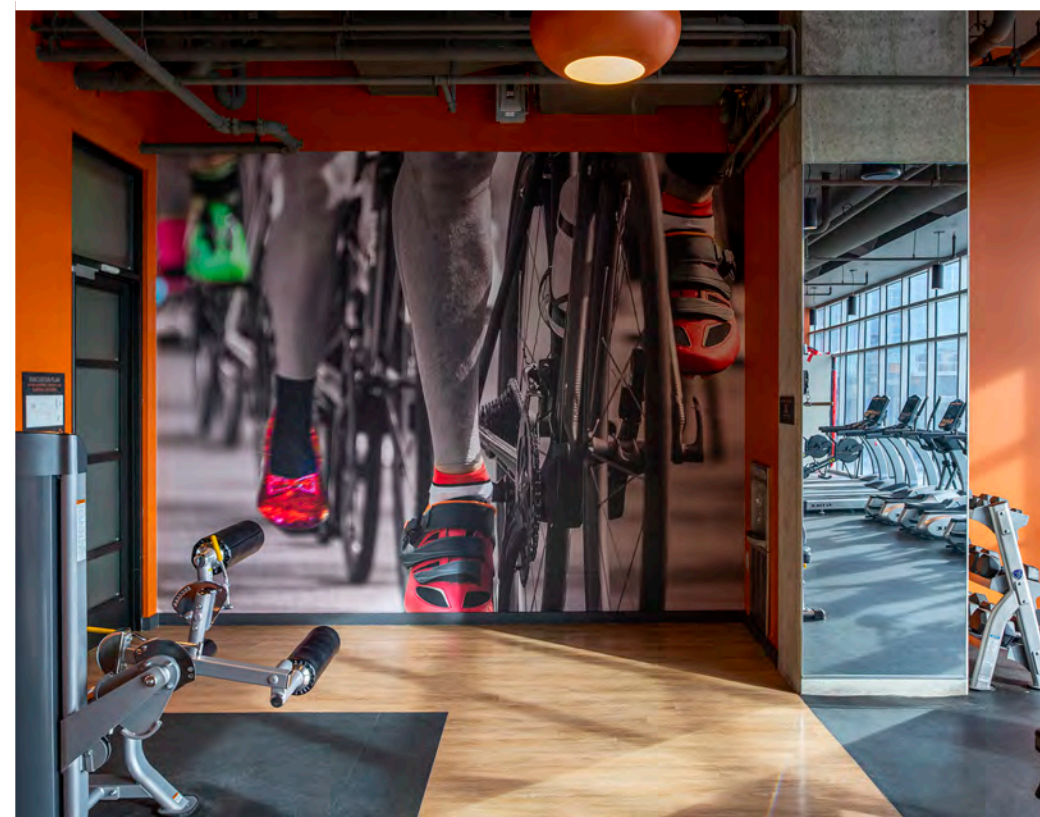
















## The Hub on Causeway

Boston, MA

SPD developed a signage and placemaking system for TD Garden's The Hub on Causeway, a transit-oriented, mixed-use development. This included interior and exterior signage for retail, hotel, office, residential towers, and parking garage, integrated with the existing transit station, and Bruins and Celtics brand standards. Storytelling elements for Legend's Way included narrative panels that highlighted sports and entertainment history. The Hub is Boston's destination for entertainment, shopping, and sports events.





## River Oaks

Houston, TX

SPD collaborated with developer Oliver McMillan and Gensler to create the branding, signage and wayfinding for this new landmark destination in Houston Texas. The 18-acre urban district is home to a range of upscale uses including residential towers, retail, restaurants, theaters, offices, and entertainment venues.





## University Park at MIT

Cambridge, MA

Collaborating with developers, architects, and artists, SPD developed the experiential master plan for this 40-acre neighborhood adjacent to MIT. The unique campus includes residences, a hotel, offices, retail, restaurants, labs, parking and public greenspace. Design elements include serious and whimsical storytelling sculptures, murals, gateways, and pavement engravings, which explore the history and future of the tech community through the lens of nature, science, and technology.





The  
SUNSET

## The Sunset

West Hollywood, CA

The distinctive logo, brand and tenant standards, lighted pylons, and roof top billboard re-energize this prominent site as a dramatic mixed-use destination on the famous Sunset Strip in West Hollywood. The brand master plan links a wide range of site uses, creating a vibrant new urban destination.







# WATERSIDE DISTRICT

## Waterside District

Norfolk, VA

Waterside District in Norfolk, VA, is a \$40 million overhaul and rebranding of Norfolk's iconic Waterside Festival Marketplace. Selbert Perkins Design created the new branding and environmental graphic design for the marketplace, including an iconic rooftop sign that can be seen throughout the city, exterior and interior murals, amenities, and branded tenant signage for all of the food and beverage tenants.





## Distrito T-Mobile

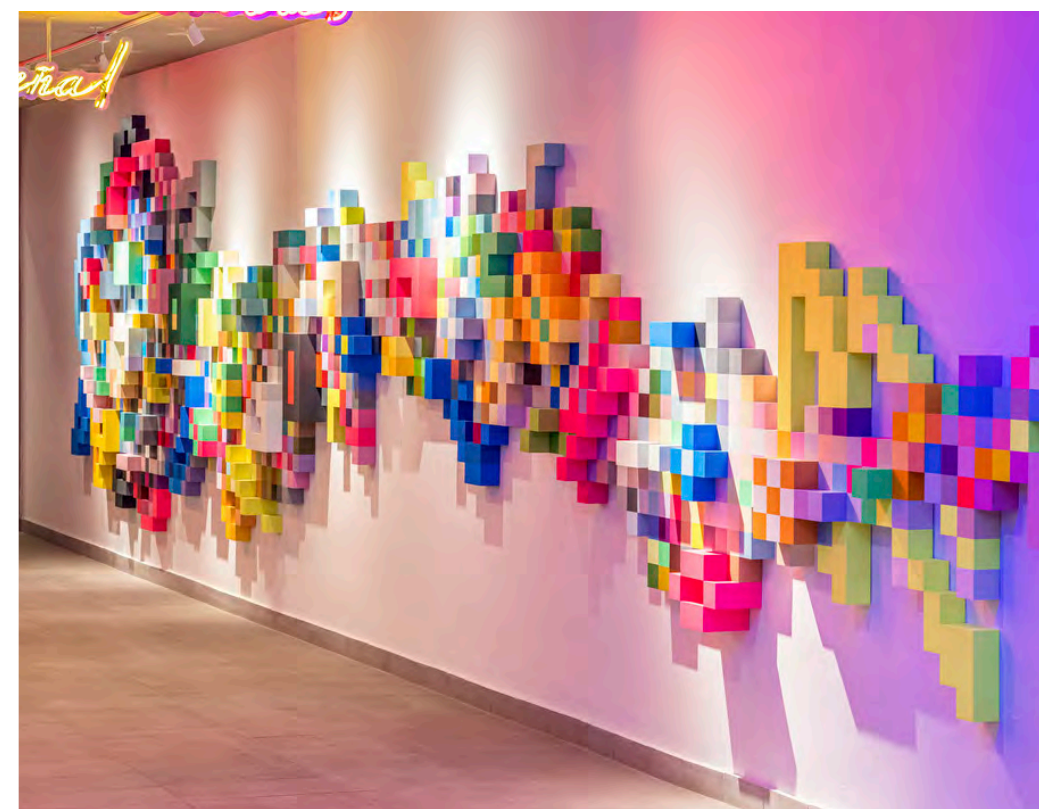
San Juan, Puerto Rico

Selbert Perkins Design worked closely with the Prisa Group to design a complete signage and wayfinding system for the Distrito T-Mobile district in San Juan, Puerto Rico. The district is the premier entertainment district in Puerto Rico and includes the Aloft Hotel, the Coca-Cola Music Hall and a large outdoor performance space with an LED canopy running digital content. In addition, the project integrates various restaurants and eateries featuring the best of Puerto Rican cuisine and to top it all off, the district features zip lines that run across the entire project.













## Dahua 1935

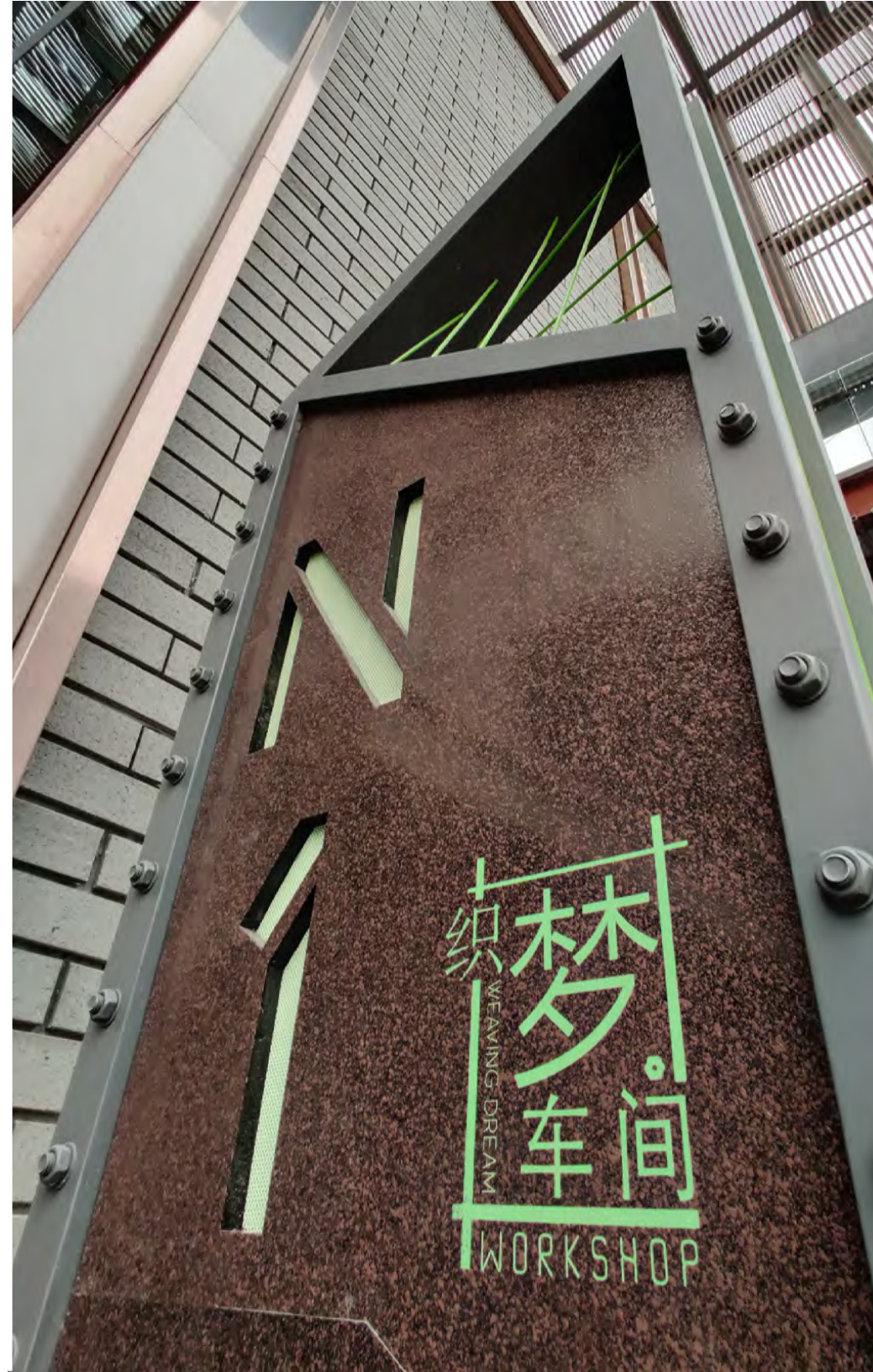
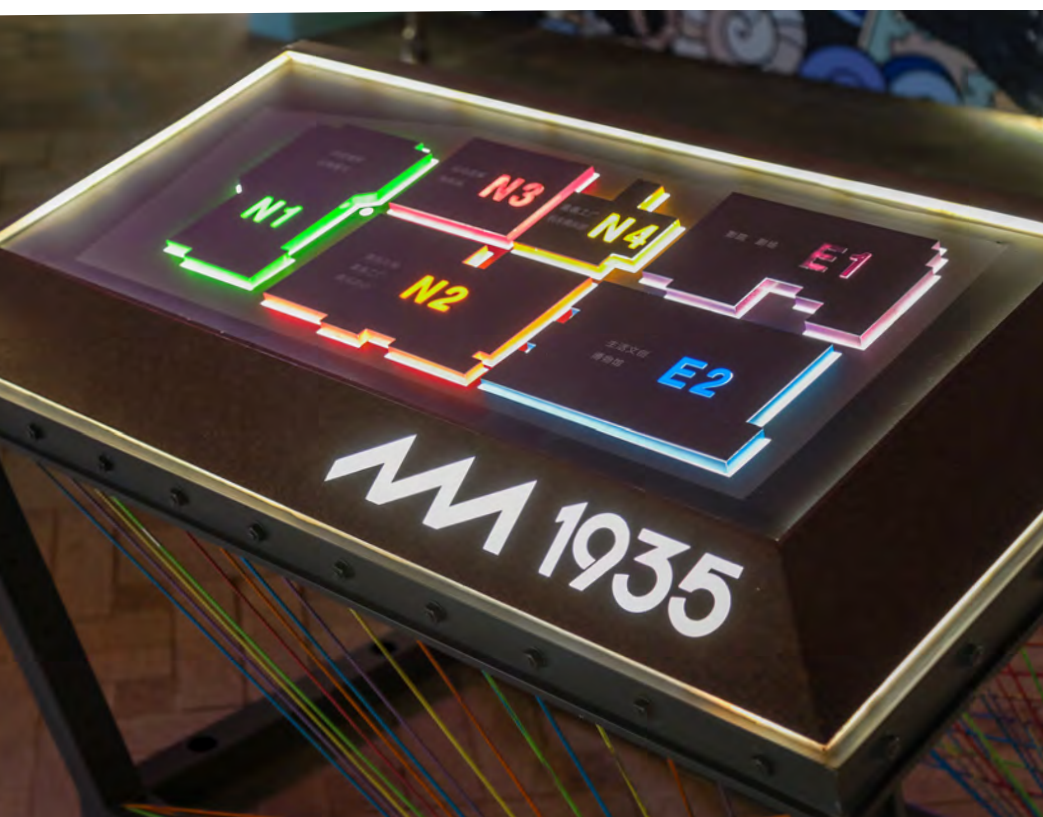
Xi'an, China

Awarded the 2020 Best Placemaking Destination by Retail Leisure International (RLI) and RICS Regeneration Project of the Year, Dahua 1935 celebrates the rich history and character of the oldest commercial district and textile mill in Xi'an China. SPD integrated innovative art elements into the signage, wayfinding, and placemaking master plan, combining industrial elements, LED and neon lighting with delicate textile patterns. Murals and framed photos from the past tell the stories of the historic textile factory.

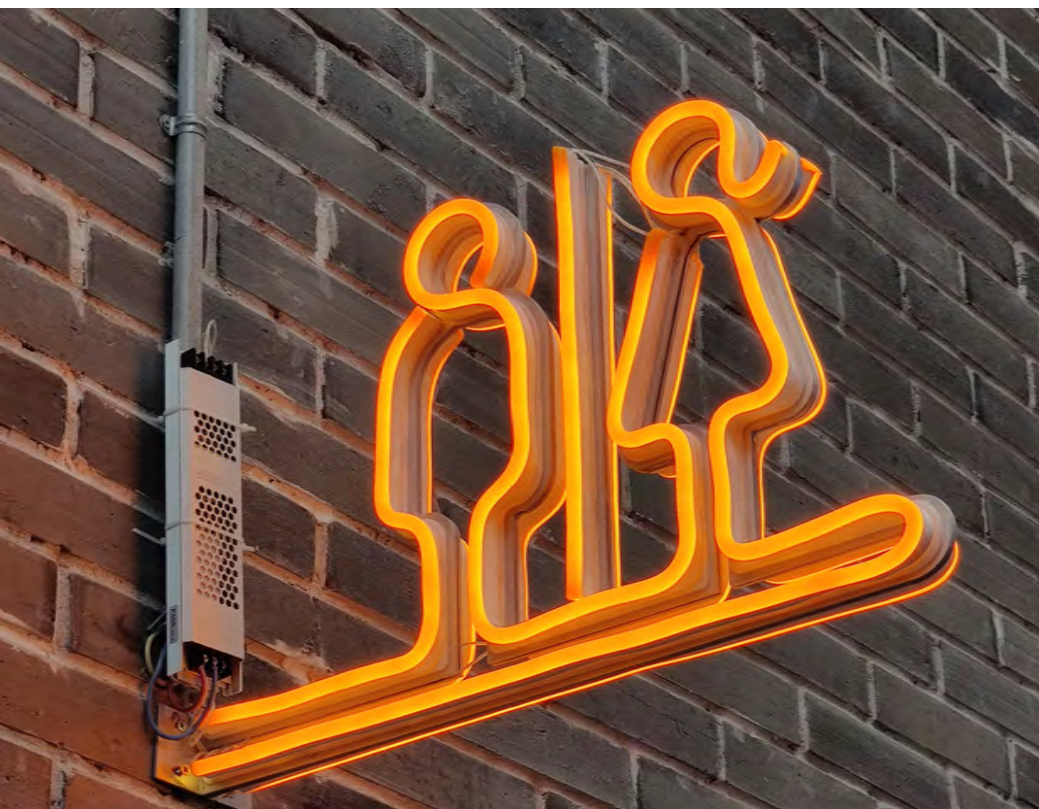
















## Haitian Center

Qingdao, China

Selbert Perkins Design developed the signage and wayfinding master plan for The Haitian Center in Qingdao, China. The complex represents an extensive and exciting construction and redevelopment project, all built around the famously spectacular sea views in Fushan Bay. Multiple individual tower structures provide a range of mixed-use facilities including the St Regis Hotel and the Haitian Hotel, as well as luxury residential accommodation, Class-A office space, high-end retail outlets, a business club, a convention center, underground parking, and an observation deck.

















## China Resources Headquarters

Shenzhen, China

Selbert Perkins Design developed and implemented a comprehensive static and digital signage and wayfinding system that complements the architectural elements at The China Resources Group Headquarters. The Shenzhen Tower is located near the Great China International Exchange Square, along a distinct row of skyscrapers that define the central business district. The tower represents the high-quality urban visage of Shenzhen, China's design capital.



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# CITY ON

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## City On

X'ian, China

Selbert Perkins Design developed a comprehensive environmental graphics and wayfinding master plan for CityOn, a multi-level shopping center in Xi'an, China. The communications elements position CityOn as a premiere shopping center and it has quickly become the preferred retail destination in Xi'an for customers and retailers.





## One City

Shenzhen, China

SPD developed the branded communications system to identify and integrate all site and building components of this exceptional mixed-use development - retail, office towers, parks, and parking. The project also included a lively art program which included many sculptural elements throughout the site. The project's retail areas mimic the transition from the forested summit of the Wutong Mountain to the sea as it gradually changes its structure and appearance towards the waterfront.





## Canal City

Fukuoka, Japan

Collaborating with the Jerde Partnership, SPD developed the comprehensive master plan for branding, wayfinding, and placemaking for this two-million square foot, mixed-use project in Fukuoka, Japan. Architecture, graphics, sculpture, landscape, and lighting unite in “a walk through the universe.” Design features include all exterior/interior identification and wayfinding components, 50’ identity sculptures, gateways, tenant standards, a full line of promotional merchandise, packaging design and print communications.





## Kuntsevo Plaza

Moscow, Russia

Selbert Perkins Design, in collaboration with the Jerde Partnership and ENKA TC, LLC., created the branded signage and wayfinding master plan for Kuntsevo Plaza in Moscow, Russia. The master plan positions Kuntsevo as a landmark destination reflecting Moscow's rich history, diversity, and culture. It includes logo and brand standards; multimedia sales tools; and dual language exterior, interior and parking signage and wayfinding.





## Paveletskaya Plaza

Moscow, Russia

SPD collaborated with 5+ Design, SWA/Balsley and ACTLD for the design of Paveletskaya Plaza, a landmark destination for residents and visitors in Moscow, Russia. SPD developed the signage and wayfinding master plan as well as placemaking elements including larger than life letters that form the gateway to the property. SPD also developed sculptural design solutions for the many vents that were required to service the massive underground transit system. SPD's innovative design solution for the vent shrouds takes inspiration from the unique architectural forms of the buildings and act as additional icons and gateways into the park.



## Logos to Landmarks™

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