

**Selbert
Perkins
Design.**

International

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 communities and 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 and provide a powerful sense of place, providing a positive experience for all users.

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

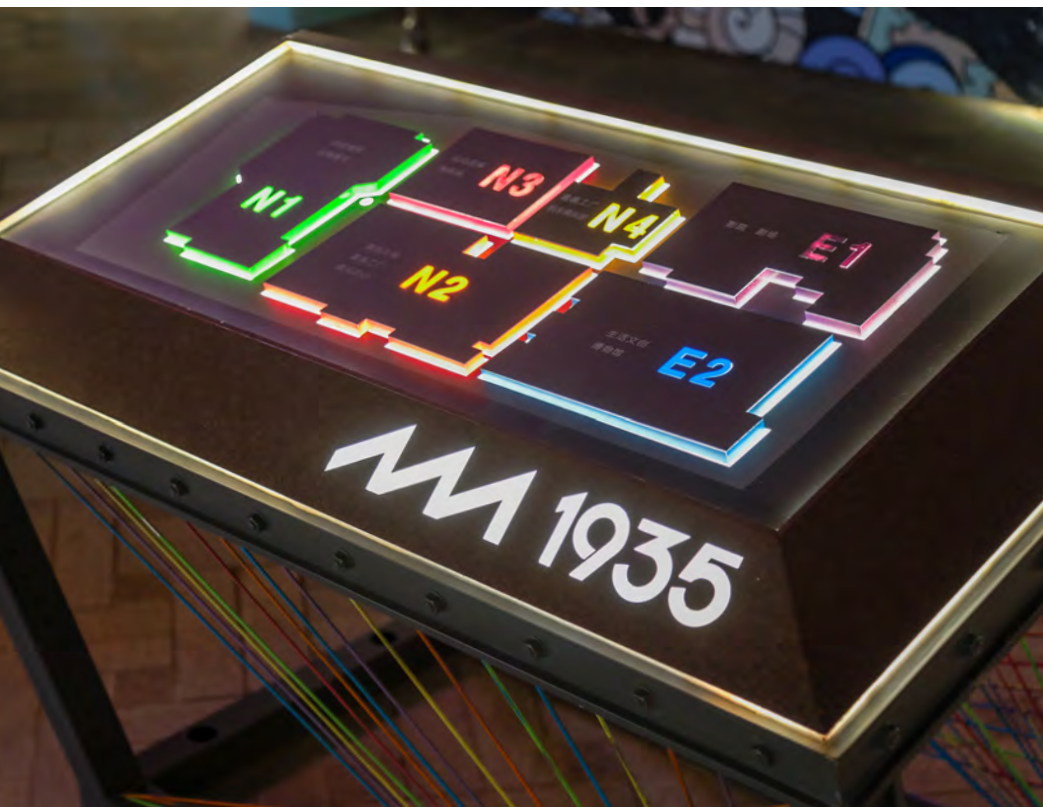
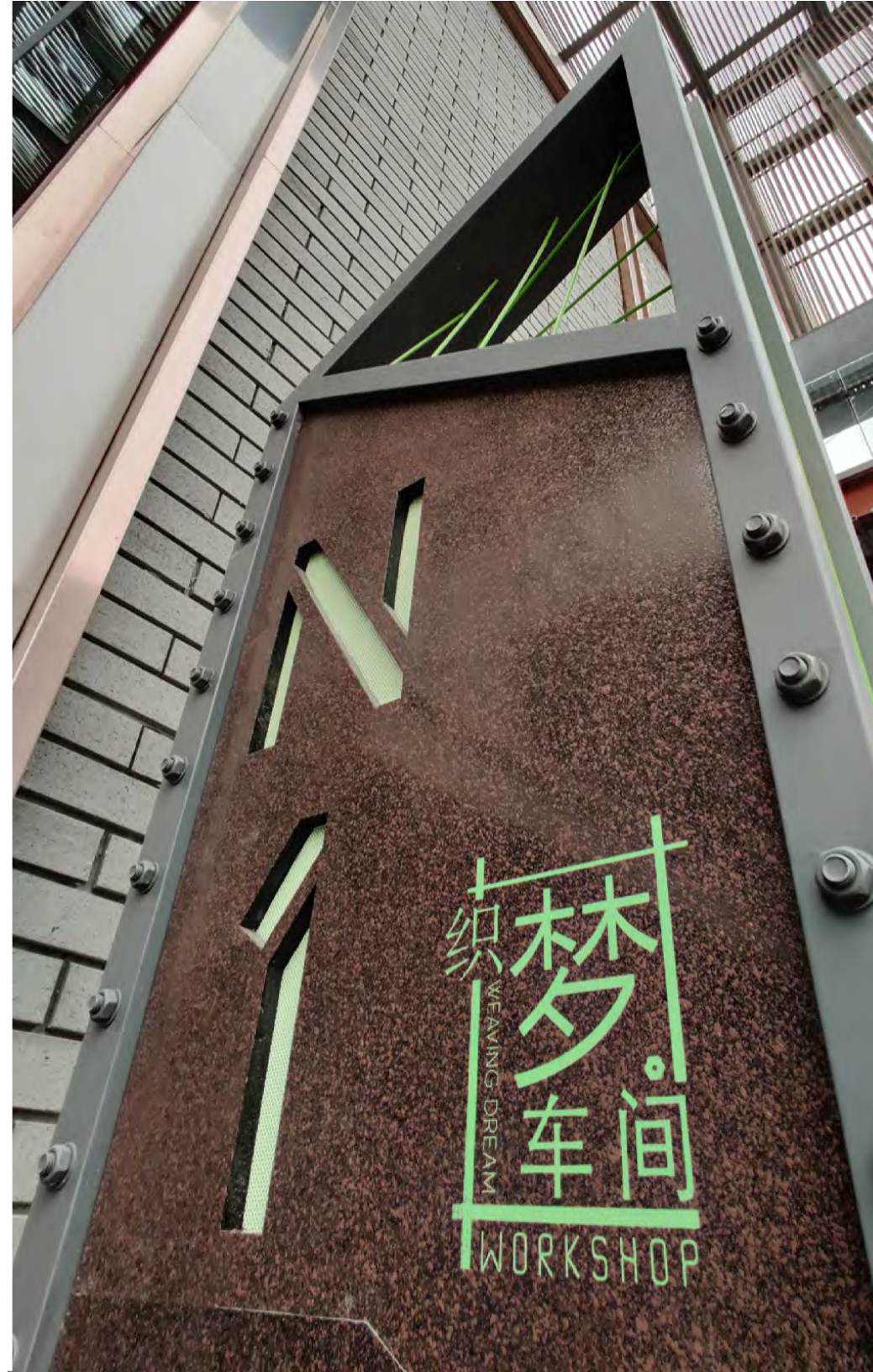


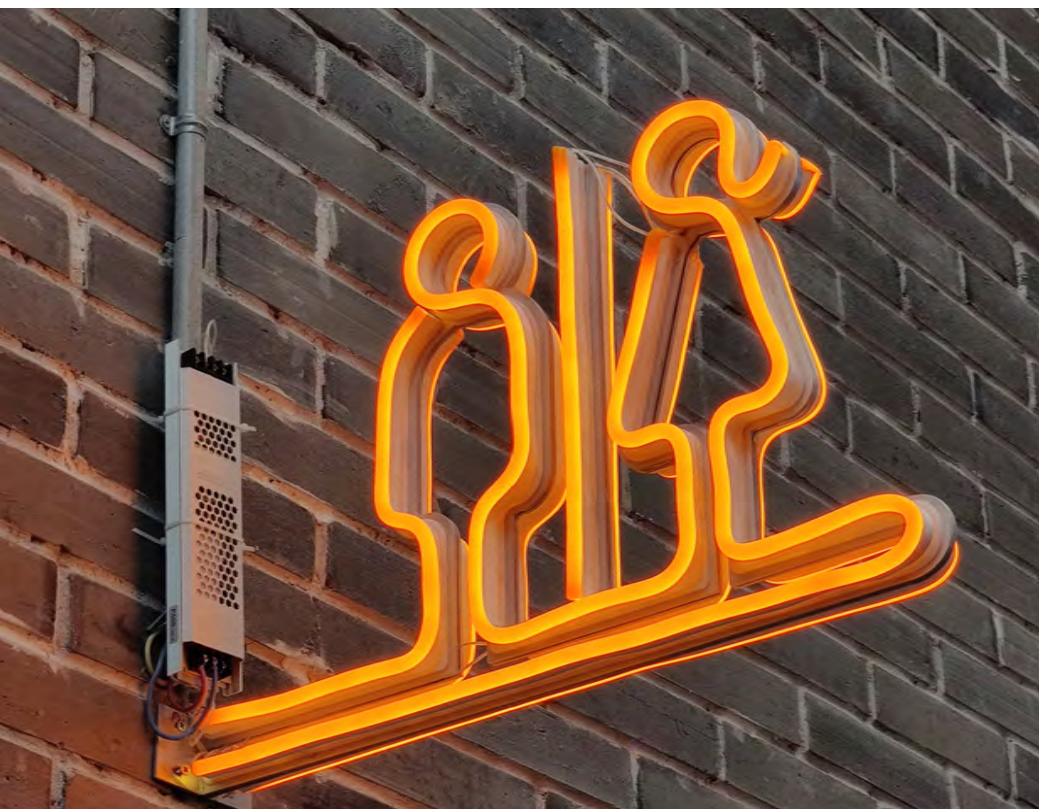
Dahua 1935

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.

LOUIS VUITTON
OPENING SOON

深圳湾科技艺术节
Shenzhen Bay STArts Festival
2020.12.26-2021.01.26

最后的预言家
the Final Prophet

展览人：陈冠中、吴昊昊
Curators: Chen Guanzhong, Wu Haohao

展览时间：2020.12.26-2021.01.26
展览地点：深圳湾科技艺术馆
Exhibition Time: 2020.12.26-2021.01.26
Exhibition Location: Shenzhen Bay STArts Museum

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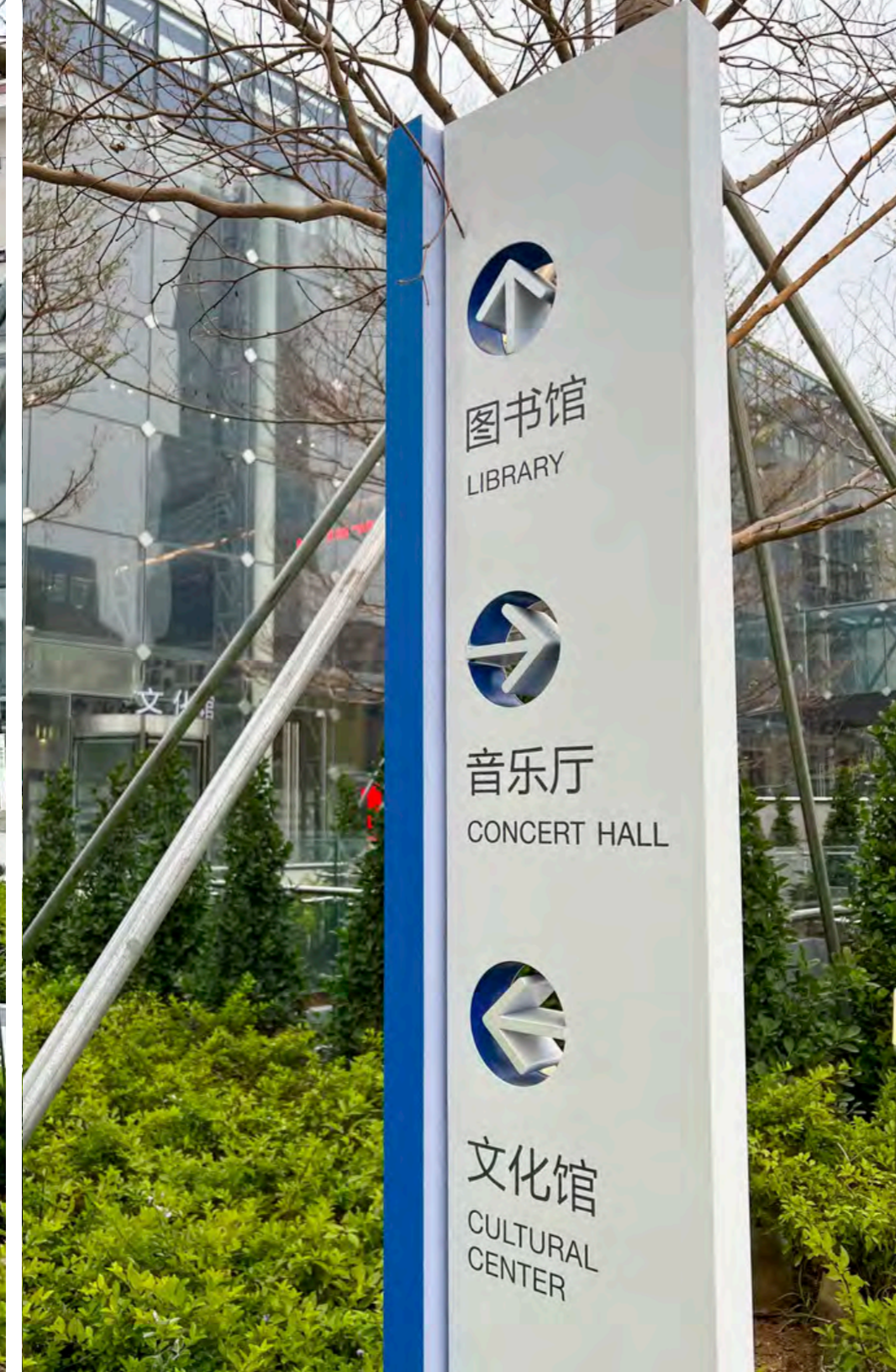
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宝安
1990
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Bao'an 1990

Shenzhen, China

“Bao'an 1990” is the new name given to the upgraded cultural complex located in the Bao'an District of Shenzhen, China. Selbert Perkins Design developed the logo for the entire project, as well as the interior, exterior and parking wayfinding master plan for the three project components: the Bao'an Library, the Xinan Concert Hall, and the Bao'an Cultural Center. SPD worked in collaboration with the Shenzhen Bao'an District Government and the design contractor, X-Urban Architects. The new contemporary complex, which also includes functional open spaces, will be enjoyed by residents and visitors alike.





China Enterprise Fortune Century Tower

Shanghai, China

SPD designed the signage and wayfinding program for the China Enterprise Fortune Century Tower, located in Shanghai near the Huangpu River green space system. The office tower is part of a new river-side green space development that will consist of high-end residential and commercial buildings, cultural services, and boutique commerce.





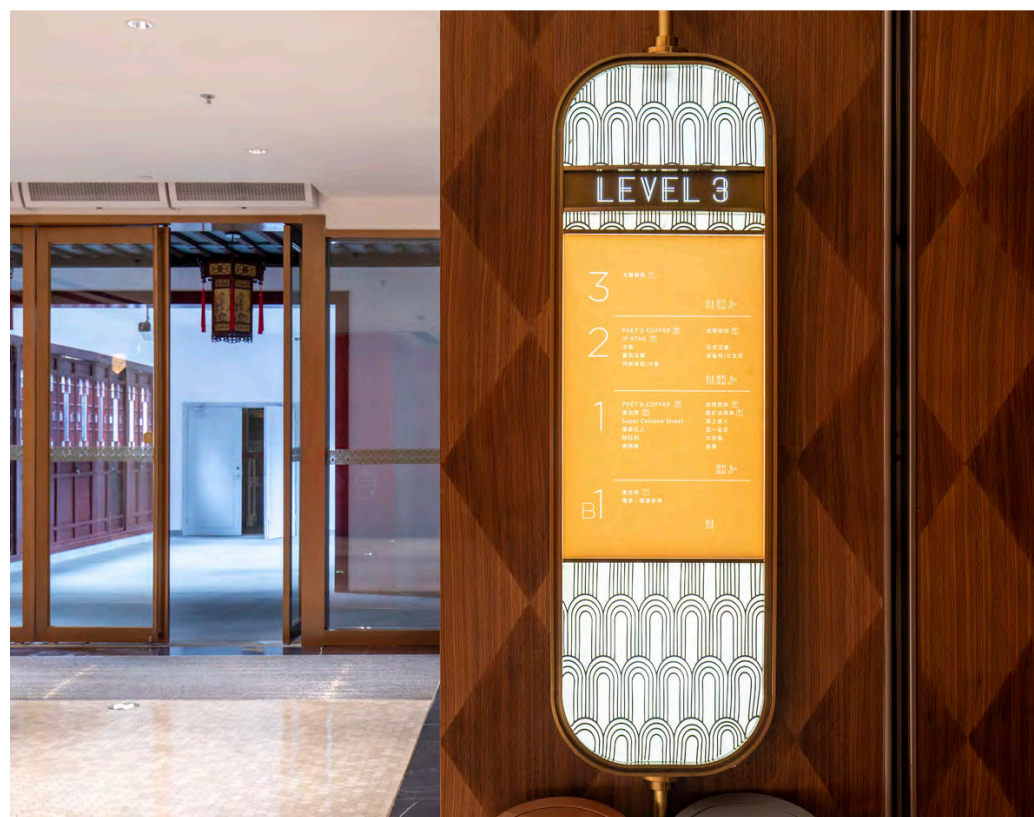
Tong Han Chun Tang Pharmacy

Shanghai, China

Tong Han Chun Tang, a time-honored national medicine brand, opened a new concept health experience store for Chenghuang Temple in Shanghai's Yu Garden Commercial District. Customers can sample the company's "healthy milk tea", while visiting the Museum of Traditional Chinese Medicine. SPD integrated environmental graphics into the signage system to complement the company's message of a healthy lifestyle.



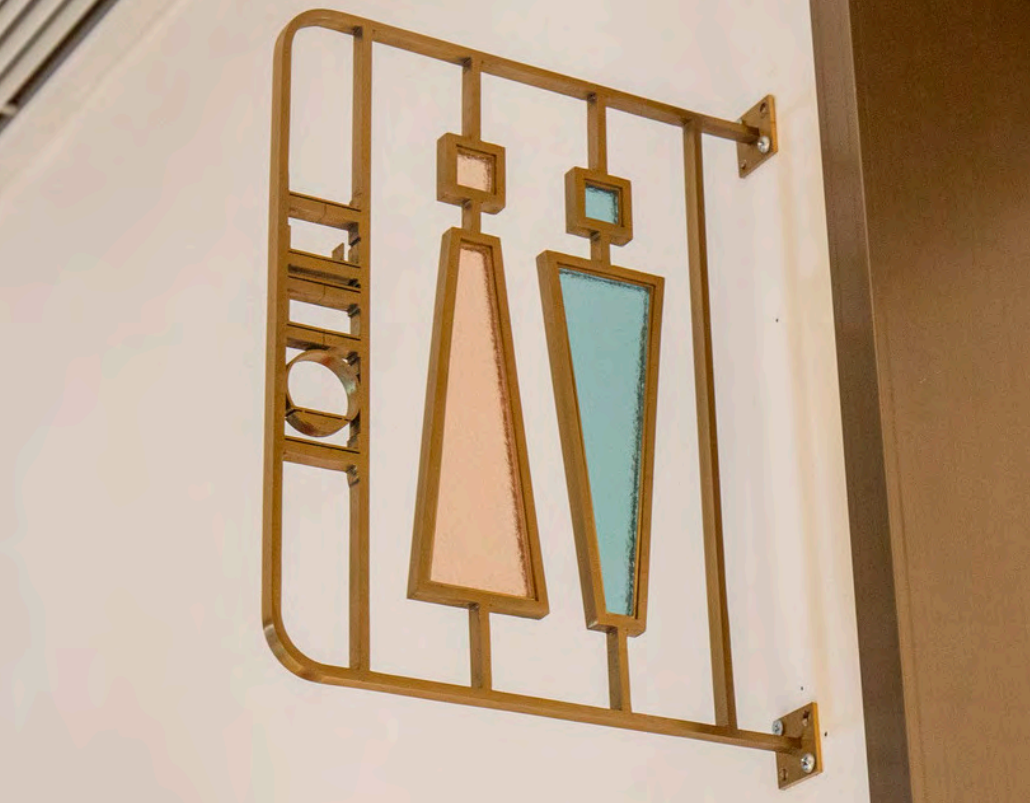




Yu Garden Department Store

Shanghai, China

The newly renovated Yu Garden Department Store located in Shanghai's Yu Garden Commercial District is a popular destination for residents and visitors. SPD's sign system complements the store's distinctive Art Deco design.





Daxing Rose Theme Park

Beijing, China

Selbert Perkins Design designed a signage and wayfinding system for the Daxing Rose Garden in Beijing, which hosted the 2016 World Rose Exposition. SPD's scope of work included gateway elements, furniture and branding, and a vehicular and pedestrian wayfinding system.





CITY ON

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City On

X'ian, China

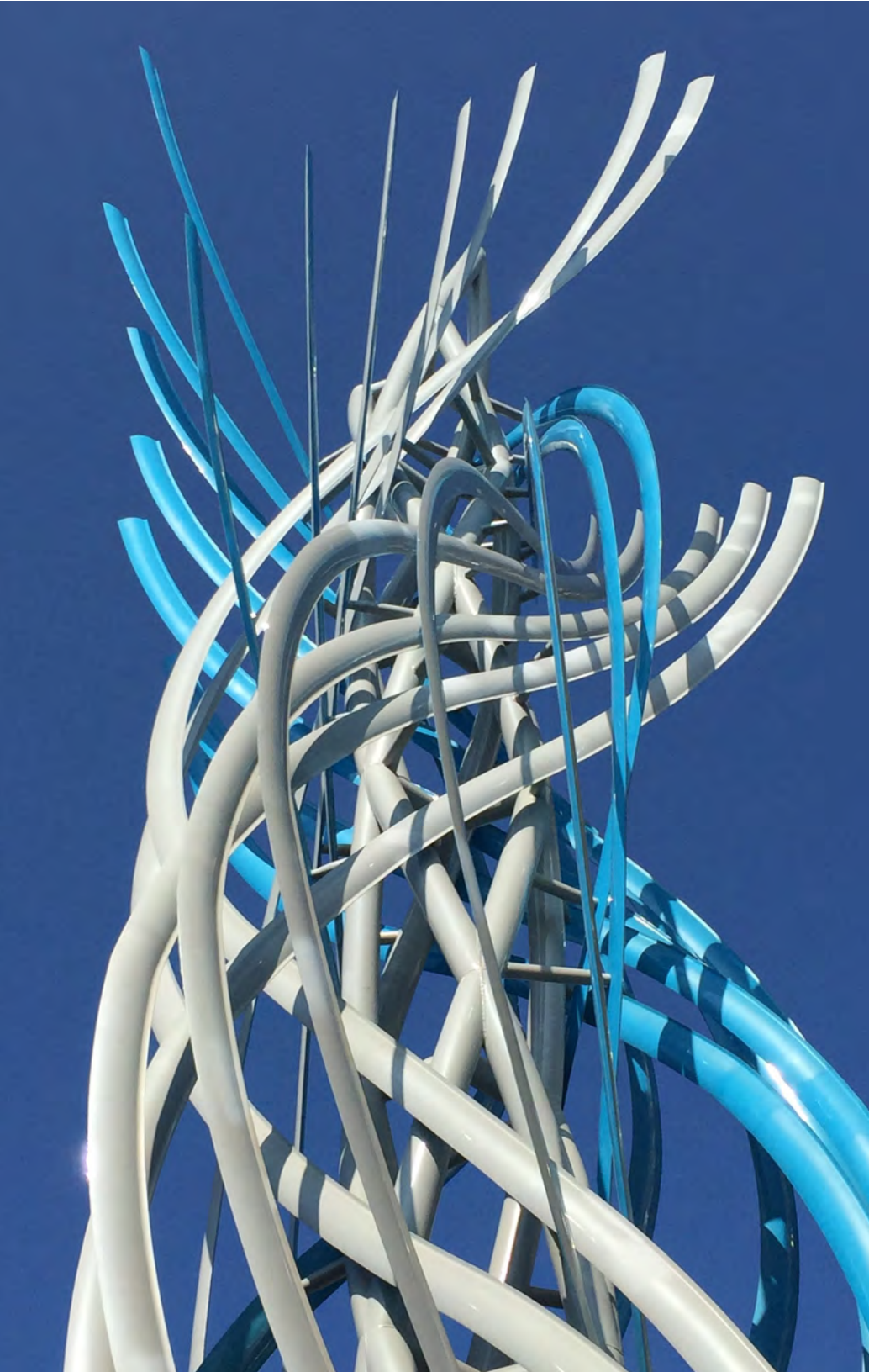
Selbert Perkins Design developed a comprehensive environmental graphics and wayfinding master plan for CityOn, a multi-level shopping center in Xi'an, China. The communications elements position CityOn as a premiere shopping center and it has quickly become the preferred retail destination in Xi'an for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





Iias Okinawa Toyosaki

Okinawa, Japan

Unique local retail, entertainment, mini theme parks, and spectacular views define this truly unique mixed-use center. Bold identity graphics, neon, unique murals and amenities define the dynamic urban experience of this new landmark destination in Okinawa Japan.



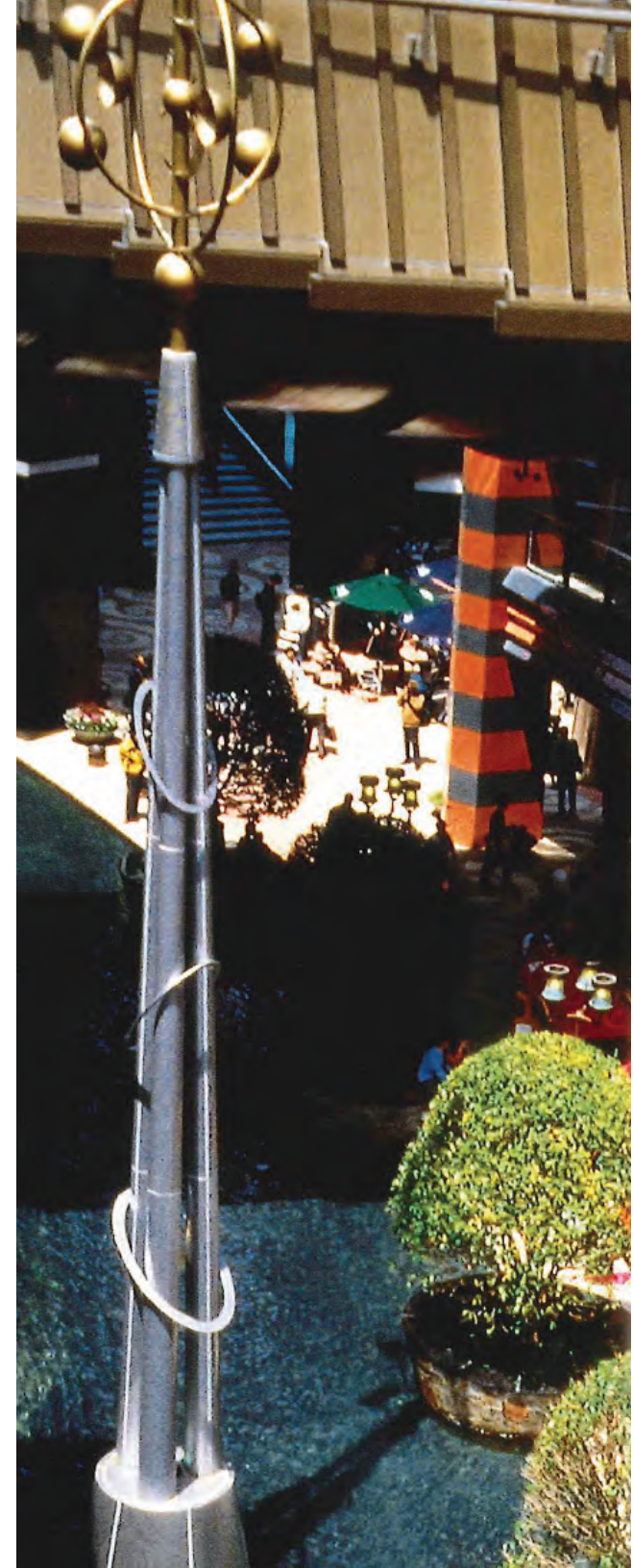
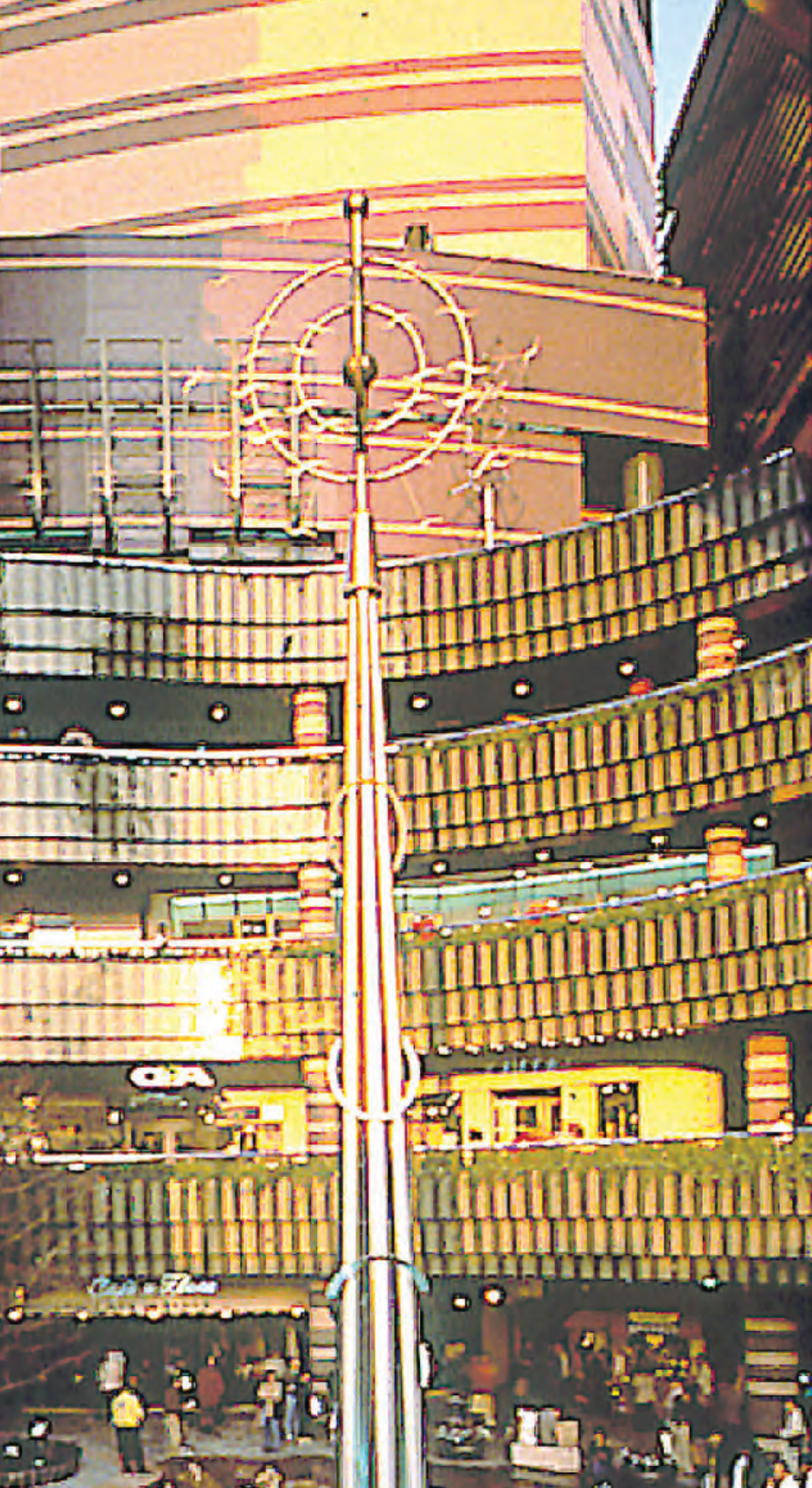




Canal City

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.





Emirate of Abu Dhabi

Abu Dhabi, UAE

Abu Dhabi, the capitol of the UAE, is transforming from a historic trade center into a dynamic, modern metropolis. However, the city lacked street names, addresses, zip codes, and a consistent branded visual system for all municipal facilities. SPD collaborated with an extensive team of planners, engineers, and cultural experts to create the nations' first citywide system of street names, addresses, zip codes, and sign standards for all municipal districts, facilities and parks. The new dual language program is digitally linked via QR codes, propelling this historic city into an exciting future.



Abu Dhabi Urban Street Design Manual

Abu Dhabi, UAE

SPD collaborated with the Abu Dhabi Planning Council (UPC) and OTAK to create the new design manual, including citywide guidelines for street design, signage, and wayfinding, for the Emirate of Abu Dhabi.



Abu Dhabi Urban Street Design Manual





Saadiyat Island Naming & Addressing

Abu Dhabi, UAE

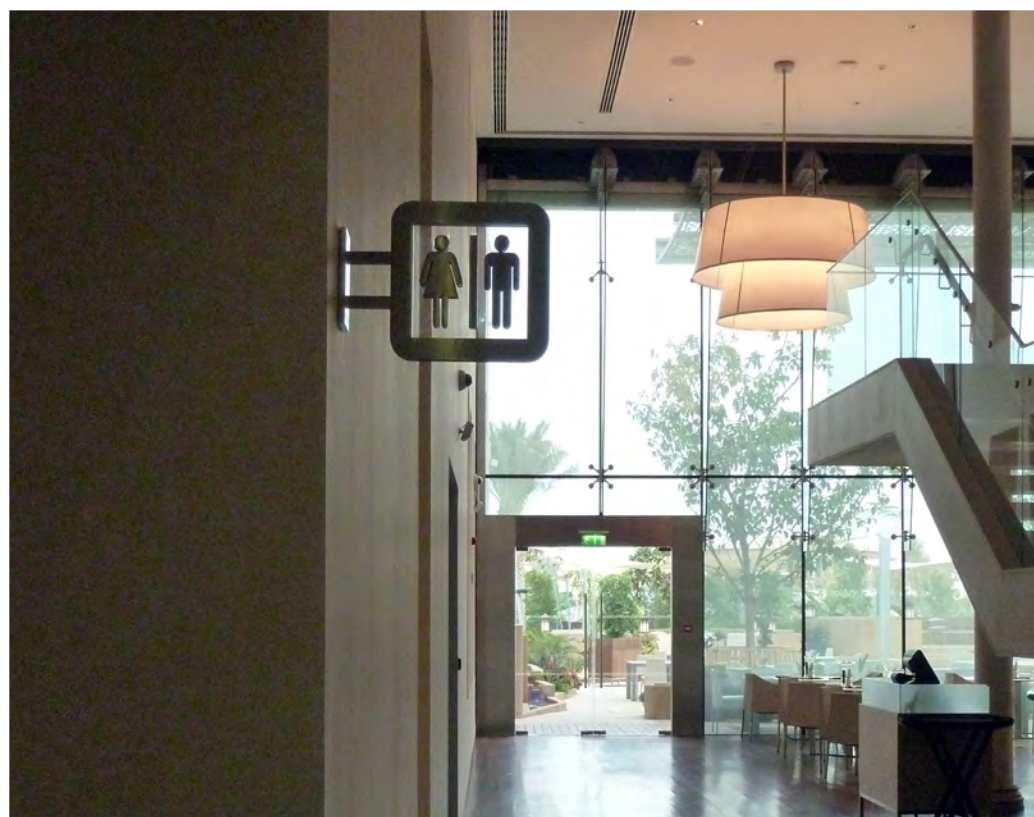
SPD collaborated with TDIC to develop the island wide naming and addressing system for Saadiyat Island. The SPD team included local translators and cultural consultants to develop research of the regional history, culture, and environment to develop appropriate theming for the naming and addressing system.



Manarat Al Saadiyat

Abu Dhabi, UAE

SPD designed the signage and wayfinding system for the Manarat Al Saadiyat Museum in Abu Dhabi, UAE. Located in the midst of the Saadiyat Cultural District on Saadiyat Island, Manarat Al Saadiyat acts as a visitor center and gateway to the district's famous museums, including Louvre Abu Dhabi, Zayed National Museum and Guggenheim Abu Dhabi.





Saadiyat Beach Villas

Abu Dhabi, UAE

SPD developed the signage and wayfinding system for Saadiyat Beach Apartments and Villas in Abu Dhabi, UAE. The Saadiyat Beach Apartments provide modern and dynamic living spaces in private gated communities, from simple studios to multiple bedroom apartments. The signage and wayfinding program includes roadway and building signage as well as wayfinding, identity signs, and public art.



Saadiyat Beach Golf Club

Abu Dhabi, UAE

SPD collaborated with TDIC to develop the Signage and Wayfinding system for this world class golf club. The system includes wayfinding and identity for the golf club and academy which boasts some of the best player amenities and spectacular views of the ocean front Gary Player designed course.



Dubai Festival City

Abu Dhabi, UAE

This “city-within-a-city” includes retail and entertainment destinations, restaurants, residential neighborhoods, five luxury hotels, resorts, golf course, marina, office parks and convention centers. SPD collaborated with 5+ Design and developer Al-Futtaim to create a comprehensive branding program for all project elements. Iconic gateways and sitewide furniture design enhance the site, while district gateways and wayfinding identify each unique district and guide visitors throughout the complex.

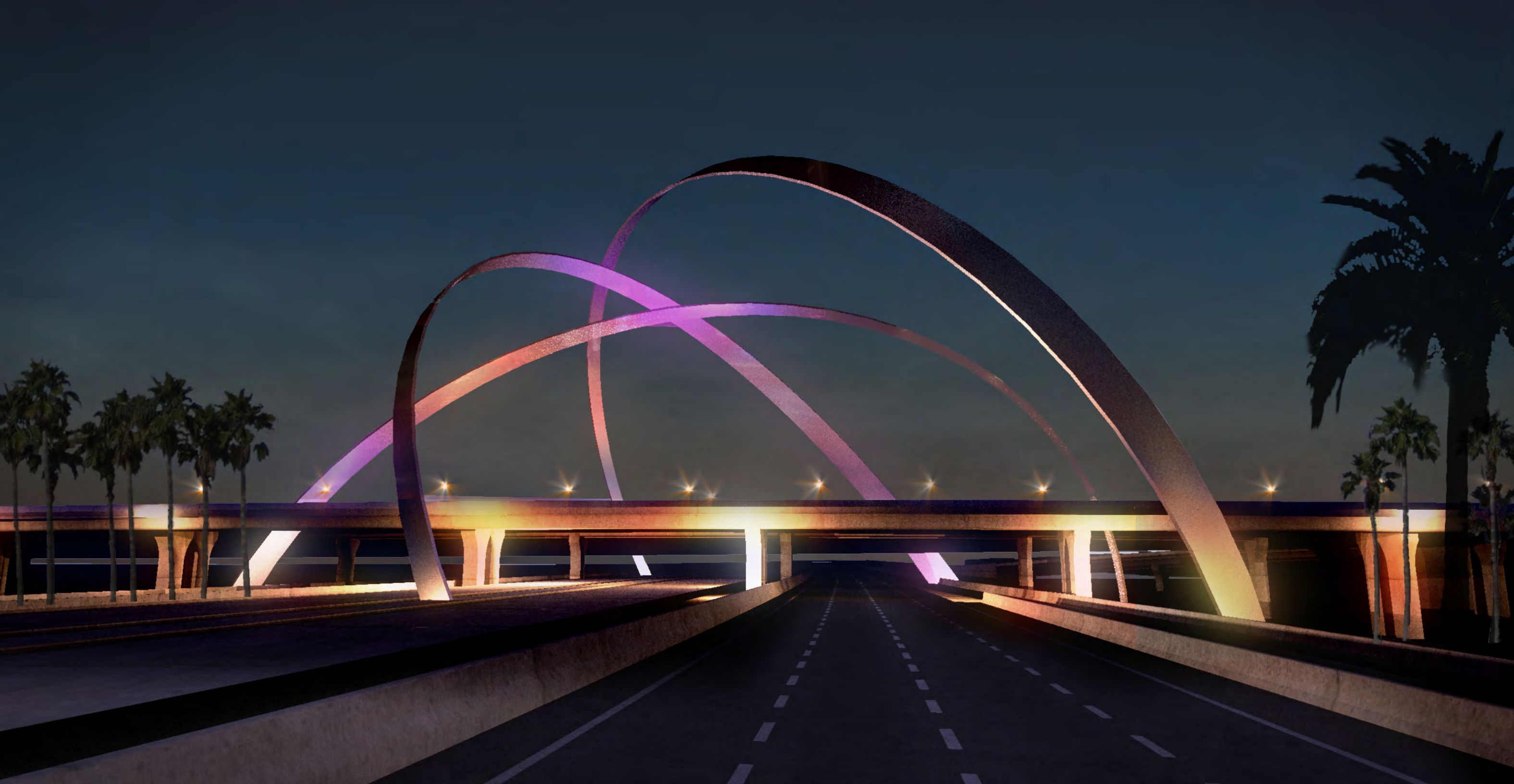




Hamad Medical Center

Doha, QATAR

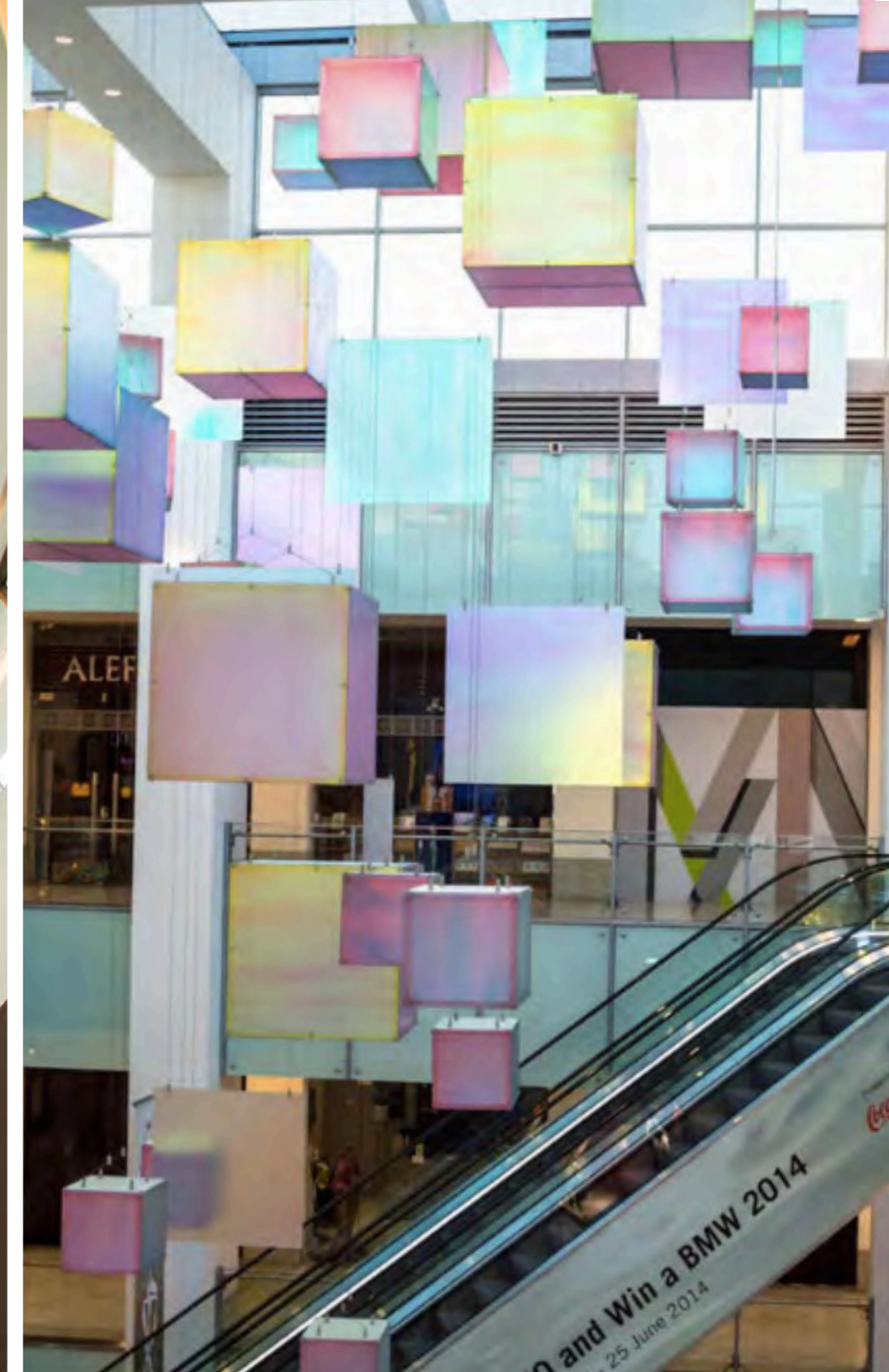
Selbert Perkins Design created the exterior and interior signage and wayfinding System for the 350-acre Hamad Medical Corporation (HMC) campus in Doha, Qatar. The branded signage and wayfinding system includes 22,000 signs and standardizes nomenclature, establishes a new room number program, and unifies all sites and buildings while complementing the various architectural styles. Elements include gateway/monument signs, vehicular and pedestrian circulation, directories and parking identification, as well as an interactive/digital secondary wayfinding system featuring graphic/voice link with the ability to print information maps.



Lusail Gateways

Lusail, Qatar

The proposed Lusail gateways translate the graceful forms of the desert into dramatic entry statements, creating a welcoming landmark into the iconic new city.



Cairo Festival City

Cairo, Egypt

This “city-within-a-city” is 900 acres and includes a range of retail and entertainment destinations, restaurants and residential neighborhoods. SPD collaborated with the developer Al-Futtaim and 5+Design to create a comprehensive experience master plan including branding and art for all project elements. Iconic lighted mobiles identify project districts and complement the historic architecture of the region.



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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