

**Selbert  
Perkins  
Design.**

Placemaking



## Capabilities

Branding

Signage and Wayfinding

Placemaking

Public Art

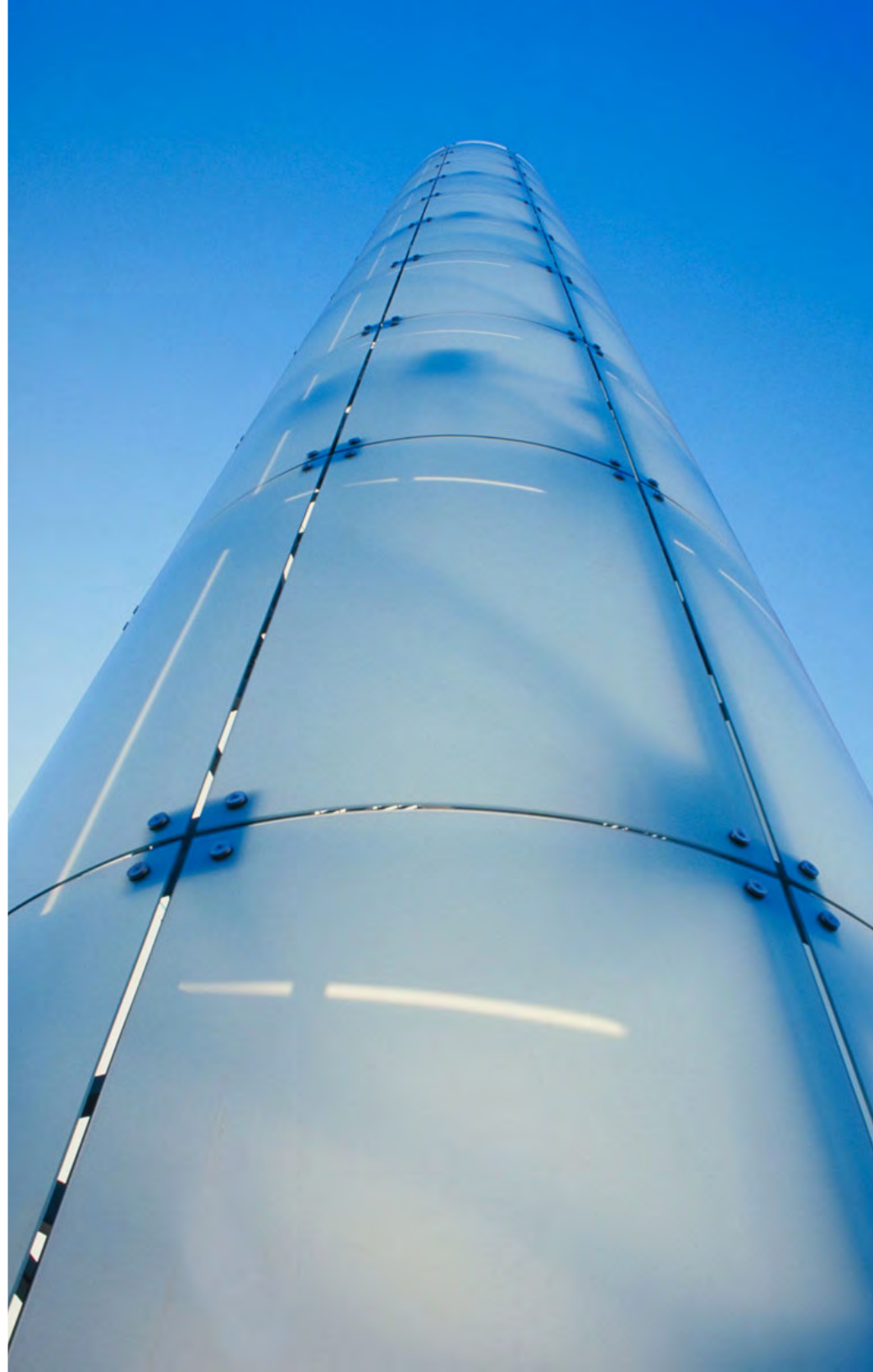
Digital

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

People want to be with people. Successful placemaking attracts people and fosters positive community interaction and connections across cultures. Capitalizing on the distinct character of each place, we integrate art and environment to help people experience the identity, history, cultures, stories and spirit of each locale. Our placemaking work energizes public places, attracts residents, visitors, businesses, and drives successful economic development.

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





## Los Angeles World Airports

Los Angeles, CA

SPD created, designed and implemented the iconic LAX gateway and letters. Twenty-eight lighted towers symbolize takeoff and landing and culminate in a circle of twelve 100 ft lighted pylons. The monument is the largest lighting installation in the world, and symbolizes the energy, unity and diversity of Los Angeles.









## Wilshire Grand Center

Los Angeles, CA

The Wilshire Grand is LA's newest landmark and the tallest building in California. The iconic building features artwork curated and created by Selbert Perkins Design, including dramatic storytelling murals throughout the building interiors from parking to hotel rooms.













## Pacific Design Center

Los Angeles, CA

The Pacific Design Center, designed by Cesar Pelli, is the premier designer showcase in Los Angeles. SPD created, designed and implemented monumental 30 ft sculptures of a chair and lamp to reinforce the building's purpose and landmark status. The unique and instantly recognizable sculptures attract visitors worldwide, and has become a must-see photo opportunity for all visitors to LA.





## Downtown Las Vegas Gateway

Las Vegas, NV

Selbert Perkins Design collaborated with the City of Las Vegas to create the iconic new city gateway. The epic structure integrates both traditional and state of the art LED lighting to create a dynamic new entry experience into downtown. The new gateway celebrates the entrance to Historic Downtown Las Vegas, providing a memorable landmark experience and economic catalyst for the city.





*Fremont East*

## Fremont East

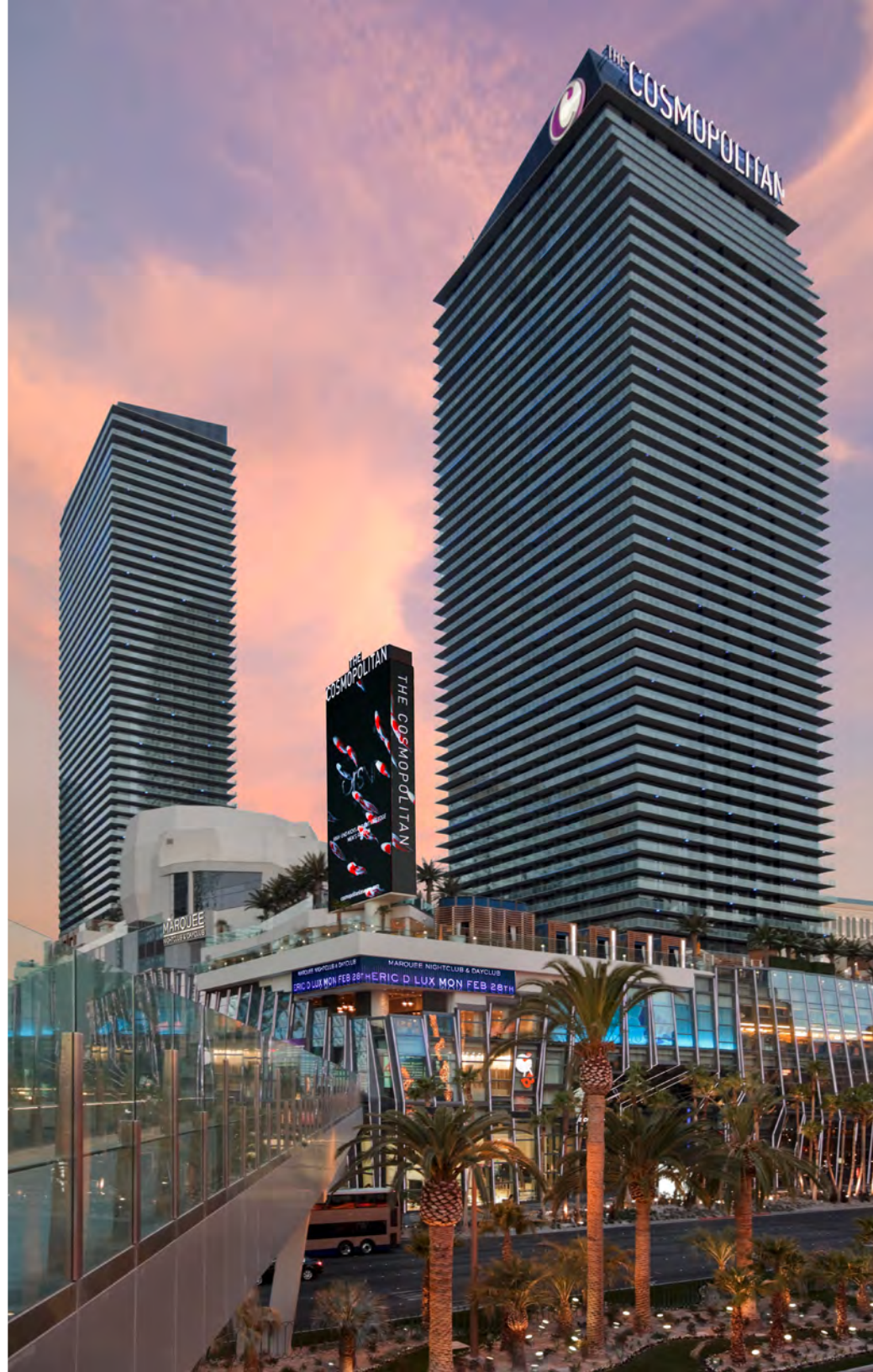
Las Vegas, NV

Inspired by the legendary neon signs of Las Vegas, SPD created a new neon streetscape for historic East Fremont Street, the historic core of the city. A vibrant new branded gateway welcomes visitors to the district. Thirty-foot glittering neon sculptures of a martini glass, showgirl, and a glittering stiletto line the street and celebrate the exuberant character of Las Vegas, creating a spectacular attraction and experience.









## The Cosmopolitan Hotel

Las Vegas, NV

The Cosmopolitan Hotel overlooks the Strip at the heart of the City Center resort in Las Vegas. SPD created all signage and wayfinding standards for the luxury, 6.6 million sf, 2995 room center, including casino, upscale shopping, restaurants, spa, lounges, bars, and pools.





## Port of Los Angeles

San Pedro , CA

SPD created the placemaking monuments, pavement engravings and wayfinding elements to explore the stories of the Port of LA, bringing the previously neglected waterfront to life with sculptures, exhibits and amenities.









## Los Angeles, CA

Located in the Willowbrook Community of Los Angeles, and spearheaded by the County of Los Angeles, Earvin Magic Johnson Park renovations include amenities such as a premier event center and upgraded recreational areas that serve over 250,000 members of the community. Selbert Perkins Design collaborated with AHBE/MIG to develop a vibrant wayfinding and exhibit master plan that enhances the natural environment as well as educates visitors on the local agriculture and new stormwater treatment system.









## City of Long Beach

Long Beach, CA

SPD developed the new system of landmark city and neighborhood gateways to reflect the diverse cultures and districts of Long Beach. Combined with new wayfinding, historic markers, and digital elements, the monuments establish a new identity for the city, and capture the exciting new energy and urban transformation of Long Beach.





## Bethesda Row

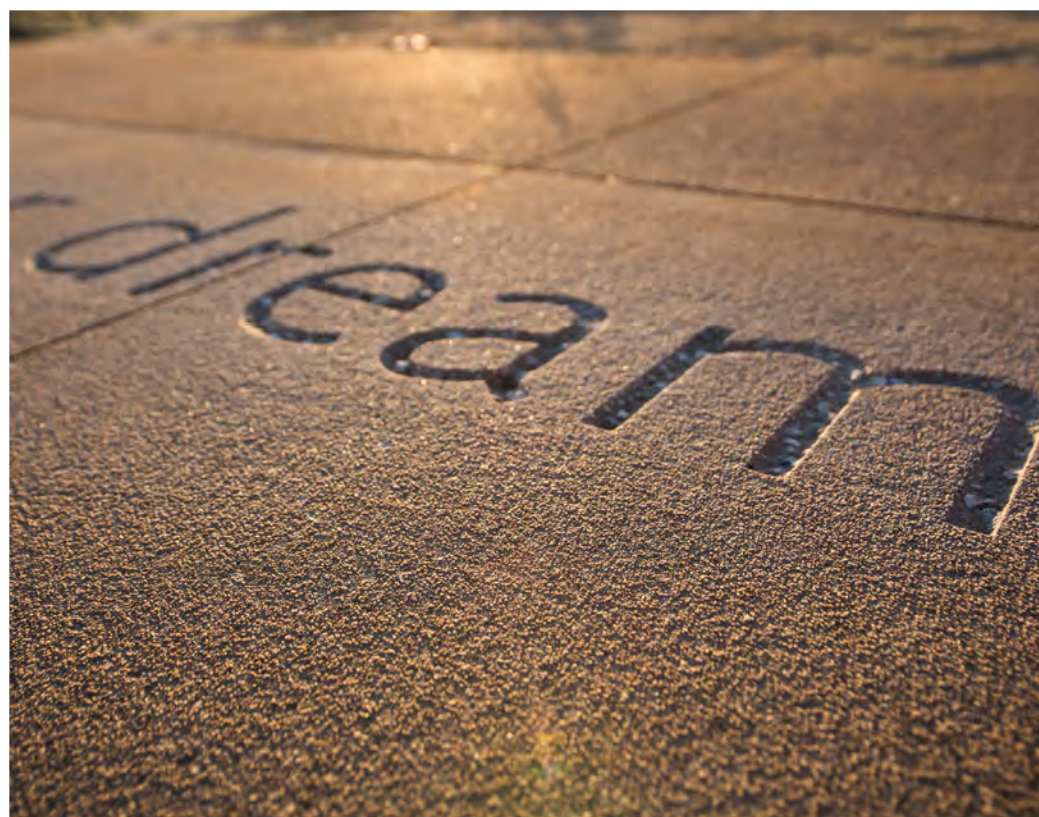
Bethesda , MD

SPD worked in collaboration with property owner Federal Realty to create a branded environmental graphics and public art system. Bethesda Row consists of two square blocks of mixed use, high end retail, and residential property. SPD designed the environmental communications including wayfinding for pedestrians and an underground garage, landmarks, building ID signage, and storytelling amenities such as sculpture, facade treatments and water features.









## Kaiser Permanente Antelope Valley Medical Center

Lancaster, CA

SPD has collaborated with Kaiser Permanente to create placemaking sculptures, murals, and mobiles for a variety of new healthcare facilities and campuses and is currently developing the curated art guidelines for all Kaiser Permanente facilities throughout the USA.





## Penn State Health Children's Hospital

Hershey, PA

SPD created the comprehensive interior art program for Penn State Health Children's Hospital, a 252,000 sq ft pediatric hospital in Hershey, Pennsylvania. Playful sculptures, interactive murals and nature imagery link the local landscape, and reflect the beautiful character of the region.





## World of Coca Cola

Atlanta, GA

SPD integrated a super scale Coca Cola logo and bottle to create the iconic façade of the World of Coca Cola in Atlanta, Georgia. The programmable LED bottle encased in a 100 ft “block of ice,” provides a variety of entertaining light shows, celebrating one of the world’s most popular brands.





## GEORGIA WORLD CONGRESS CENTER

Atlanta, GA

SPD designed the recently installed Georgia World Congress Center (GWCC) pylon that was a collaborative effort with landscape architects HGOR. With improvements along Andrew Young International Blvd, the pylon provides an identity to GWCC at the primary intersection at Marietta Street and across from Centennial Park. The slatted design and energetic colors were inspired by GWCC's brand and captures the rich programming and exciting events hosted at the center. Internally illuminated, color coordinated LED light modules add to this dynamic representation at night.





## Urban Park at Kendall Center

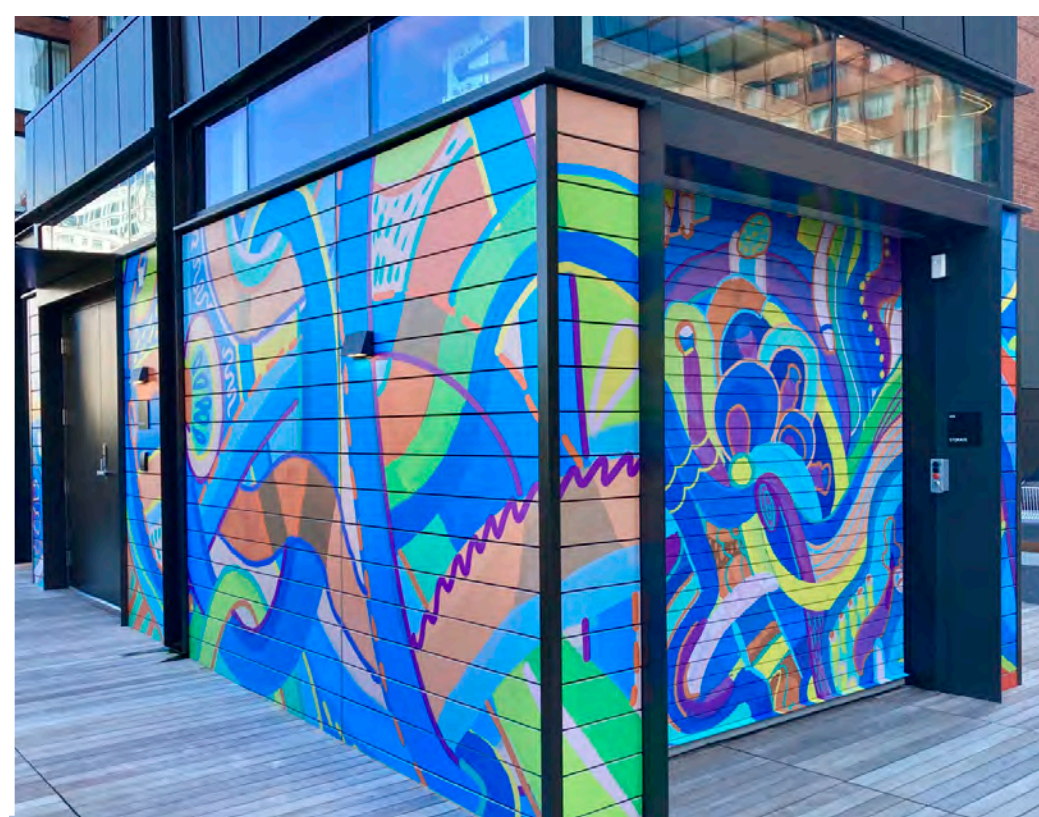
Cambridge, MA

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.

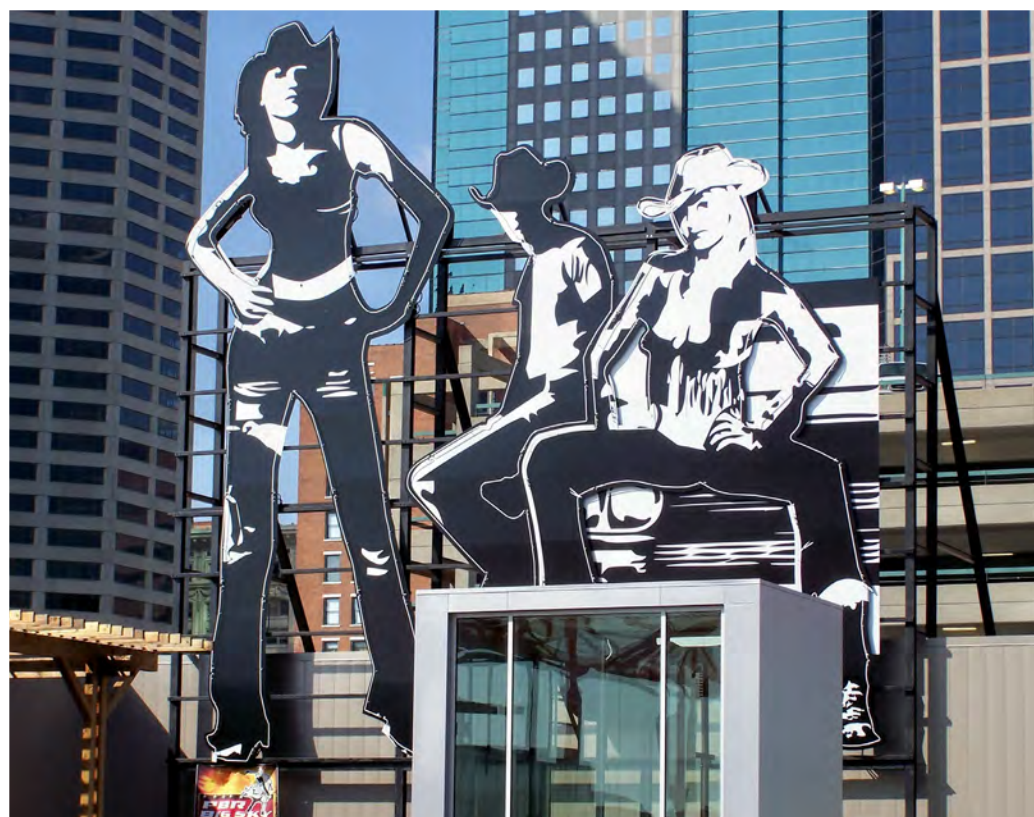












## Kansas City Power & Light District

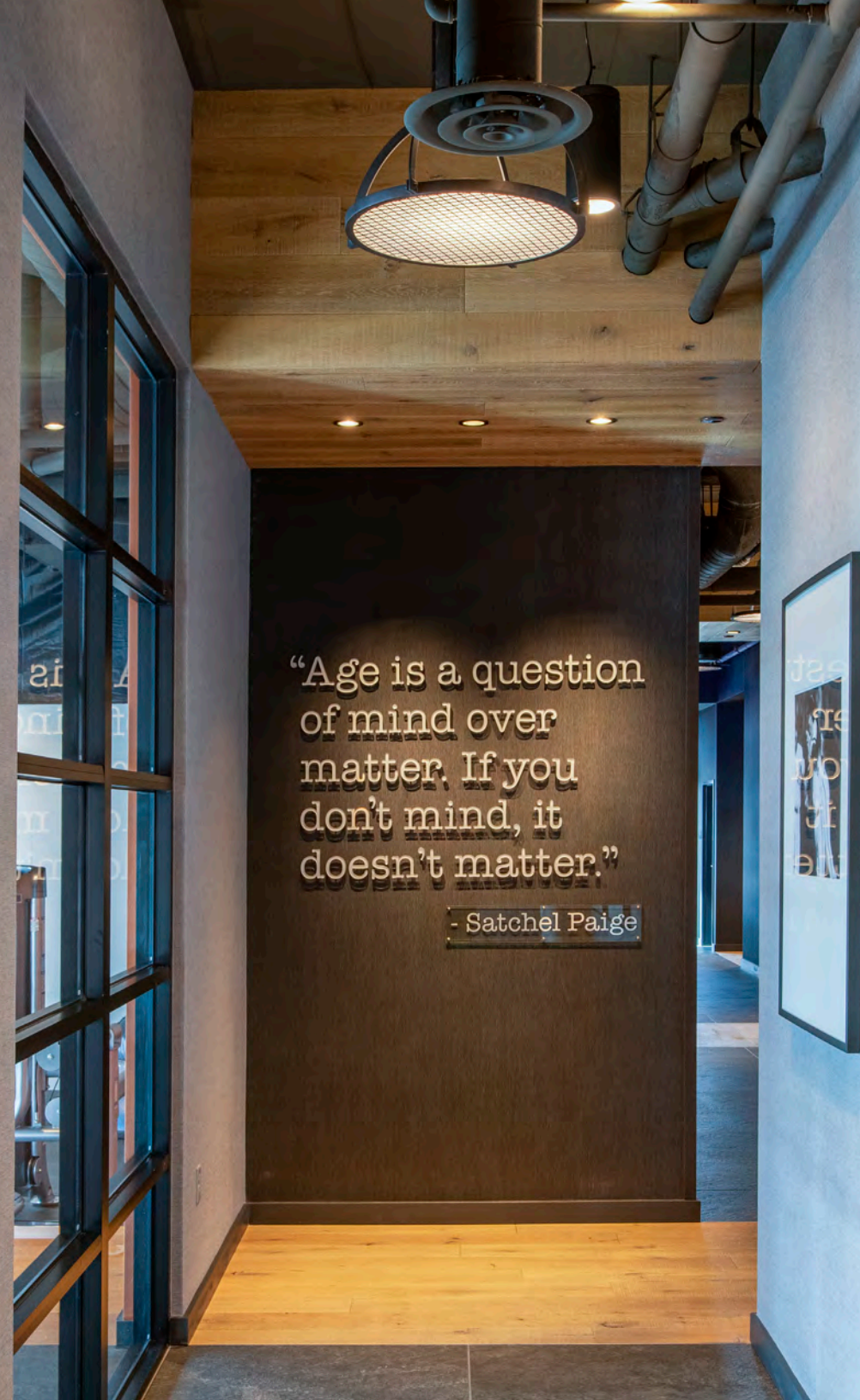
Kansas City, MO

In addition to creating the communications master plan, SPD developed a range of public art elements for KCPL including murals, a landmark turbine-powered clock tower, dynamic entry monuments, and storytelling elements throughout the re-imagined downtown. Large neon signs and building graphics combine to create a warm, inviting, and ever-changing visitor experience.









# ONE LIGHT TWO LIGHT

## One Light & Two Light Residential

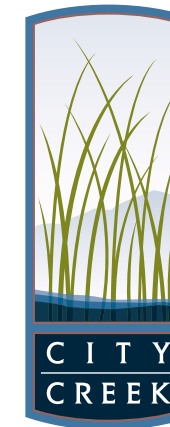
Kansas City, MO

SPD collaborated with The Cordish Companies to develop the graphics, art and experiential master plan for One Light and Two Light Residential Towers, the first apartment buildings to be built in downtown Kansas City in 50 years. Curated art elements combine historic and contemporary references with sophisticated and whimsical images and content throughout the buildings.









## City Creek Center

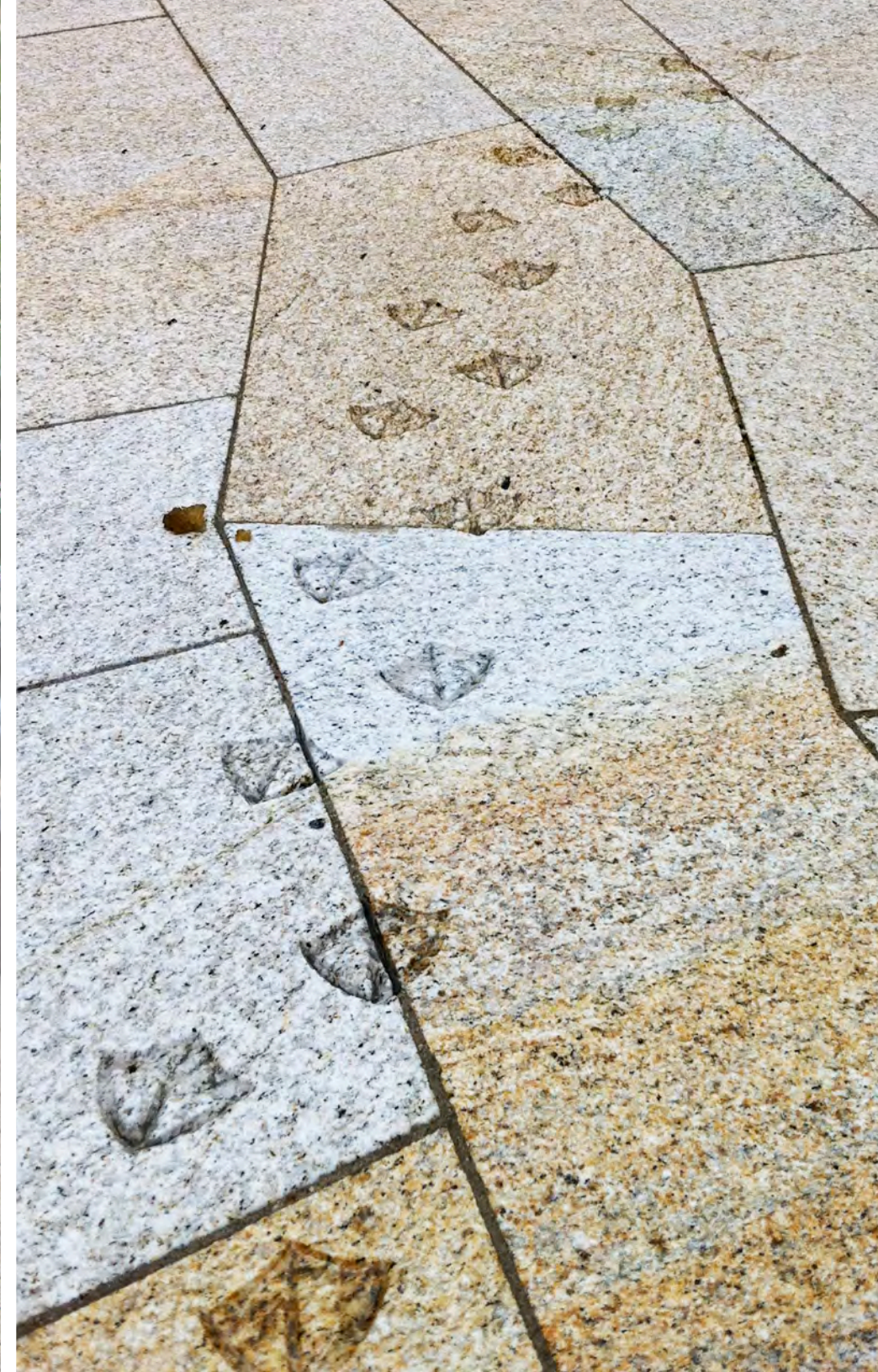
Salt Lake City, UT

Selbert Perkins Design created the brand standards, communications master plan, furniture designs, exhibits, and curated the beautiful art program for City Creek, one of the largest and most successful mixed-use projects in the USA. SPD coordinated the national call for artists, and curated all art installations including thematic sculptures, monuments and storytelling exhibits throughout the 30-acre site.

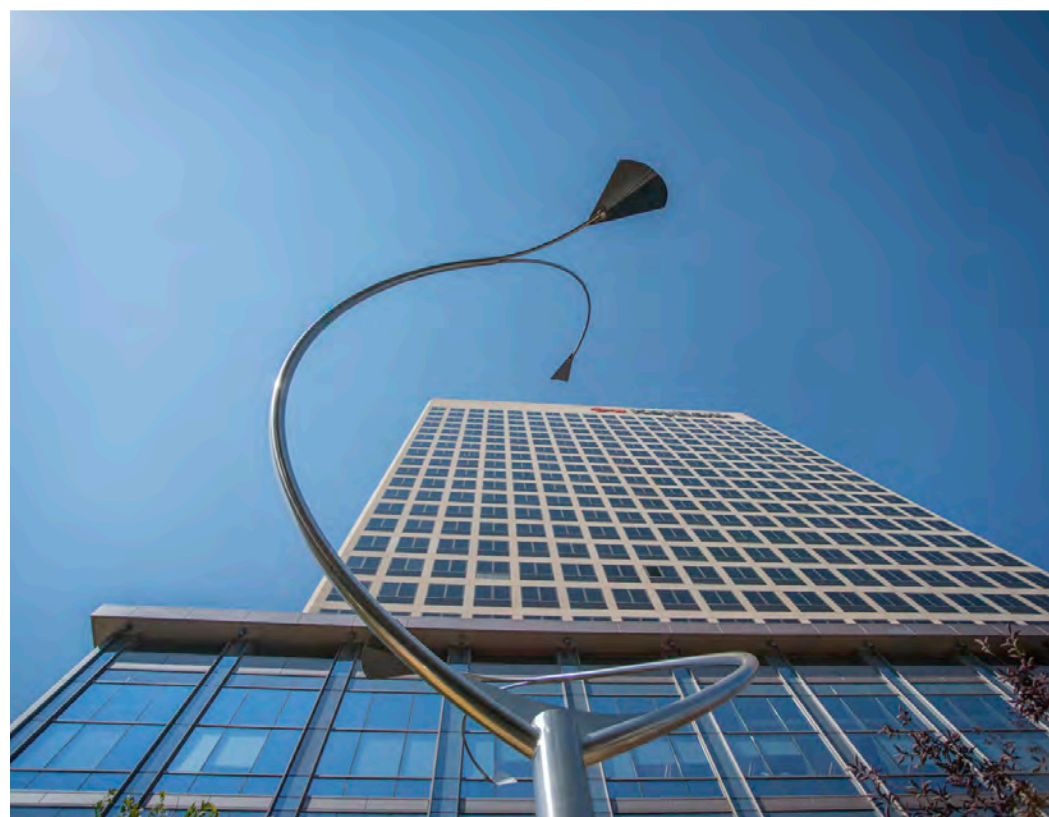
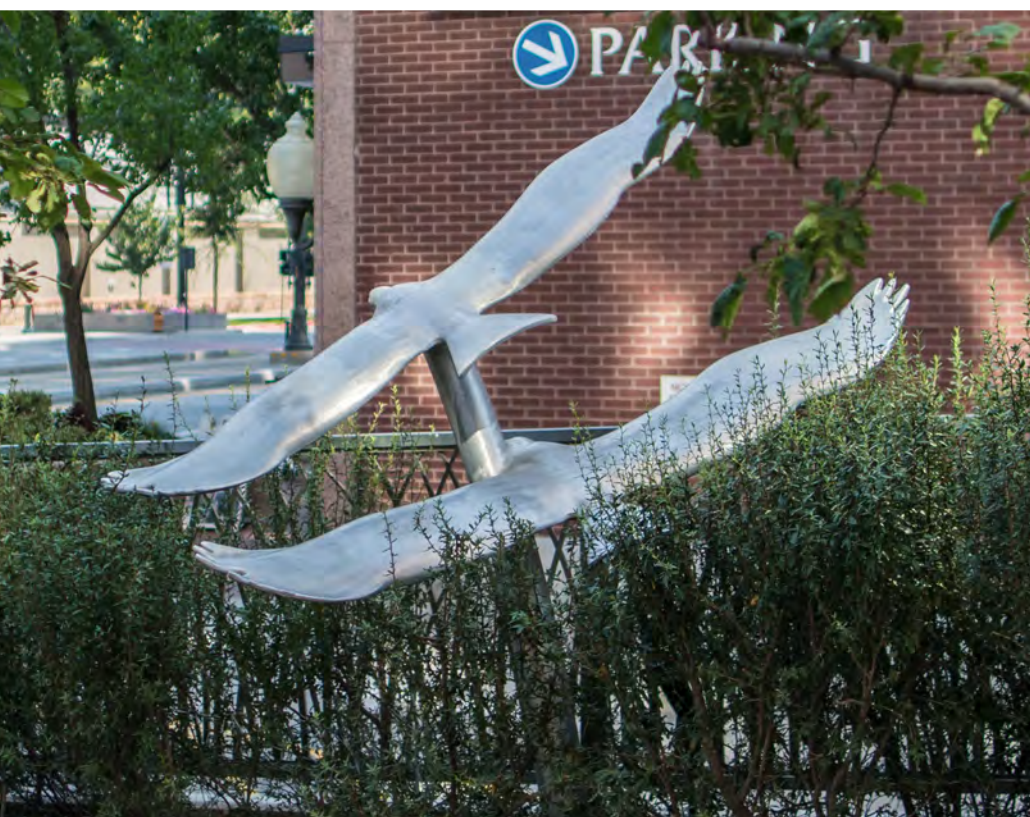




















## Ballpark Village

Saint Louis, MO

Collaborating with The Cordish Companies and the St. Louis Cardinals, SPD created the art, communications, and environments for Ballpark Village, a dynamic sports, entertainment, and hospitality district in downtown St. Louis. Walkable streetscapes, gateways, playing fields, public art, and related amenities celebrate the legendary history of the Cardinals and the future of St. Louis.













## 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 & interior murals, amenities, and branded tenant signage for all of the food & beverage tenants.









## University Park at MIT

Cambridge, MA

University Park at MIT is a 40-acre mixed use neighborhood adjacent to MIT. Its unique campus includes corporate offices, hotel, residences, retail, restaurants, institutional facilities, laboratories, retail, restaurants, parking, and public greenspace. Collaborating with owners, architects, and artists, SPD developed the experience master plan, integrating serious and whimsical storytelling sculptures, murals, and pavement engravings designed to tell the history and future of the tech community through the lens of science and technology.





## Northeastern University Bernard M Gordon Tribute Portal

Boston, MA

SPD worked with landscape architects and media designers to design the award-winning Bernard M. Gordon Tribute Portal at Northeastern University. The Portal is an interactive archway in the center of the campus that utilizes innovative media to honor ten groundbreaking engineers. Bernard Gordon created the first analog/digital interface; the portal's dynamic elements express the transformation of analog to digital technology.







## AT&T Cotton Bowl Offices

Dallas, TX

In addition to creating the signage and wayfinding program for The Dallas Cowboys AT&T Stadium, SPD also created exhibits and murals for the Cotton Bowl Offices, telling the history and stories of America's legendary team.





## Big Ten Network

Chicago, IL

SPD developed the environmental graphics program to enhance the Big Ten Network corporate offices in Chicago, IL. The dynamic elements SPD designed, including identity signs, murals, and banners, highlight the organization's iconic status as the first international network dedicated to coverage of American collegiate sports conferences.







## Fiserv Forum

Milwaukee, WI

SPD designed and implemented the signage, wayfinding, and placemaking master plan for the Milwaukee Bucks arena. The 33 ft monumental sign anchors the entry plaza and serves as a natural meeting place for fans and inspiring selfies.





## The Battery Atlanta

Atlanta, GA

SPD is provided design services to the Braves Construction Company and Wakefield Beasley & Associates to create a Signage & Wayfinding Master Plan for the Atlanta Braves Mixed-Use District, the Battery Atlanta. The main components of this 60 acre site will include Office, Hotel, and Residential components as well as a Plaza/Entertainment Zone. SPD is developing an integrated, branded environmental graphics system.









## Freight House District

Reno, NV

Selbert Perkins Design, collaborating with Manhattan Capital, HNTB, and Beyer Blinder Belle, developed the identity, signage, wayfinding and public art elements for The Freight House District, a year-round entertainment complex attached to the Aces Ballpark in downtown Reno, NV. It routinely features concerts, festivals, and other attractions throughout the year, both in conjunction with, and independent of, the ball games.





## Tournament of Roses

Pasadena, CA

SPD designed the game day pageantry for the 2010 BCS National Championship game between the Texas Longhorns and Alabama Crimson Tide, held at the Pasadena Rose Bowl. The interior and exterior large-scale stadium graphics showcased black and white images of football players over the backdrop of an American flag.





## World Cup USA 1994

Los Angeles, CA

The World Cup is the largest single-sport event in the world. Collaborating with an internationally recognized team, SPD created the “Look of the Games,” including a monumental environmental communications system. The modular kit of parts was used at stadium venues in nine U.S. cities. and was the first recyclable and sustainable graphics system for the event.







## Jewish Children's Museum

Brooklyn, NY

Collaborating with Gwathmey Siegel Architects, Selbert Perkins Design developed the identity and a range of environmental communications elements for the world's first Jewish Children's Museum. The communications elements reflect a mosaic of Judaism celebrating Jewish history, life, and culture in the context of today's world. Elements include a 30 ft sculpture of a dreidel, and a dramatic photo mosaic mural.





## Seven Hills Park

Somerville, MA

SPD provided landscape architecture, sculpture, and environmental graphic design services to create this landmark, award winning urban park. The park plan is reinforced by seven sculptures, representing the original Seven Hills of Somerville and reflecting the historic activities conducted on each hill. The final result is dramatic, whimsical and educational.





## 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.







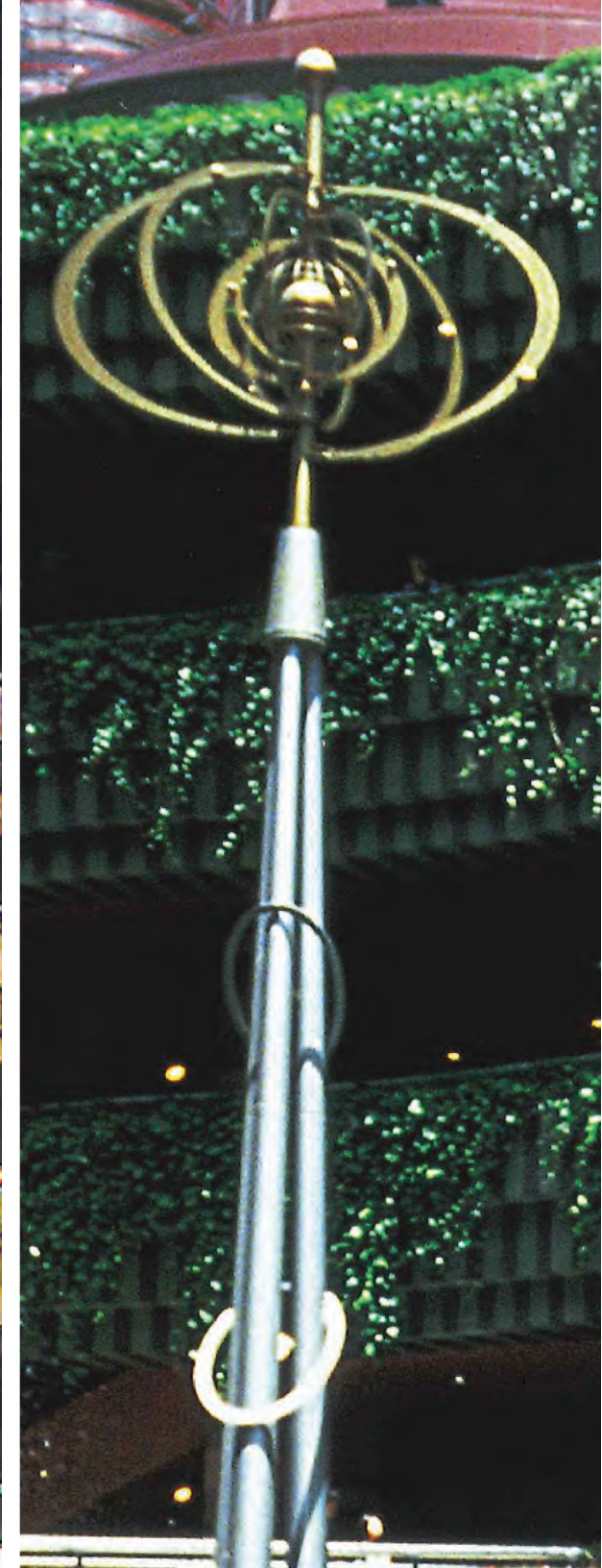
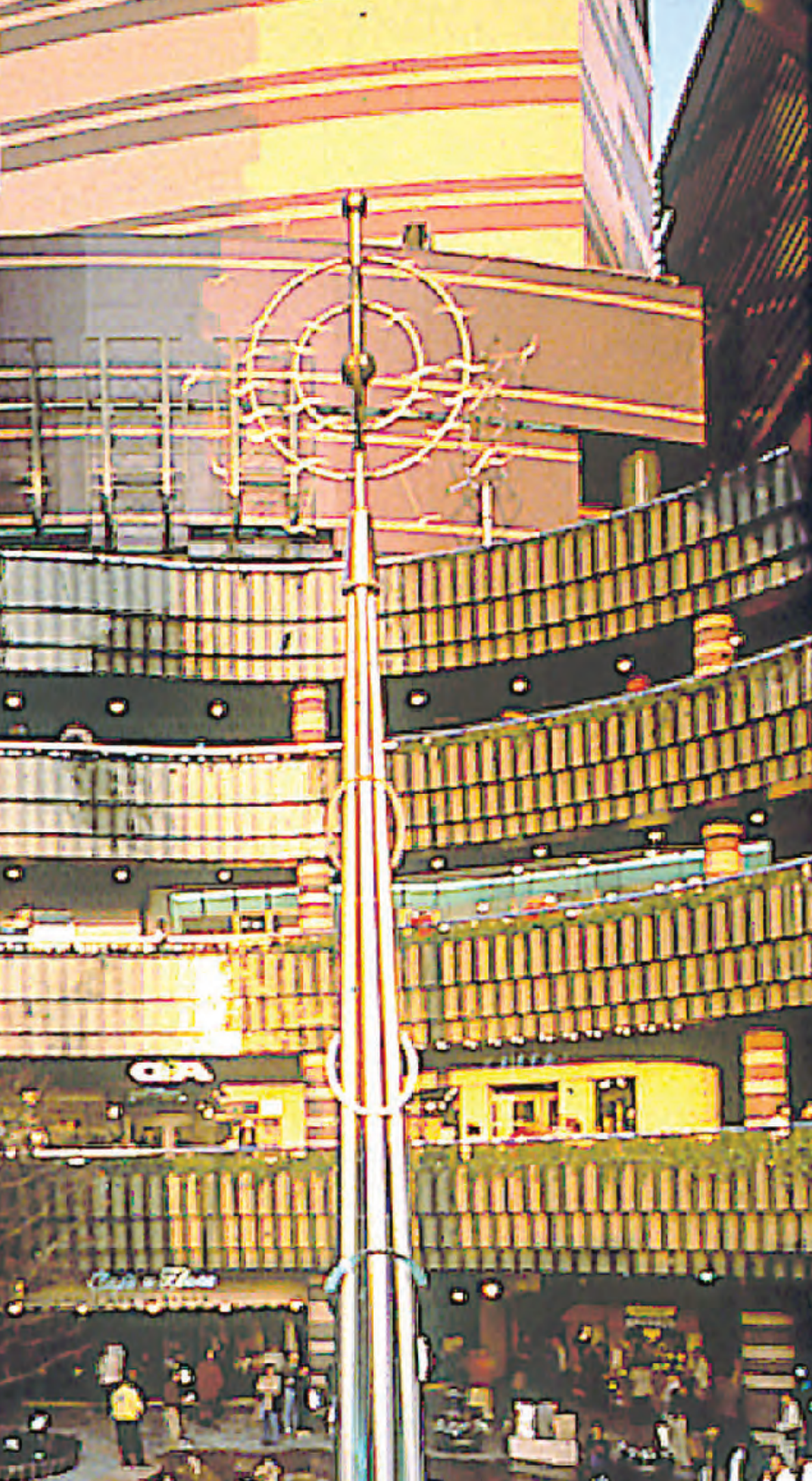


## Canal City

Fukuoka, Japan

Collaborating with the Jerde Partnership, SPD developed the comprehensive experience master plan for branding, wayfinding, and placemaking for this two-million sq ft 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 ft identity sculptures, gateways, tenant standards, a full line of promotional merchandise, packaging design and print communications.









## Dahua 1935

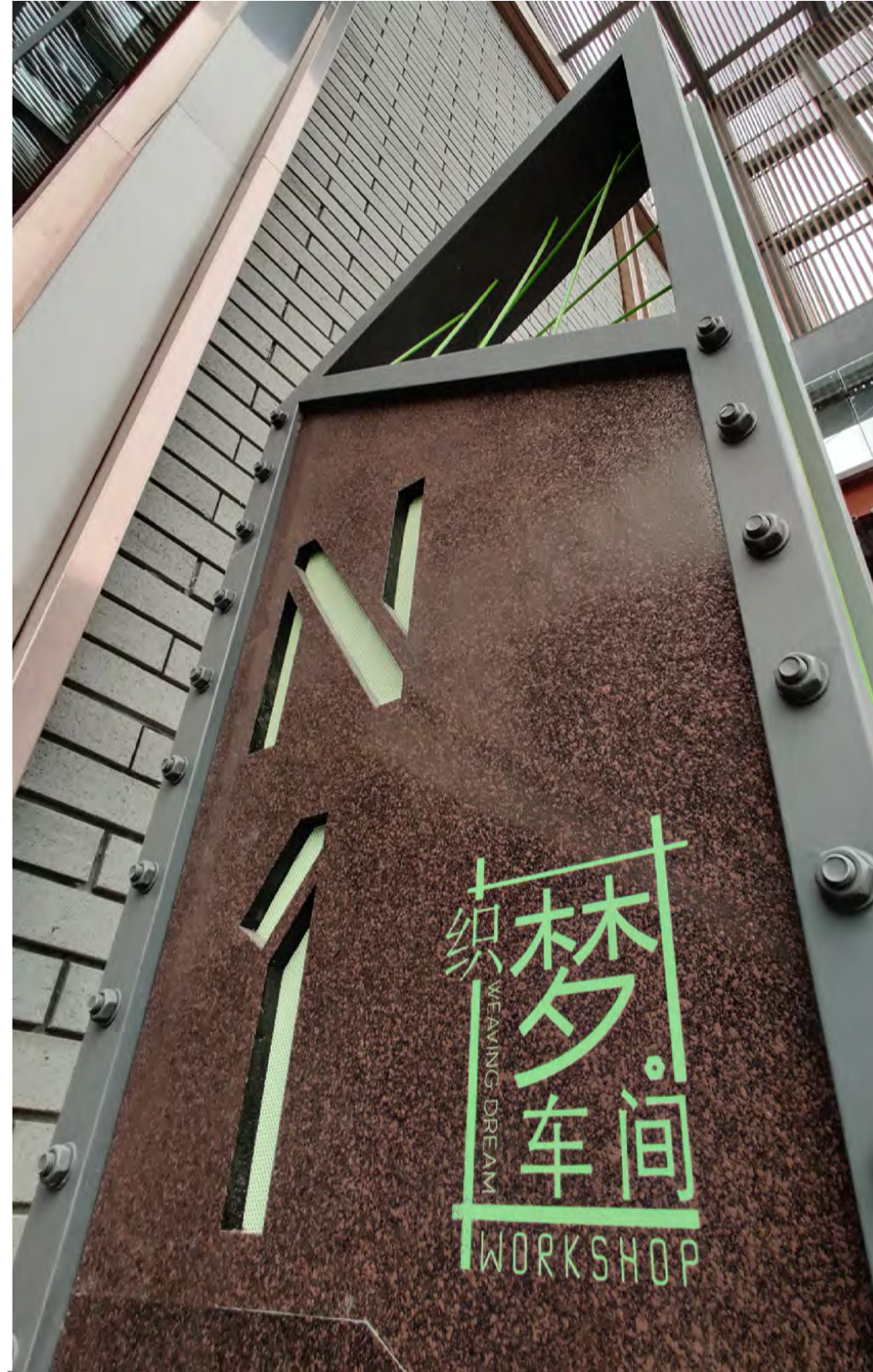
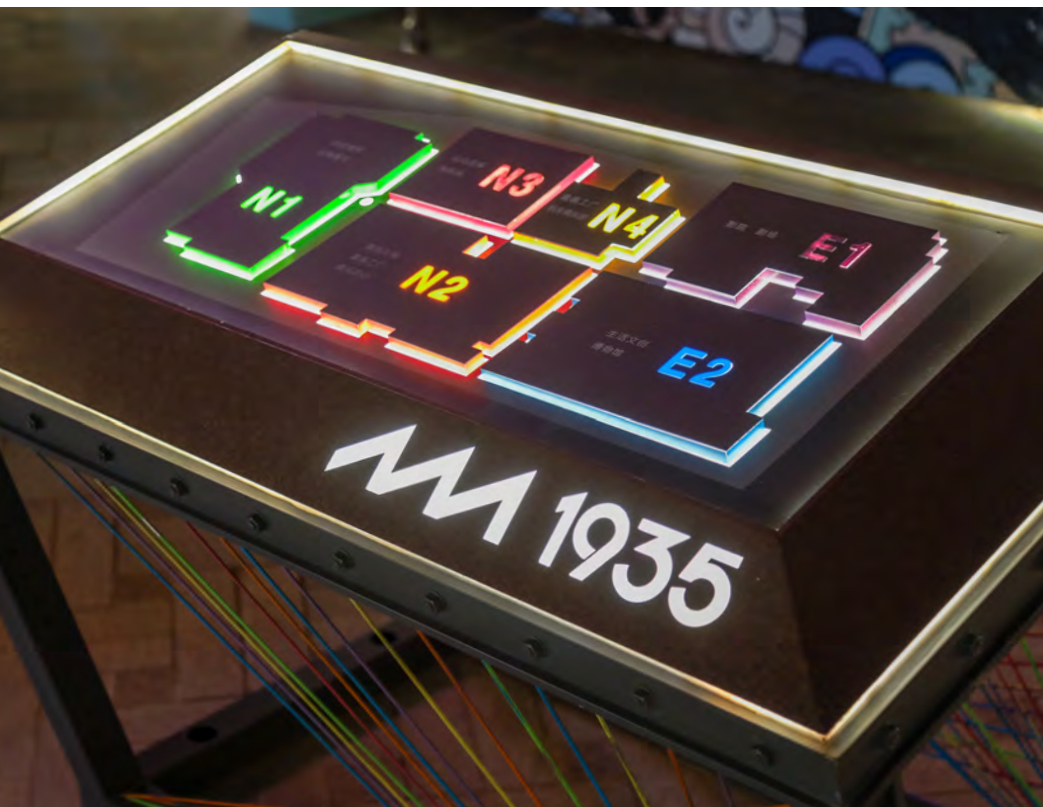
Xi'an, China

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.

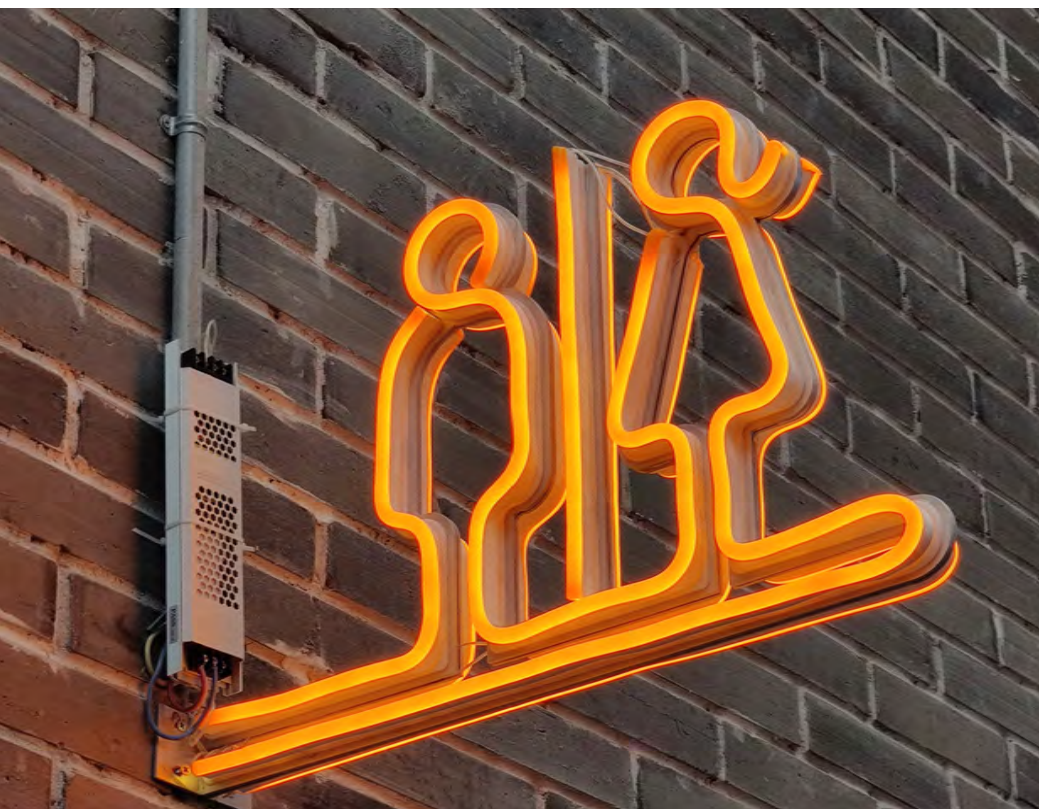
















## Daxing Rose Theme Park

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

X'ian, China

Monumental sculptures and mobiles energize the placemaking for this premier retail center in Xi'an China. Each landmark art element establishes the core for the different districts of the project, providing identity, orientation, storytelling, placemaking, and photo opportunities for all visitors.





## One City

Shenzhen, China

Dramatic landmark sculptures and mobiles celebrate the sky and the sea and link the diverse components of this popular mixed-use site in Shenzhen China. Bold towers reach to the sky, while cascading bubbles sparkle and enhance the immersive experiences throughout the project site.



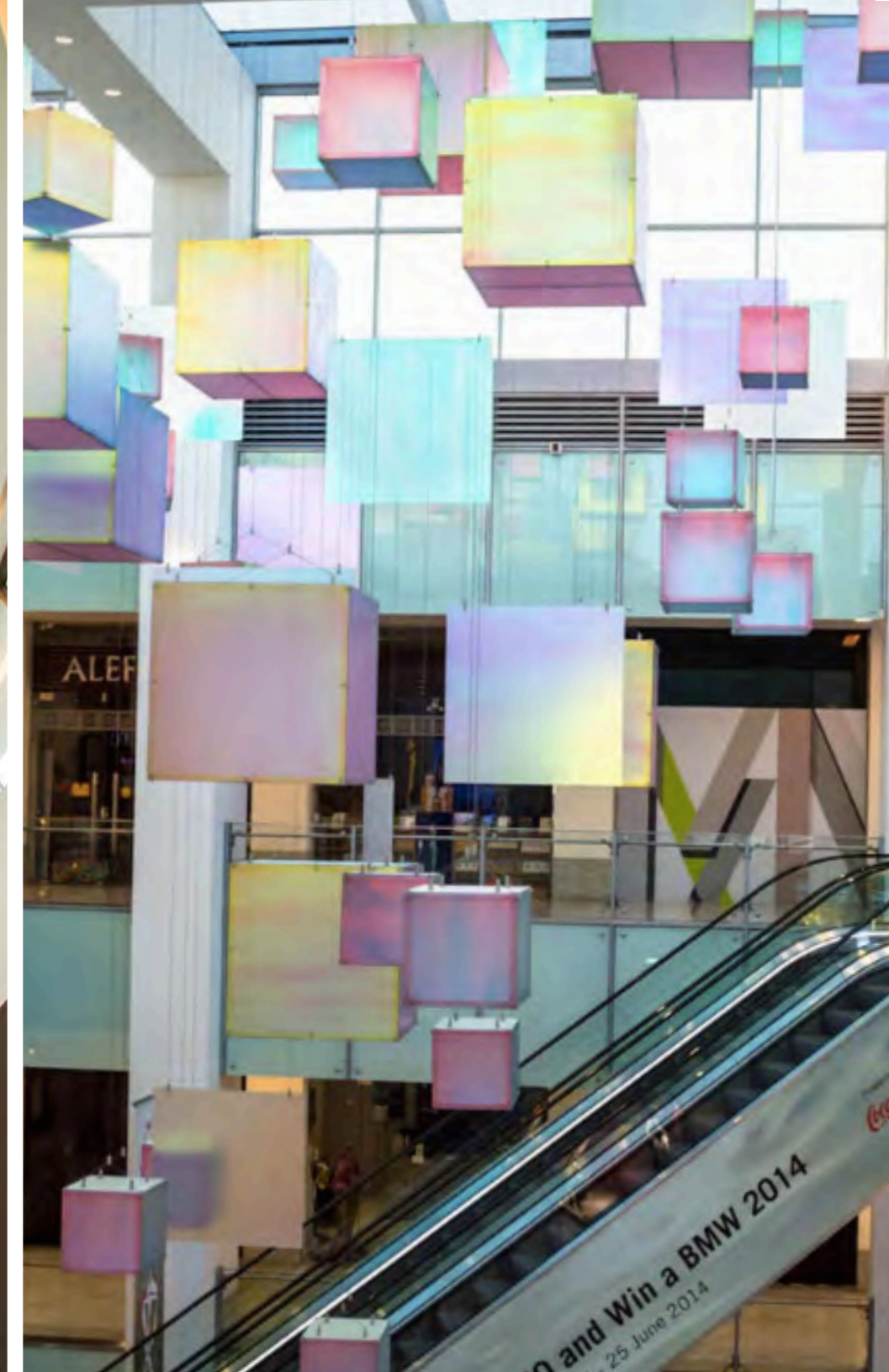


## Kuntsevo Plaza

Moscow, Russia

Bold illuminated towers create a dramatic identity and sense of place for this mixed-use center in Moscow. The colorful landmarks unite the exterior and interior of the complex and complement the dramatic architecture. Interactive digital screens complete the composition and create a dynamic visitor experience.





## 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.



## Logos to Landmarks™



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