

**Selbert
Perkins
Design.**

Landmarks / Monuments / Public Art

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 create a powerful sense of place, providing a positive experience for all users.

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



Los Angeles International Airport

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.





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 and YESCO to create the iconic new entry gateway located on the south end of The Strip. The \$6.5 million project consists of two 80-foot tall arches that cross over Las Vegas Blvd. A “City of Las Vegas” sign hangs above the street in the center of the arch to officially welcome visitors to the city. The entire structure features over 13,000 lights and integrates both traditional lighting and state of the art LED bulbs that are fully programmable and color-changing for a dynamic entry experience into downtown Las Vegas.





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.





American Family Insurance Amphitheater

Milwaukee, WI

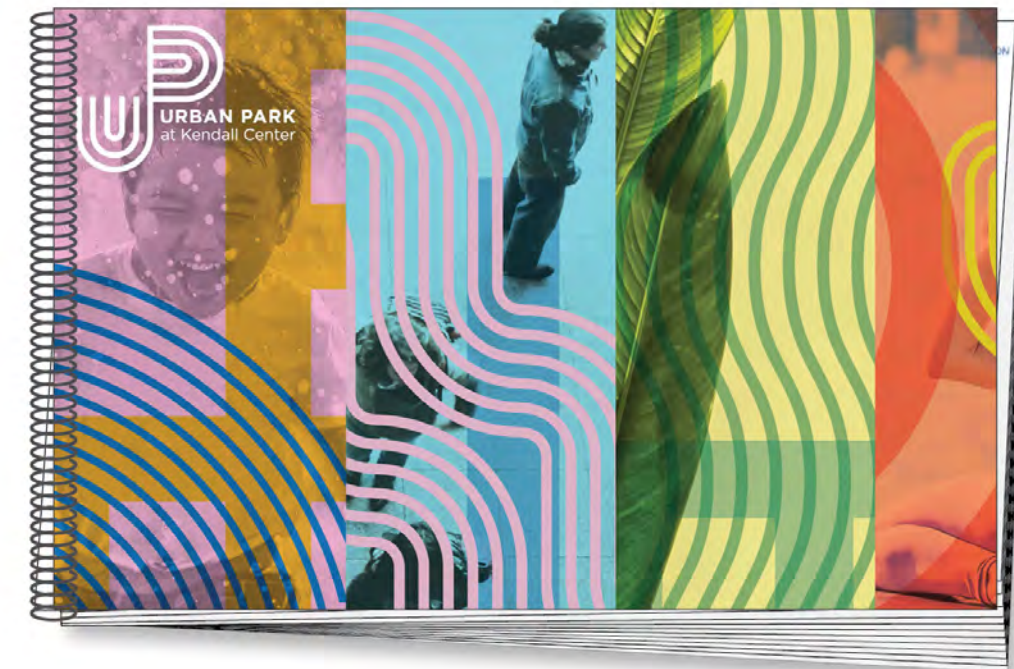
SPD collaborated with EUA, American Family Insurance and the Milwaukee World Festival, Inc. to create an experiential wayfinding and supergraphics master plan. The environmental graphics feature notable lyrics from artists that have performed at the amphitheater, as well as the Wall of Fame along the south ramp. Summerfest and the Amphitheater are ready to rock!

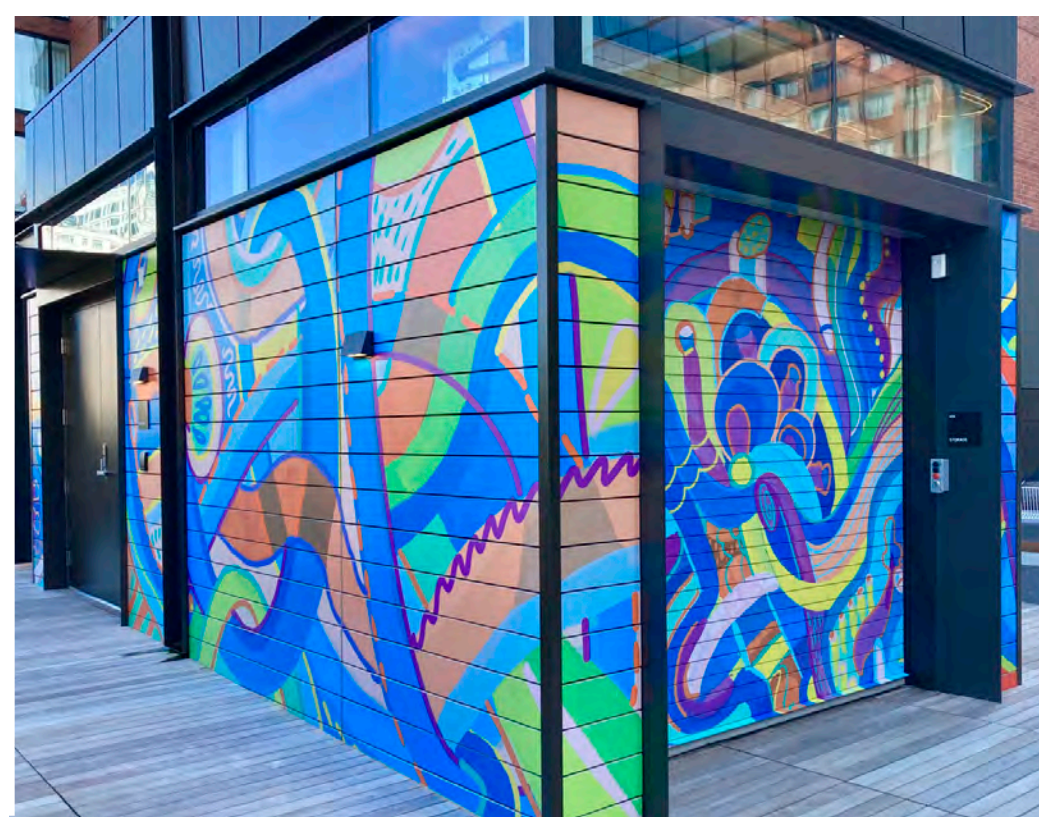


Urban Park at Kendall Center

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.







World of Coca Cola

Atlanta, GA

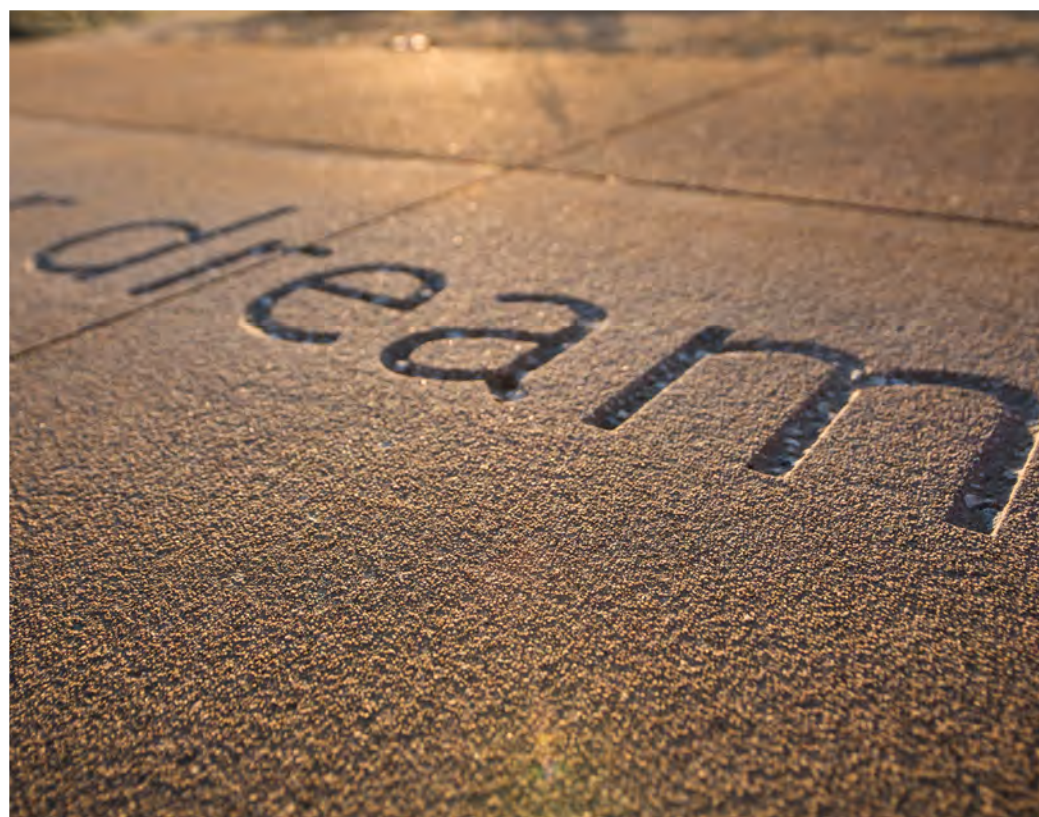
SPD integrated a super scale Coca Cola logo and bottle to create the iconic façade of the World of Coca Cola in Atlanta, Georgia. The programmable LED bottle encased in a 100 ft “block of ice,” provides a variety of entertaining light shows, celebrating one of the world’s most popular brands.



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.



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

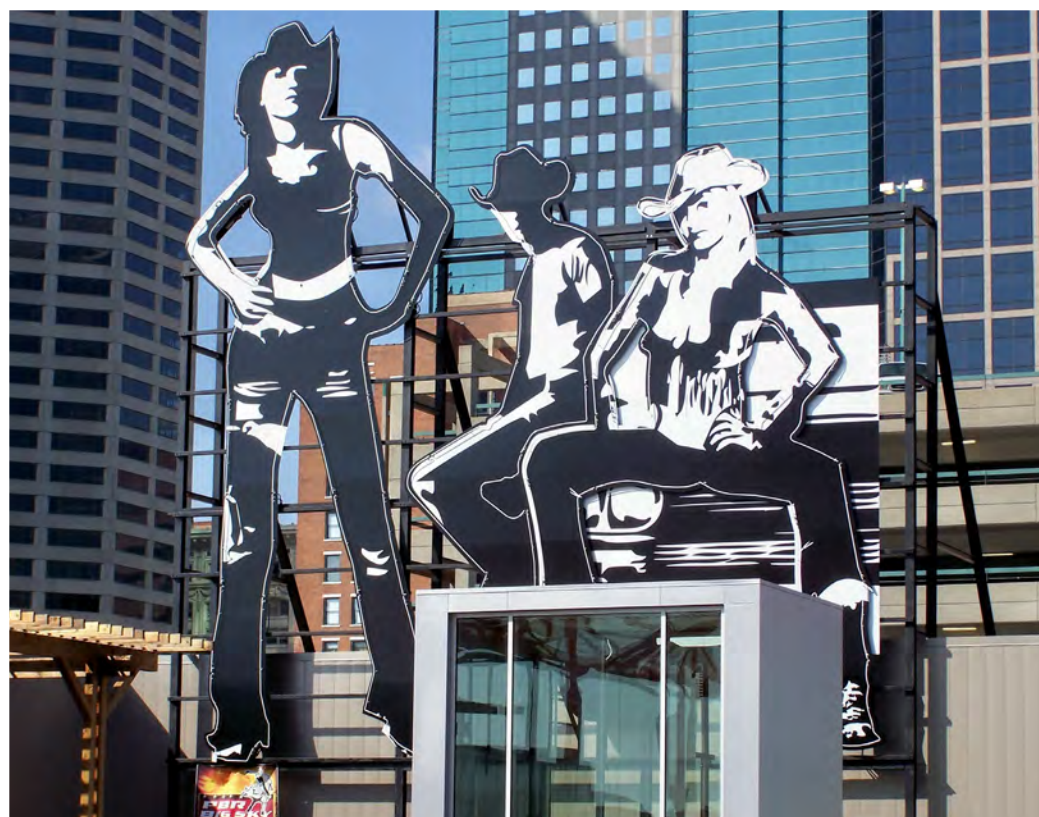
SPD created the comprehensive interior art program for Penn State Health Children's Hospital, a 252,000 sq ft pediatric hospital in Hershey, Pennsylvania. Playful sculptures, interactive murals and nature imagery link the local landscape, and reflect the beautiful character of the region.



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, 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.





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.





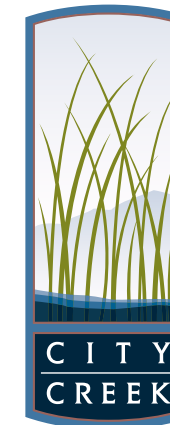


WATERSIDE DISTRICT

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.



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.





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.







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.



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.



DOWNTOWN Disney

Downtown Disney

Anaheim, CA

SPD developed the Downtown Disney name, logo, and branded environmental communications master plan for this mile-long retail and entertainment streetscape at the heart of Disneyland in Anaheim, CA. The lush public spaces are enhanced with a variety of branded gateways and monuments to evoke the experience of a garden oasis in the city.



Bethesda Row

Bethesda , MD

SPD created the placemaking art elements for Bethesda Row to reflect the history of this historic residential area. Sculptures and water features integrate household objects, furniture, and amenities to create a whimsical and relaxing outdoor “living room”.



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.



University of Texas Rio Grande Valley

Multiple Campuses: Edinburgh, McAllen, Brownsville, Harlingen, and South Padre Island, TX

The University of Texas Rio Grande Valley (UTRGV) was created as the first major public university of the 21st century in Texas, combining many diverse campuses throughout the Rio Grande Valley. Working within a strict timeline and budget, SPD created new signage standards and guidelines to unify the many campuses and buildings, including popular large-scale logo landmarks at each campus.



AT&T Cotton Bowl Offices

Dallas, TX

Selbert Perkins Design created a dramatic presence in the AT&T Cotton Bowl office space at the Dallas Cowboys AT&T Stadium in Arlington, Texas. SPD worked closely with the AT&T Cotton Bowl staff and HKS Inc., the interior designer, to develop a signature branded office at their new office space. Powerful lobby entry statements, including historical exhibits and a football helmet sculpture with 52 polished chrome helmets suspended from the ceiling, combine to celebrate the Cotton Bowl games from the past seven decades.



Greater Nevada Field

Reno, NV

A dynamic 15 ft diameter baseball mobile, a larger than life neon batter, super-sized monuments, and storytelling murals define the exciting experience of the Reno Aces Ballpark and Freight House District. The art elements create a bold site identity and attract endless photo opportunities for all visitors.



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.



World Cup USA 94'

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.



UNION STATION

Union Station

Los Angeles, CA

SPD collaborated with Gruen Associates and Metro to restore the exterior and interior of LA's beautiful Union Station. Built in 1939, Union Station is the largest passenger terminal in the western United States and is widely regarded as the "the last great train station." Designed in the Mission Moderne style, the station is designated as an LA Historic Cultural Monument and is on the National Register of Historic Places. Our design integrated complete restoration of historic monuments, signs, as well as sensitive integration of a new gateway, furniture, signage, venues, art gallery, and digital technologies throughout the historic facilities.





Rockville Town Square

Rockville, MD

The renovated Rockville Town Center is the cultural heart of the city. The branded sign program and storytelling exhibits link the new library, city hall, office buildings, theaters, parking, residential properties and a new civic plaza. Gateways, pavement engravings, and exhibits infuse the streets with stories of famous people, places, and events of Rockville.



City of Worcester

Worcester, MA

The logo for the City of Worcester, Massachusetts reflects the diverse neighborhoods of this historic and creative city. The brand standards were applied to all print and digital communications, exhibits, and the new citywide wayfinding system, seamlessly connecting the stories of the past, present, and future.





Florence Avenue

Los Angeles, CA

Florence Avenue is one of the most historic streets in Los Angeles. SPD collaborated with urban designers to rejuvenate the streetscape and tell the stories of this unique Latinx community. Monuments were retrofitted with locally produced tiles and mosaics to boldly identify the district and reflect the vibrant legacy and culture of the boulevard.



Atlantic City Boardwalk

Atlantic City, NJ

SPD collaborated with public and private stakeholders to create the new logo, city gateways, parks, water features, public art and amenities for Atlantic City, New Jersey. The new system boldly refreshes the entry experience and expands amenities for all residents and visitors to this grand American city.





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.



本月季长廊中，形成一条文化氛围浓厚的景观大道。
全美月季优选奖由美国月季协会设立。该自1940年以来，每年评选一次，一般每年出2-4个获奖品种。荣誉殿堂月季是由世界月季联合会的成员国投票选出，并在世界月季会上公布的最受世界人民喜爱的优秀月季品种。荣誉殿堂月季从1976年开始，每3年评选一次。

Gold Medal Rose Avenue

Gold Medal Rose Avenue, located at the north-south axis of the park, is about 300 meters long. Along the two sides of the road, 18 world's favorite rose varieties and AARS awarded rose varieties are planted with the climbing roses, forming a beautiful avenue.

All American Rose Selection (AARS) is a designation given by the American Rose Society to roses evaluated for a certain period of time by members and test gardens throughout the United States. Since 1940, 2-4 winners are selected every year. The World's Favorite Roses, inducted into the Rose Hall of Fame, were voted by the members of the World Federation of Rose Societies, and published in the World Rose Conference. Since 1976, the Rose Hall of Fame selected once every three years.

THEME PARK
CONVENTION



CITY ON

尚尚城

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

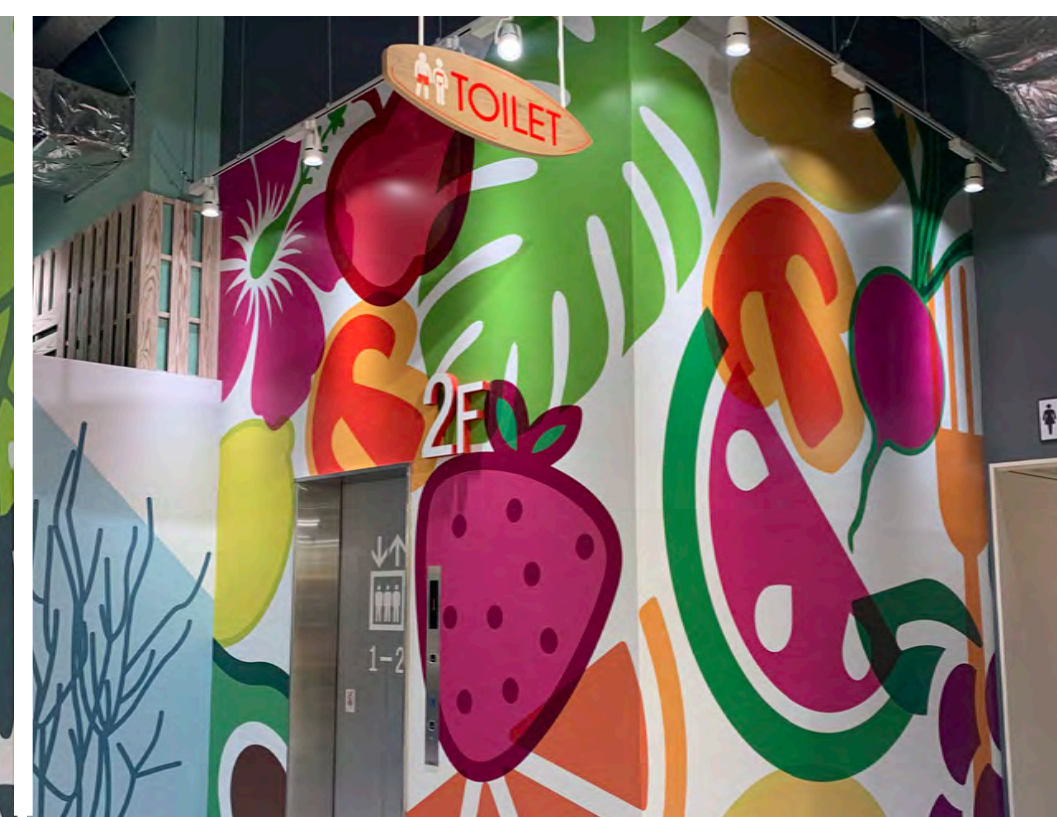
Dramatic landmark sculptures and mobiles celebrate the sky and the sea and link the diverse components of this popular mixed-use site in Shenzhen China. Bold towers reach to the sky, while cascading bubbles sparkle and enhance the immersive experiences throughout the project site.



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.

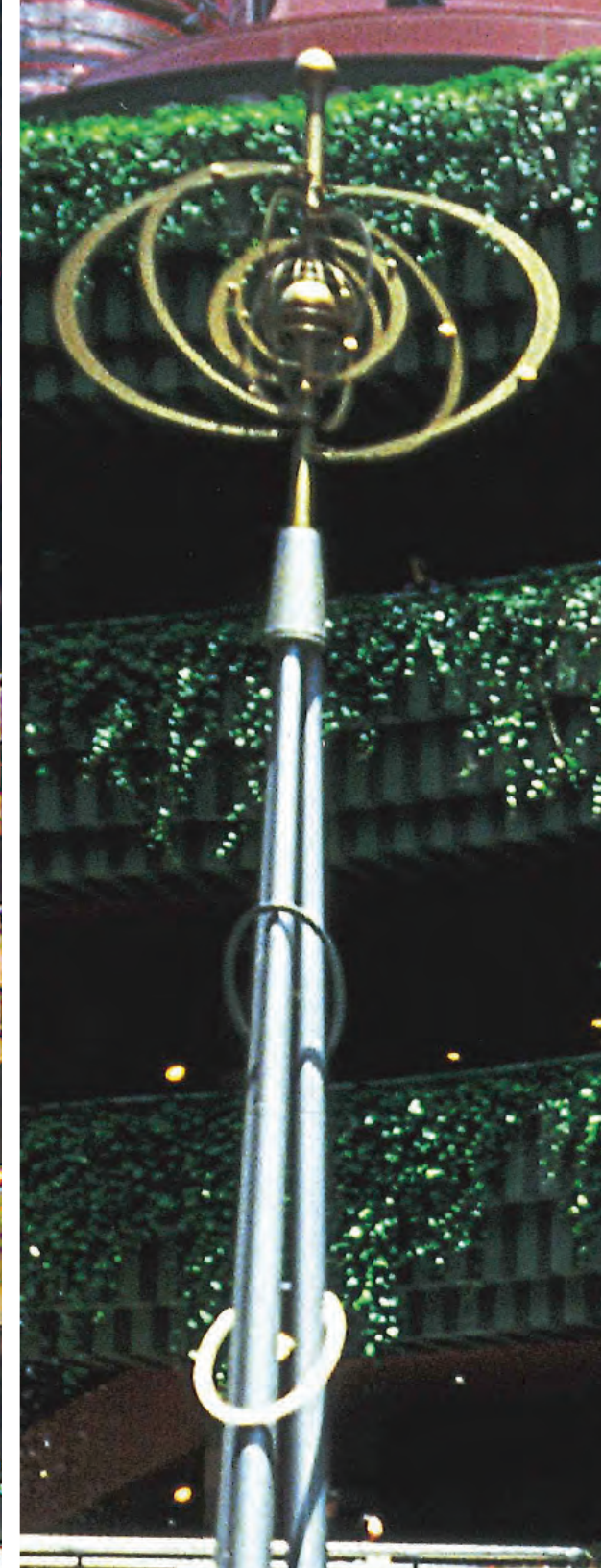
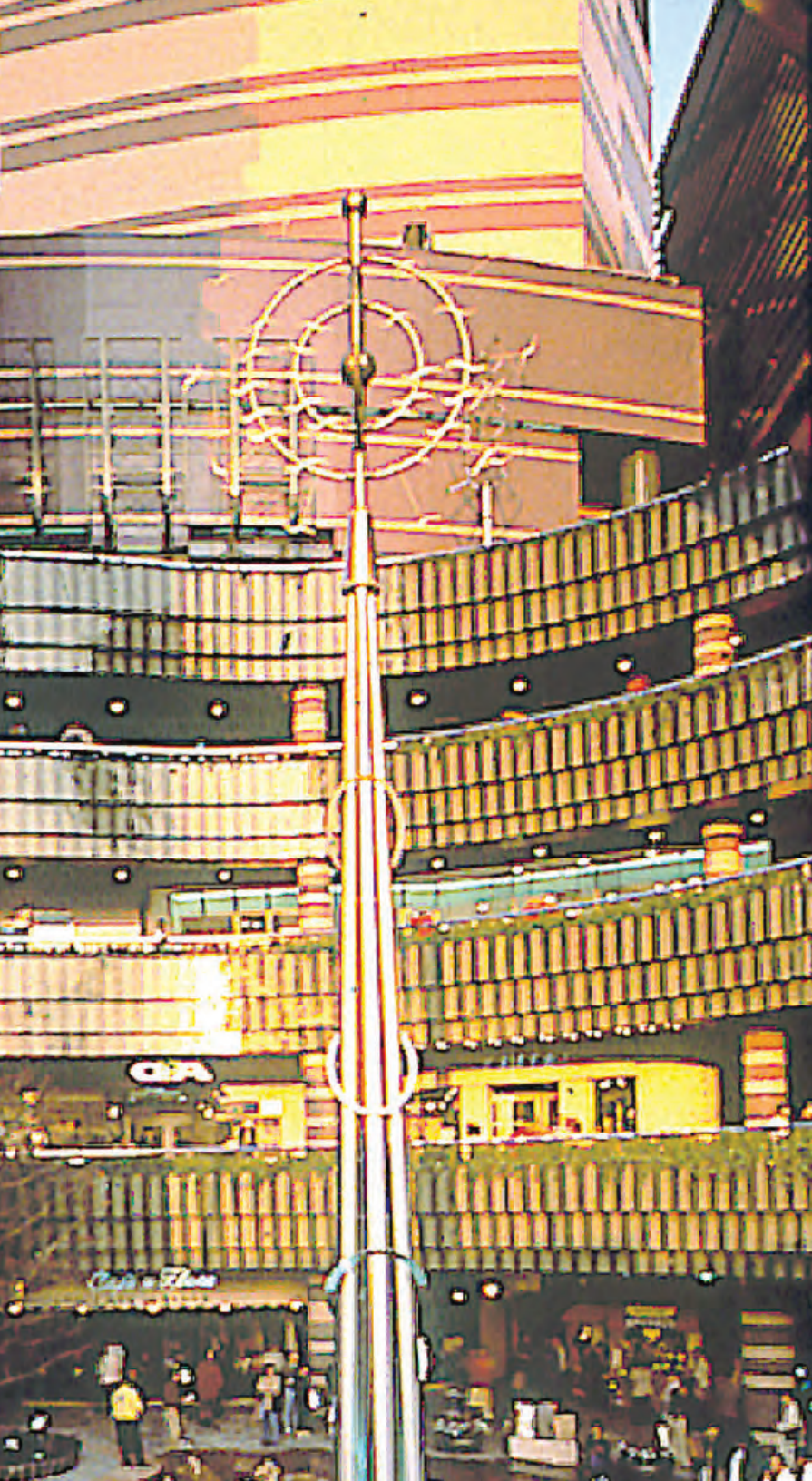




Canal City

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.





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

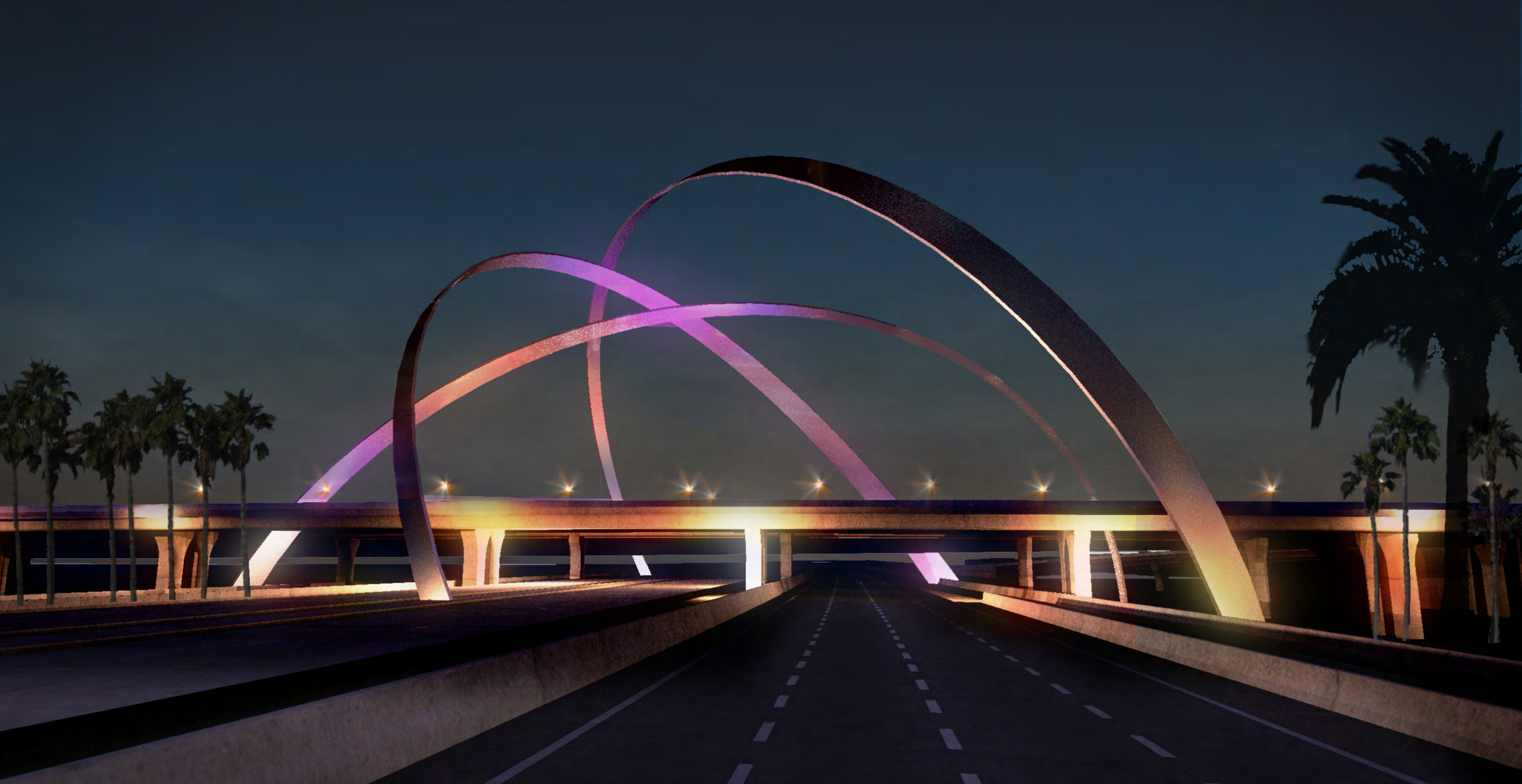
Bold illuminated towers create a dramatic identity and sense of place for this mixed-use center in Moscow. The colorful landmarks unite the exterior and interior of the complex and complement the dramatic architecture. Interactive digital screens complete the composition and create a dynamic visitor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



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.



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.

Logos to Landmarks™

**Selbert
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