

**Selbert
Perkins
Design.**

Residential

Capabilities

Branding

Signage and Wayfinding

Placemaking

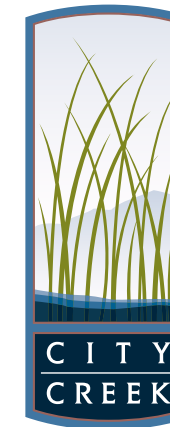
Public Art

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 and provide a powerful sense of place, providing 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.





ONE LIGHT

LUXURY APARTMENTS

One Light Residential Tower

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 the One Light residential tower. 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 puts residents just steps away from Kansas City's most popular cultural and entertainment destinations.



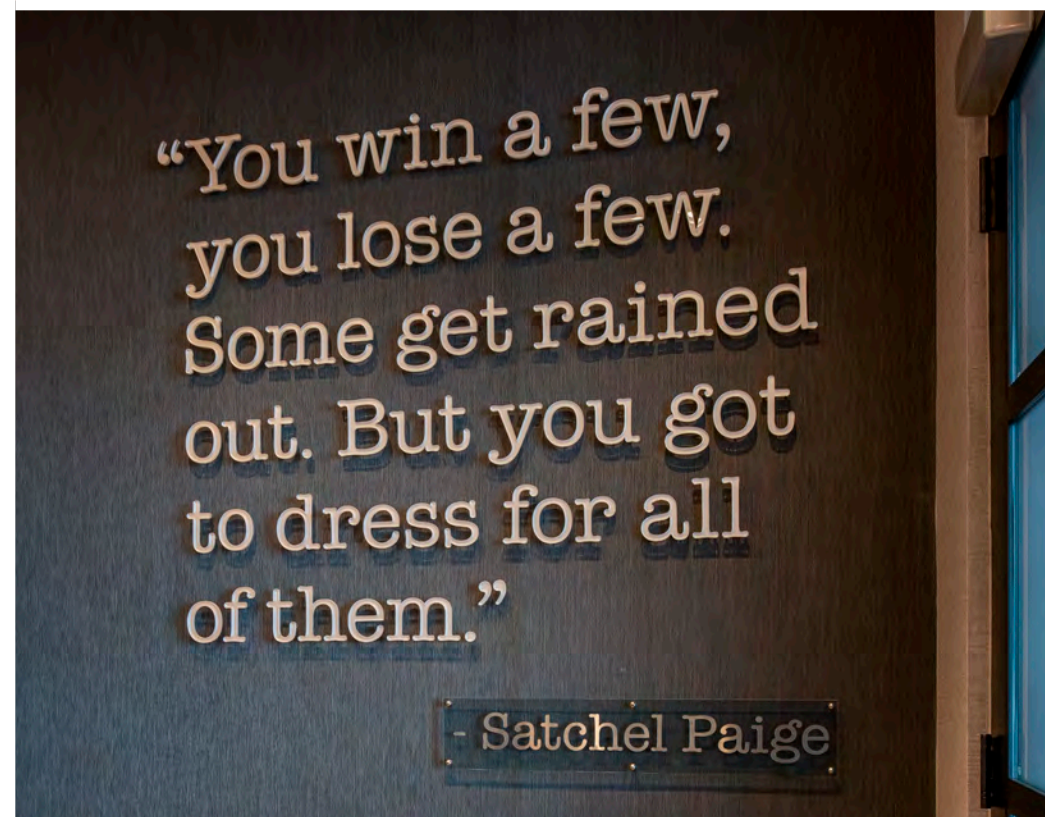
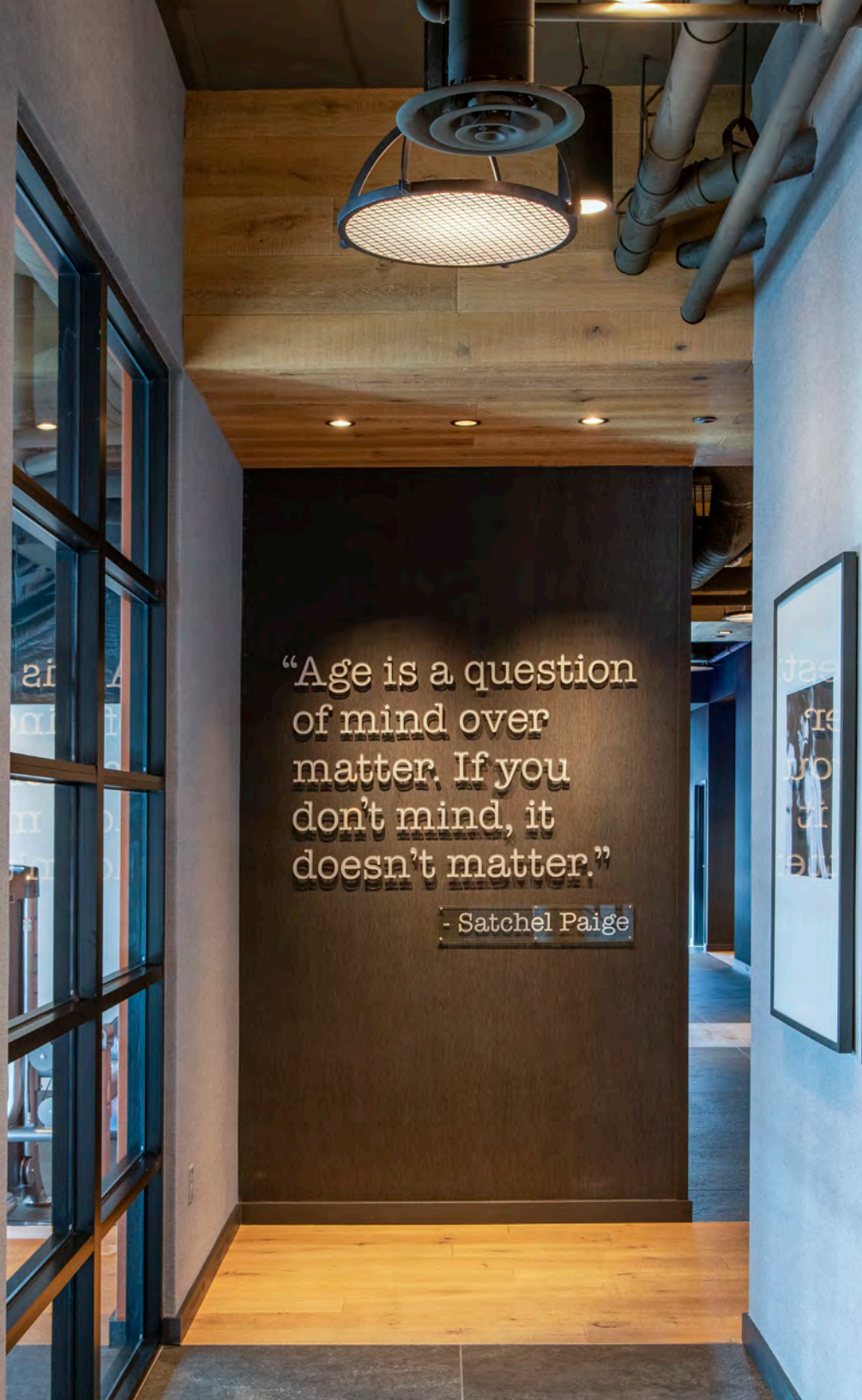
TWO LIGHT

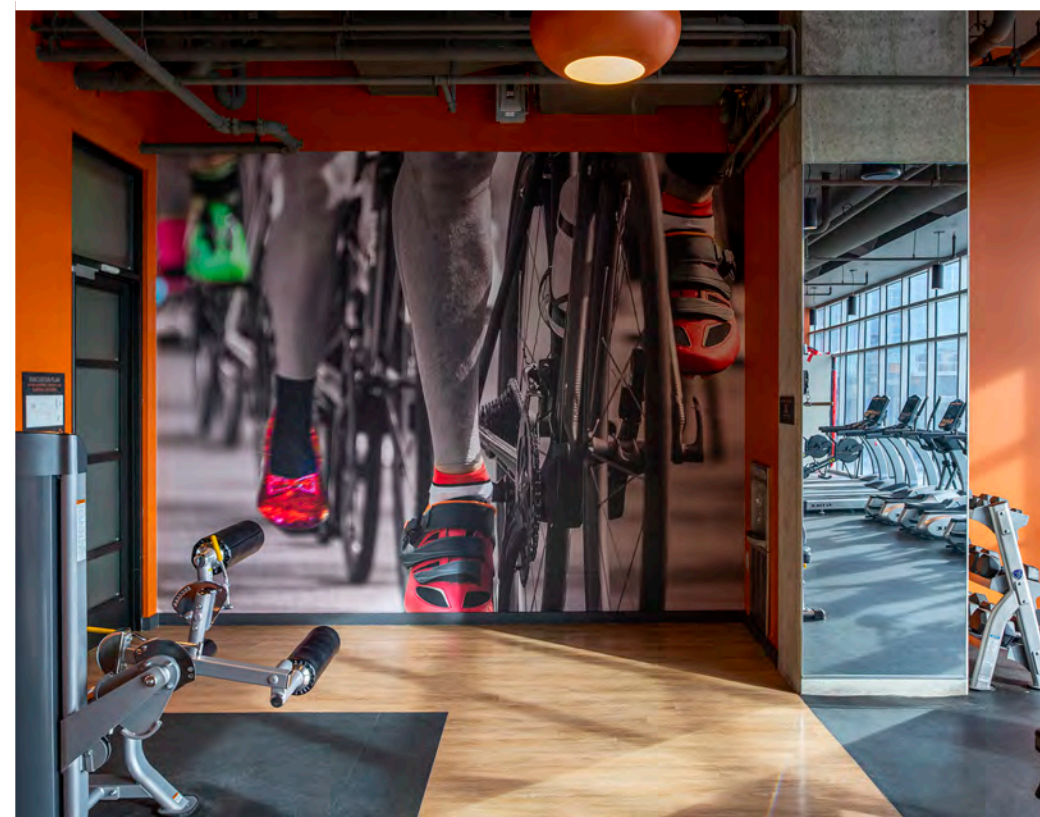
Two Light Residential Tower

Kansas City, MO

After the success of the One Light residential tower, Selbert Perkins Design collaborated with The Cordish Companies to create a comprehensive interior and exterior sign program for the Two Light residential tower. In addition to the signage & wayfinding, SPD weaved art and storytelling throughout the exterior and interior amenity spaces that celebrates Kansas City history. Located in the heart of the Kansas City Power & Light District, Two Light defines luxury urban living in Kansas City.







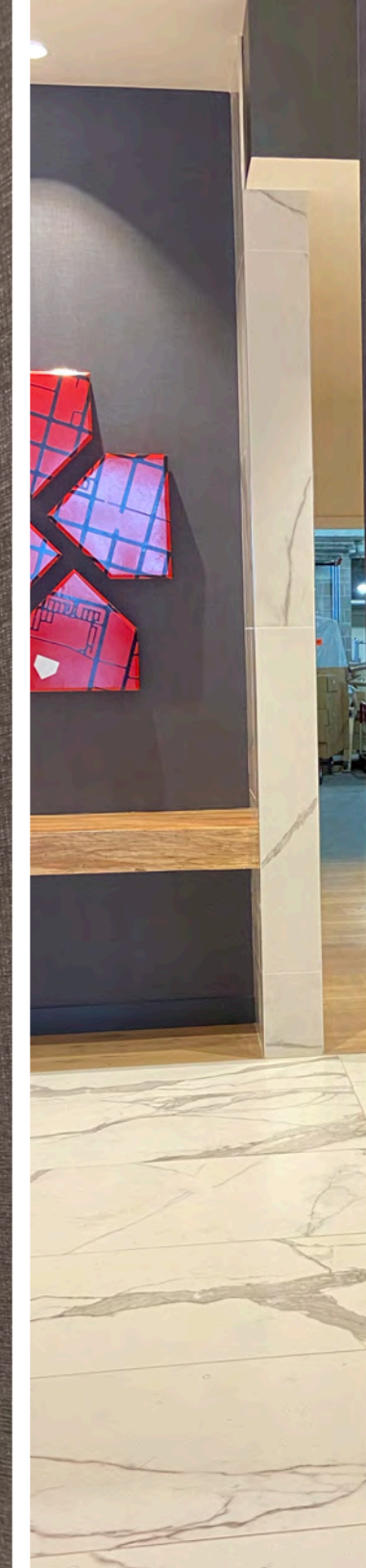


One Cardinal Way

St Louis, MO

Nestled in the heart of Ballpark Village in St Louis, Mo, One Cardinal Way is a 29-story tower with breathtaking views into Busch Stadium. Collaborating with the Cordish Companies & St Louis Cardinals, SPD designed a complete exterior & interior wayfinding and environmental graphics system throughout the tower. The exterior features integrated billboards facing the stadium, an internally illuminated polished stainless steel canopy and an integrated LED video screen on the top of the angular tower. The interior has illuminated signs for each apartment, and St Louis Cardinals murals & storytelling on each floor.



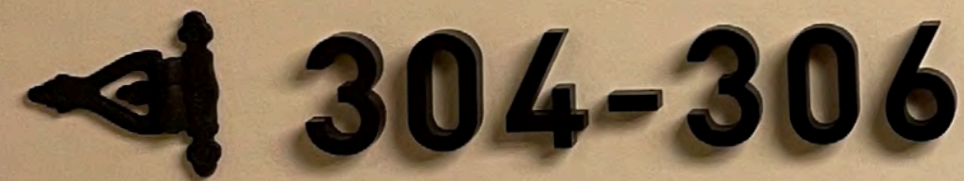




Eddystone

Detroit , MI

Located in the heart of District Detroit, the Eddystone is a redevelopment of the historic Eddystone Hotel built in 1924. SPD worked closely with Olympia Development and Kraemer Architects to design the logo and branding for this iconic building as well as a complete exterior and interior environmental graphics and wayfinding system. The system integrates nods to the past including stair murals at every landing that celebrates the history of Detroit and encourage the residents and visitors to take the stairs to promote wellness.





Pendry Hotel & Residences

West Hollywood , CA

The Pendry Hotel and Residences is an oasis in the heart of vibrant West 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 Wolfgang Puck restaurant, bowling alley, spa and rooftop pool and bar.

PENDRY
RESIDENCES





The Bravern

Bellevue, 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.

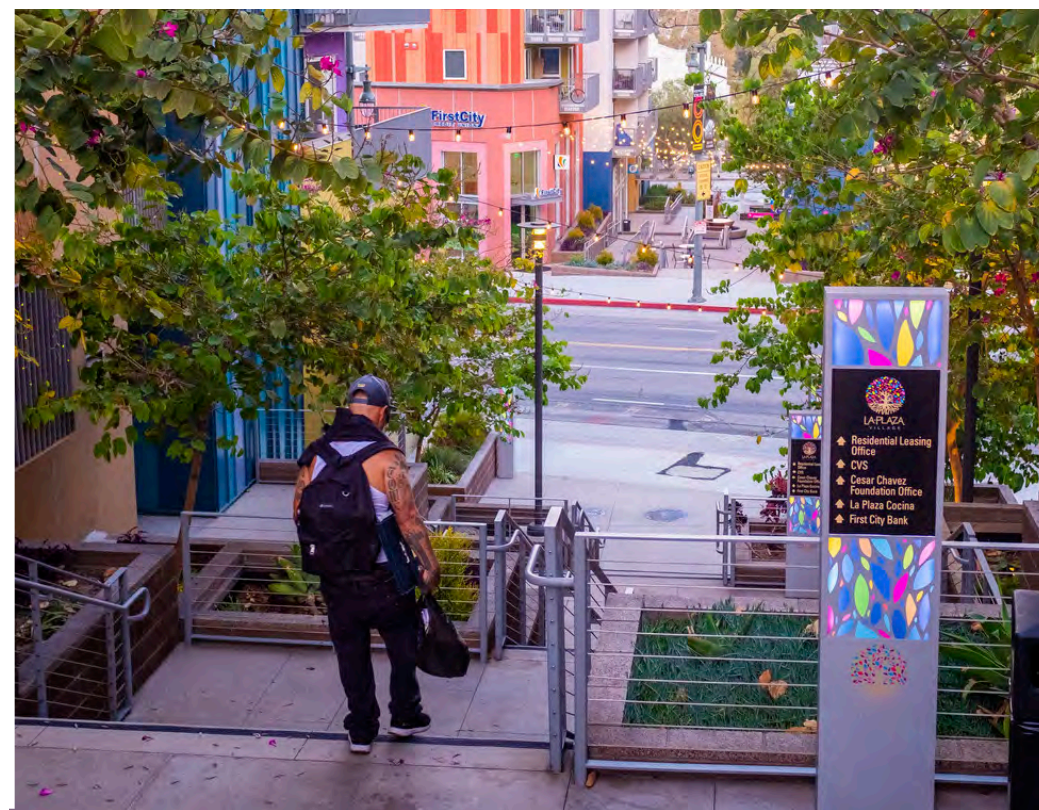


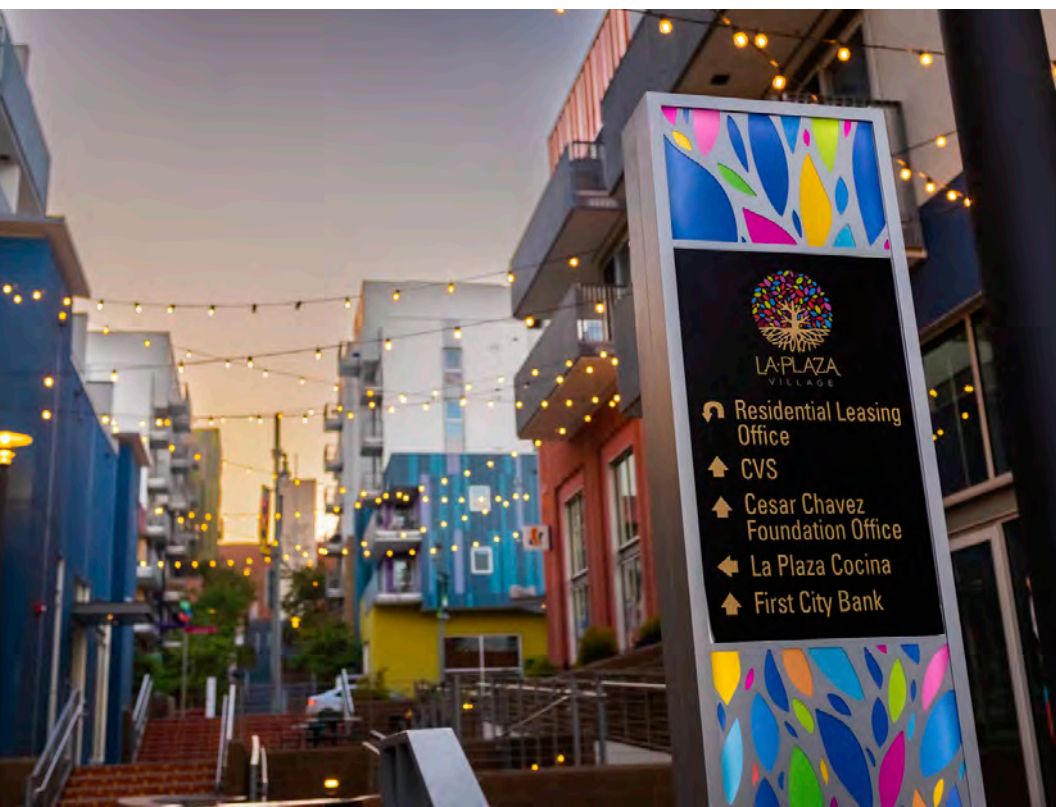


La Plaza Village

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.







CtrCity Residences

City of Anaheim, CA

CtrCity is the heart of Anaheim, where trend meets tradition. SPD created the varied identities and signs for the Promenade, Broadway Arms, Harbor Lofts, and Carnegie Plaza, as well as the district wide signs, maps, and micro transit system graphics for this eclectic urban district.

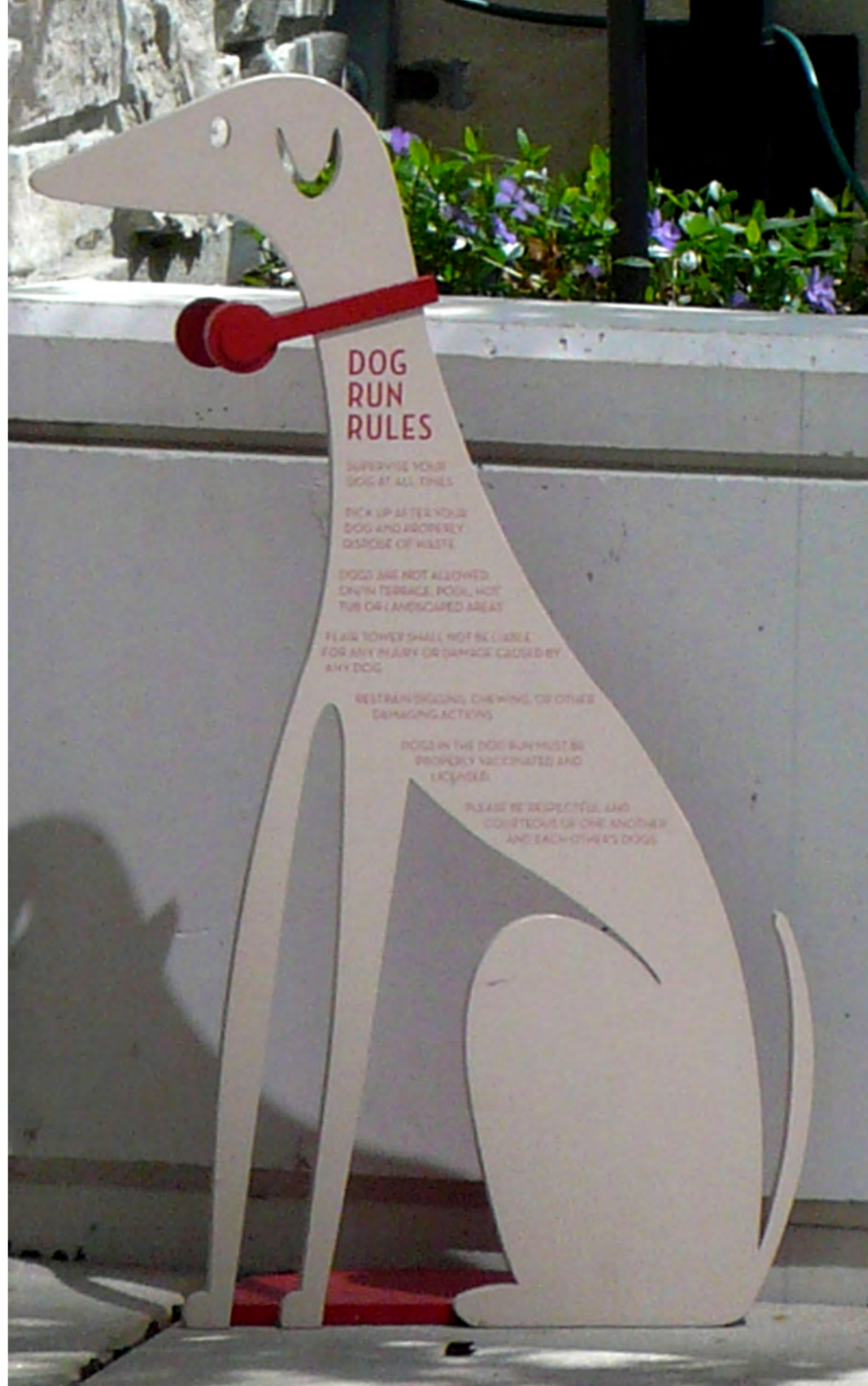




Regatta Seaside Residences

Marina Del Rey, CA

SPD collaborated closely with the Regatta Seaside Homeowners Association to create exterior signage and wayfinding elements for the Regatta, a residential building at Marina Pointe located in Marina del Rey, California. The signage elements SPD developed provide a clear, easy-to-use, and pleasant wayfinding experience for visitors, residents, and employees, and reflect the elegant facade and landscape design of the Regatta.



Flair Tower

Chicago, IL

Flair Tower, a boutique apartment building located in Chicago's vibrant River North neighborhood features 198 luxury residences. SPD created a sophisticated palette of colors and materials, including brass details and stained-glass treatments to seamlessly integrate with, and complement, the architecture and interiors.



Bethesda Row

Bethesda, MD

A unique combination of residences, retail, shopping and theaters are integrated within a delightful outdoor living room that celebrates the residential history of the site. Whimsical sculptures, water features, and pavement engravings explore the stories of Bethesda and its residents.

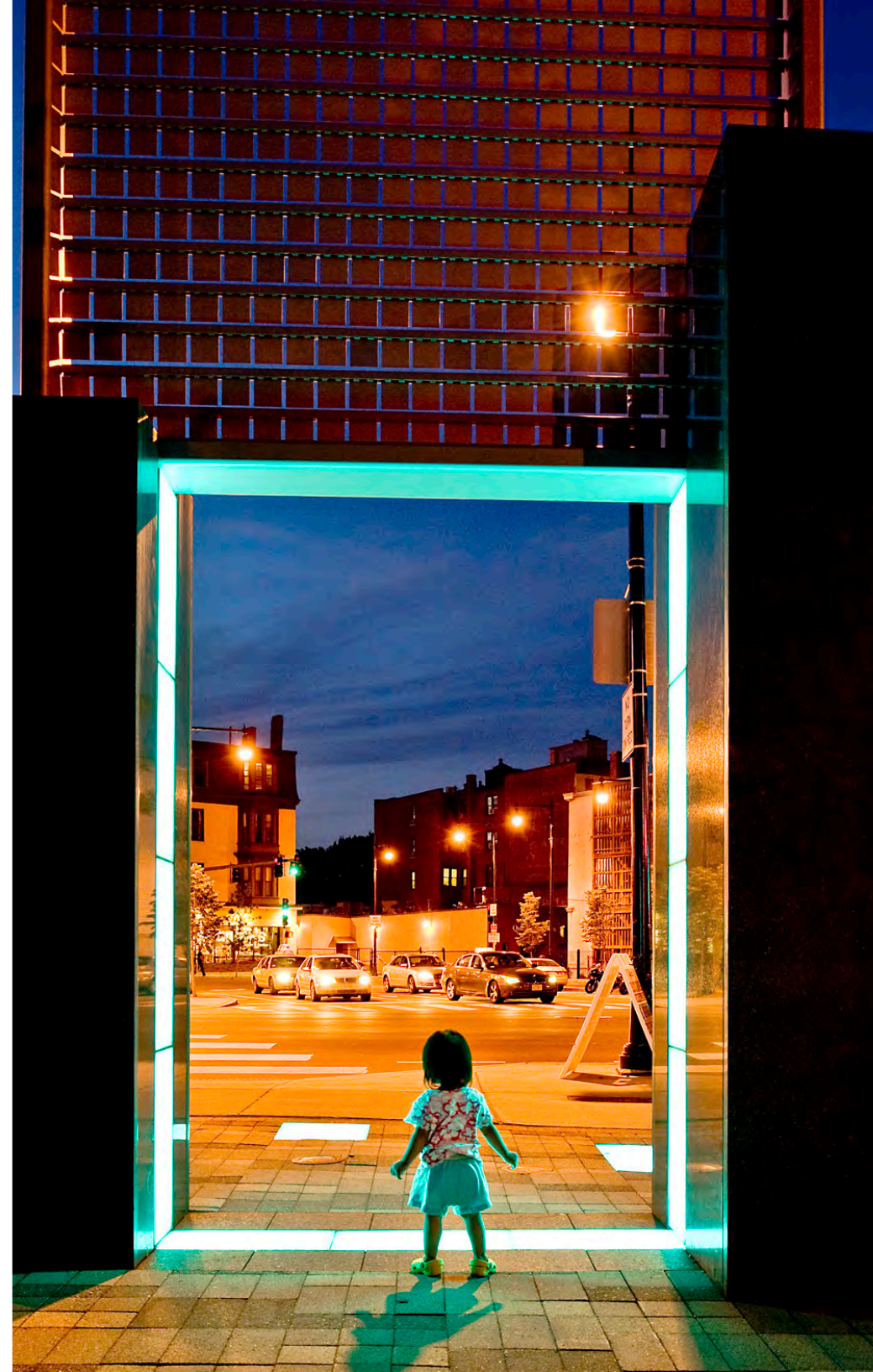




University Park at MIT

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.

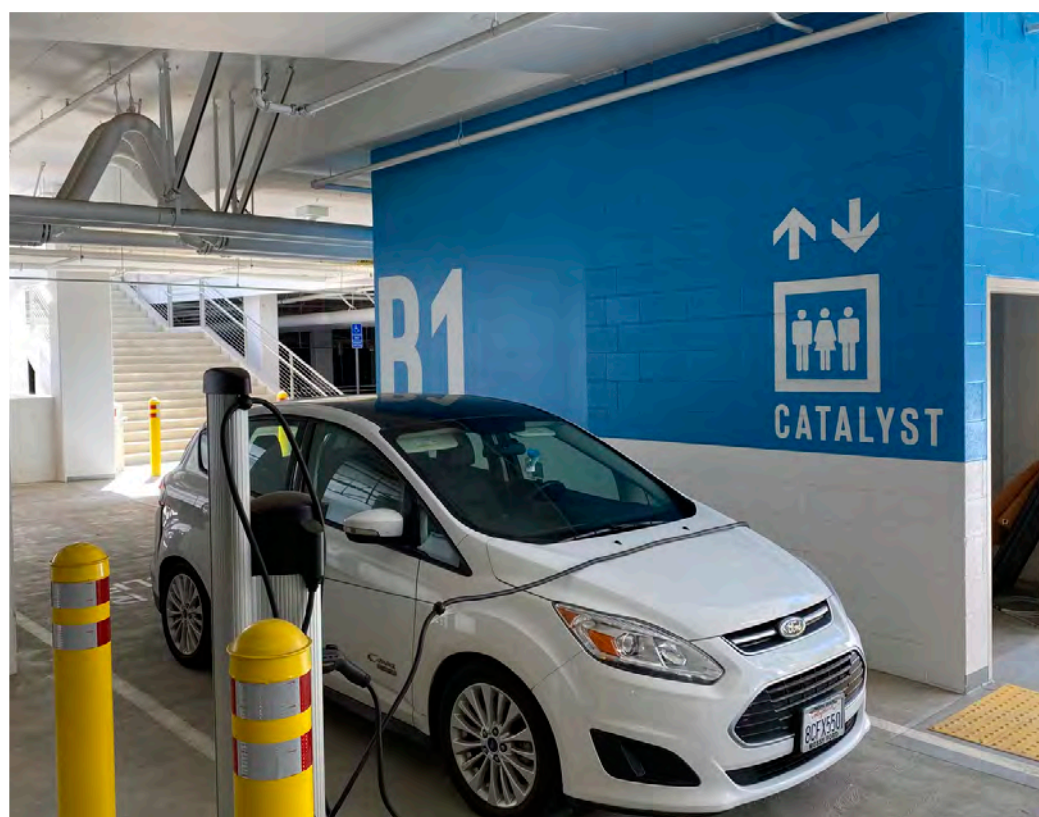




UCSD North Torrey Pines Living and Learning Neighborhood

San Diego, CA

SPD developed a comprehensive signage and wayfinding master plan for the new UCSD North Torrey Pines Living and Learning Neighborhood project (Sixth College); a mixed-use development located at the southwest edge of the main UCSD campus that includes housing, academic space, retail and below-grade parking.





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.

Logos to Landmarks™

**Selbert
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