



**Selbert
Perkins
Design.**

refresh.

2023

The logo for Selbert Perkins Design is a solid red square. Inside the square, the company name is written in a white, bold, sans-serif font. The text is arranged in three lines: "Selbert" on the top line, "Perkins" on the middle line, and "Design." on the bottom line.

**Selbert
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What refreshes you?

Storytelling, spaces to connect and reflect, and moments of delight have always been at the core of our work. The last few years have caused us all to take a harder look at how we rest and refill our tank. We asked our team of designers, project managers, and other professionals at Selbert Perkins Design to tell us - **How do you do to refresh and refuel?**

We offer these stories as a way to introduce our amazing team and announce our refreshed brand - a simplified and more legible mark.

Wishing you a refreshing New Year!



Ruth Adams

Studio Manager, Los Angeles

My garden is my secret oasis...
where I can relax and refresh.

It is the perfect place to read (my favorite
pastime) and enjoy my new favorite hobby...
bird watching.

The hummingbirds always make me smile,
and it was a special treat last year to
observe the doves nesting in the magnolia
tree.



Sheri Bates

Principal/Creative Director, Boston

Collecting antiques.... In dirty, dingy, and dark places - cleaning them up and making them shine again.

To find the treasures that inspire you and create a family of them in all shapes and sizes. The excitement of searching and finding the color you did not have.

Thinking of when they were made, who might have owned them, makes me feel as though I am time traveling.



Sharon Brooks

Principal, Chicago

I find peace mostly when I'm painting.

The outdoors is where I like to spend most of my time. Going on long runs, hiking or painting...with our local Plein Air Painters group always amazes me.

I love seeing how the beauty of our land changes daily.



Lauren Cowe

Designer, Boston

When I need a reset, I like to plan a trip. It can be local or far away - but some of the best trips have been abroad.

When I travel I feel free. It opens my mind, and I always come back to Boston with new energy and inspiration.

This photo was taken off the coast of Shetland Island, in Scotland.



Carl Crooks

Senior Designer, Los Angeles

Respecting my emotional, mental, and physical needs helps me feel balanced. For me, sleep is critical for managing stress, and helps me to think clearly.

When I need to refresh during the day, I like to take a 10–20 minute “power nap”. I routinely take a longer nap on Sunday afternoon to refresh for the week.

I’ve gotten so good at napping - I can do it with my eyes closed!



Andy Davey

Partner, Los Angeles

When I make things with wood, I feel connected to my grandfather. He was a poet, carpenter, and art store owner in Midland, MI.

Building things for my friends and family forces me to be practical and strategic because \$200 will only go so far at Home Depot in 2023.



Cory dePasquale

Senior Designer, Boston

I spend a lot of time outdoors with my dog, Walle.

When we're outside, I feel calm.

Taking time to just get outside with Walle has been eye-opening since we got him back in 2020. I've come to really respect that I need a little bit of quiet time a few times a day to really be at my best.



Jessica Finch

Principal, Boston

When I throw pottery, I feel completely focused.

The centrifugal force of the wheel turns your body into a lathe - taking what is essentially mud and creating something geometric.

I enjoy exploring repeating shapes and patterns and pushing the limits of what the clay can do.



India Howlett

Design Director, Los Angeles

To relax and refresh I paint in the abstract – I love not having a direction or subject just free creativity with color and space.

When I paint my mind is clear, open and only focused on the paint – so relaxing.



Lee Kreindel

Senior Designer/Project Manager, Boston

I will often tell people that playing my guitar saved my life. I began learning to play the guitar at age 50.

Whenever I play, I improvise, which takes me to places that are mine alone.

Playing helps me manage stress and opens doors to fresh and creative thought.



Chaochi Lu

Deputy GM Asia, Shanghai

Discovering eclectic objects while strolling through different cities or hiking in nature makes me feel happy and peaceful.

When I hang out with my mom or get together with my old friends, I feel refreshed, satisfied, and thankful.



Dominique Logan

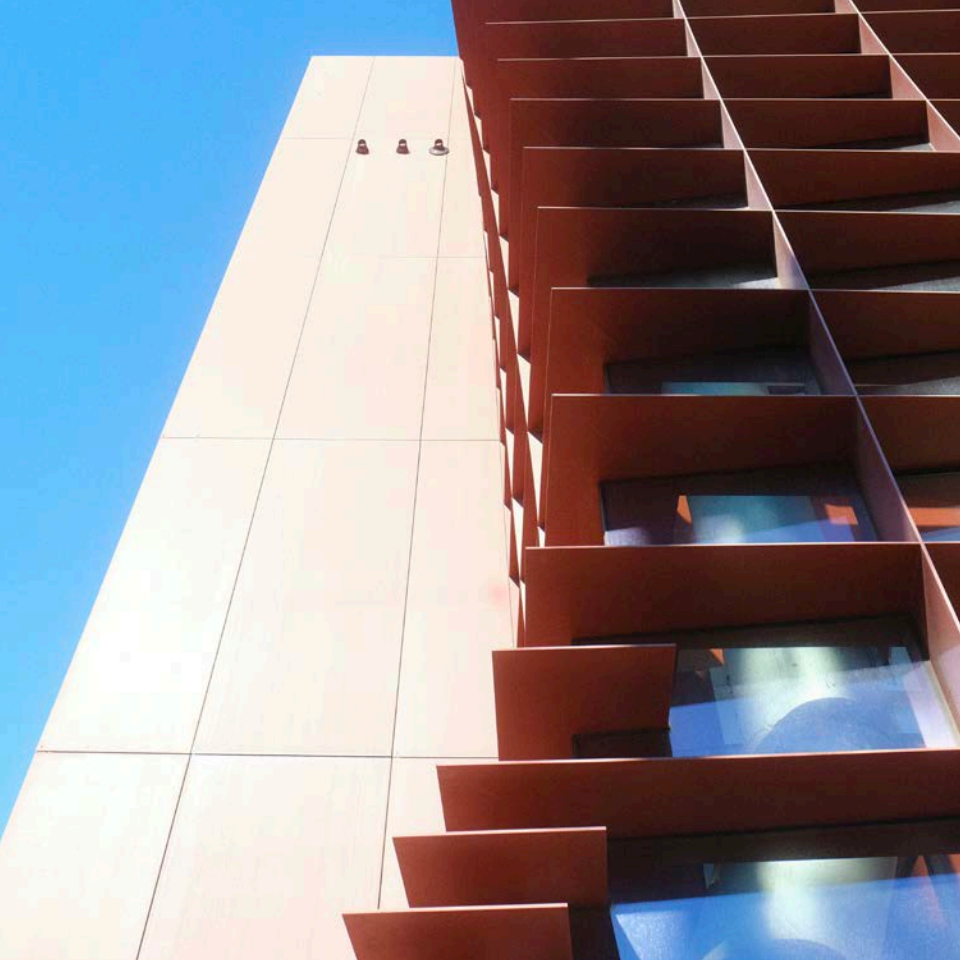
Marketing Director, Los Angeles

All my animals refresh my mindset throughout the day!

Between two cats, a dog, and a leopard gecko, there's always something active and moving going on.

I've nicknamed my home the DTLA Zoo, they are quite the entertaining co-workers.





Eain Lopez

Designer, Chicago

I use photography to get outside and explore the world around me.

Architecture is my favorite subject to capture. This photo was taken recently of The Waffle Building in Culver City, CA.

I have been practicing photography close to a decade now and credit the hobby as my gateway into the world of design.



John Lutz

Partner, Chicago

My Mom got me my first stereo when I was ten.

Over the years, I transitioned to cassettes, CDs and MP3's, but kept my vinyl and pulled it out of storage a couple years ago.

It's now become a family bonding experience – we all have our favorite albums. Our vinyl collection has become the soundtrack for my family and helps us connect and refresh.



Art Orozco

Project Manager, Los Angeles

When I play golf, I feel refreshed.

Although it can be a humbling sport, I always enjoy the fresh air and vibrant landscapes.

There is nothing like an early morning tee time to clear my mind and prepare me for the day ahead.



Linda Murphy Corrigan

Director of Operations, Boston

Our family has a couple of cottages on the beach in Wells, Maine. I look forward to spending time with all the relatives and friends that visit, especially July 4th.

Every year, we have a big wiffleball game on the beach – kids v. adults. Amazingly, the kids win every year!

Then we have a big cookout and watch the fireworks at night! It's a great way to stay connected with everyone year after year!



Paul Nagakura

Principal, Los Angeles

I love to spend time in my kitchen -
except when the dishes are piled up!

Cooking brings out my creativity and allows
me to explore new dishes from around
the world.

Our home often gets filled with aromas from
Indian spices and Japanese umami and
becomes an inviting place for our family
and friends.



Paul Novacek

Senior Designer, Los Angeles

When camping and sitting along the Kern River one evening, I caught a rocket launch from Vandenburg Airforce Base.

I find inspiration in both things.

Amazing how refreshing a simple camping trip can be! It's great to get outdoors...



Michael Pagliarulo

Partner, Los Angeles

I love cycling.

Riding my bike refreshes me and makes me feel alive. There is nothing like pushing myself to the limit and sharing that experience with my cycling team.

Every ride is an amazing experience of teamwork, comradery, and individual effort.



Kevin Parker

Senior Designer, Boston

When I run I find deep satisfaction in chilly mornings, grueling summers, and stiff headwinds.

I'm working my way through the Marathon Majors, with Boston in the spring and London (one of these years) to finish them off.



Robin Perkins

Co-Founder/Partner, Los Angeles

I love to travel and see the world's great monuments.

Being in the presence of these landmarks makes me feel inspired and exhilarated.



Joe Qiao

Designer, Shanghai

I love hiking.

Going for a hike helps me to focus and contemplate, while being in nature and breathing fresh air.



Brandon Reeves

Senior Designer, Los Angeles

Nurturing my plants is when I feel most at ease and connected to nature.

I enjoy exploring nurseries and finding new plants to take home and learn about.

Watching them grow is inspiring because it is a reminder that hard work, dedication and care pays off.



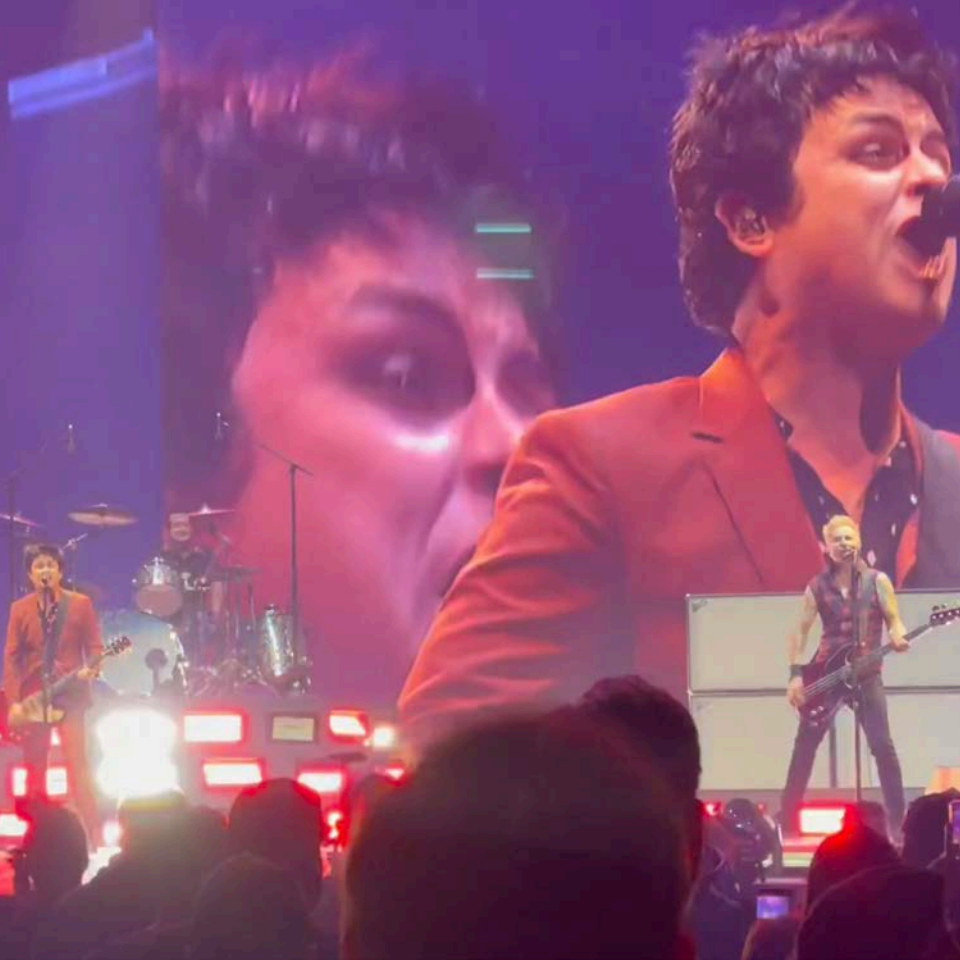
Courtney Rolland

Senior Designer, Chicago

What brings me the most joy and opportunity to mentally refresh is running.

Having the ability to get outside and surround myself with beautiful scenery and fresh air allows me to clear my head and take time for myself to reset.

One of my absolute favorite places to run is the Lake Shore Trail in Chicago.



Clifford Selbert

Co-Founder/Partner, Los Angeles

I am refreshed by travel, walking in nature,
sunny days, sleep...

and LOUD ROCK 'N' ROLL!



Varsha Sheth

Senior Designer, Chicago

I love to travel!

Seeing new cultures, meeting new people, eating new food...leaving my comfort zone makes me more present and appreciate my life and the world around me. The memories and experiences I've had while traveling are priceless.

One of my best trips was to Morocco. This photo was taken at a town close to Sahara Desert.



Logan Strauss

Designer, Chicago

The best screen to get behind is sunscreen.

Hiking takes me out of our digital world and clears my mind so I can experience something that gives a new perspective.



Sophia Valdes

HR Manager, Los Angeles / Chicago

Reading has always been a constant inspiration and joy in my life. The ability to be lost in emotions stirred up by the stories written is a privilege.

I love meeting the characters and traveling to different places and times by merely flipping the pages of a book.

Everywhere I go I try to find a bookstore. This photo was taken at Atlantis Books in Santorini, Greece.



Tom Wojciechowski

Design Director, Boston

For inspiration, I wander through cemeteries immersed in the landscape, sculpture, and history.

There are endless varieties of stone, typographic styles, and engraving techniques.

It dawned on me that many names are also words, I have been collecting and assembling them into phrases, sentences, and lists.



Rikki Zhang

Senior Designer, Los Angeles

Nothing can be more exciting than getting together with my friends to play Mahjong.

For me it's more than just a game! I feel closer to my roots, my friends, and of course my dog, Sushi.

The BEST feeling in the world is when I get a "HU (winning)" during the MJ game!



New year. New look.

Ready to refresh?

We would love to collaborate with you!
Check out our new website and get in touch.

selbertperkins.com



Los Angeles
Boston
Chicago
Shanghai

selbertperkins.com

Artwork by India Howlett