

**Selbert
Perkins
Design.**

Entertainment

Capabilities

Branding

Signage and Wayfinding

Placemaking

Public Art

Digital

Selbert Perkins Design combines branding, wayfinding, placemaking, and public art to create dynamic entertainment 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.™



TEXAS
Live!

Texas Live!

Arlington, TX

SPD collaborated with The Cordish Companies and Texas Rangers to design the complete exterior and interior signage and wayfinding for the Texas Live! In addition to Globe Life Field and AT&T Stadium, Texas Live! is home to the Arlington Backyard. This 5,000-person capacity concert venue not only offers a great live music experience for seeing premier acts from all musical genres, it also hosts over 250 annual events including festivals, cultural activities and community functions.

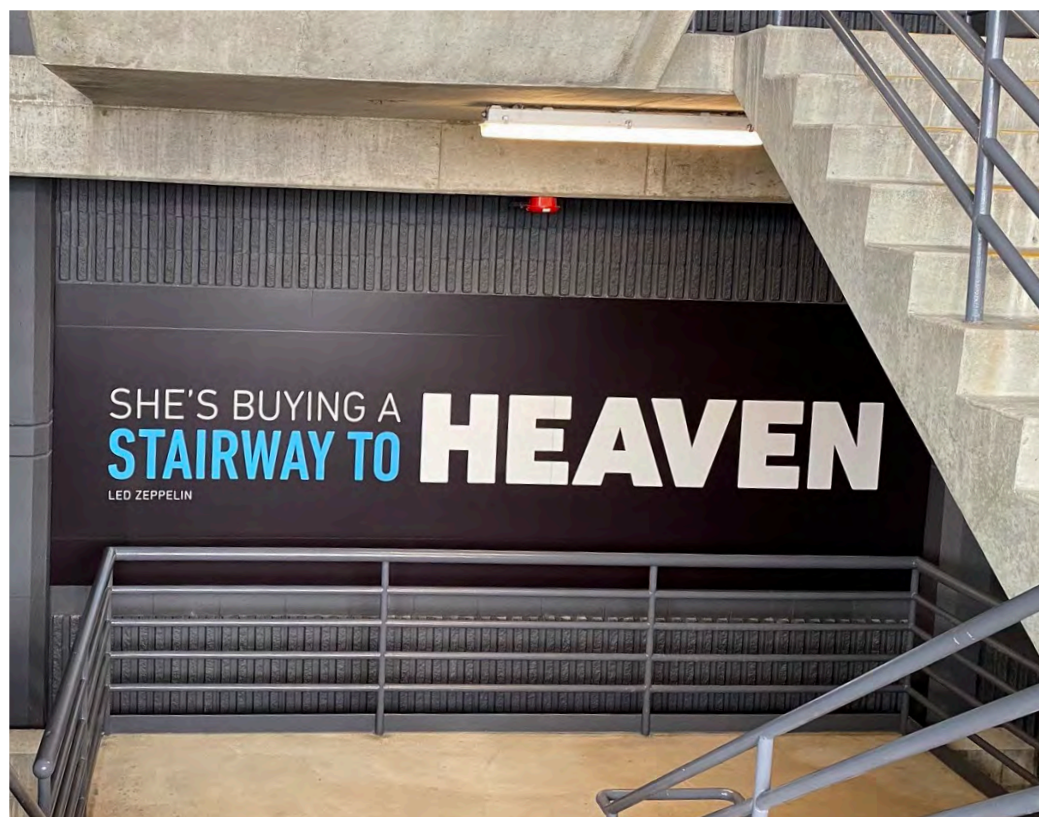




American Family Insurance Amphitheater

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!



A large, modern Miller Lite bar structure, likely for a major event. The structure is primarily blue with red accents. The top of the bar features a large, illuminated sign that reads "Miller Lite" in its signature script and "STAGE LEFT" in bold, white, sans-serif capital letters. Above the bar, a long, horizontal sign displays the slogan "GREAT TASTE. LESS FILLING." in white, sans-serif capital letters. The bar itself has a long, white countertop with various bottles and equipment. In the background, there are more blue and red panels, and a large, illuminated sign that reads "WALK IT LIKE I TALK IT" in white, sans-serif capital letters. The overall design is sleek and contemporary, with a focus on the Miller Lite brand.



Live! Casino & Hotel Philadelphia

Philadelphia, PA

SPD developed the comprehensive exterior and interior signage and wayfinding system for the world-class hotel, gaming, dining and entertainment destination - Live! Casino & Hotel Philadelphia. In addition to the iconic Live! letters on the top of the building, SPD designed the interior wayfinding signs to complement the modern architecture & finishes. Signage for the venues, restaurants, conference center and four-level garage were also developed for a cohesive wayfinding experience throughout.

Photos Courtesy of The Cordish Companies



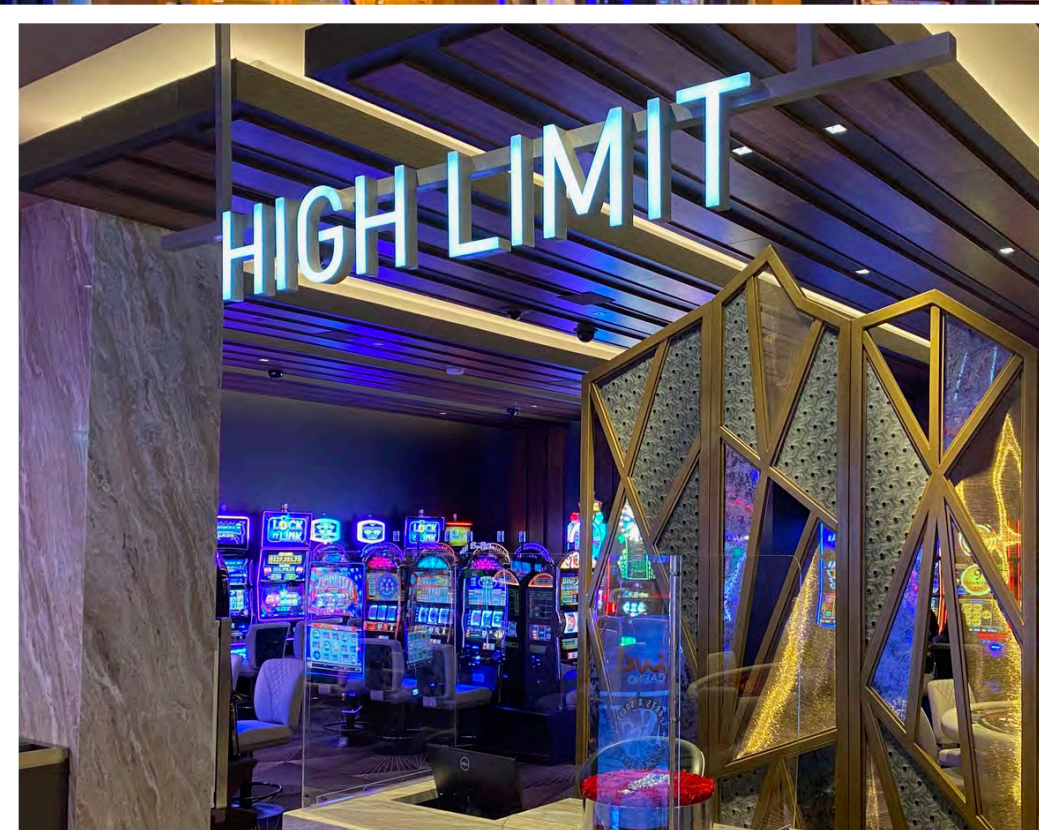
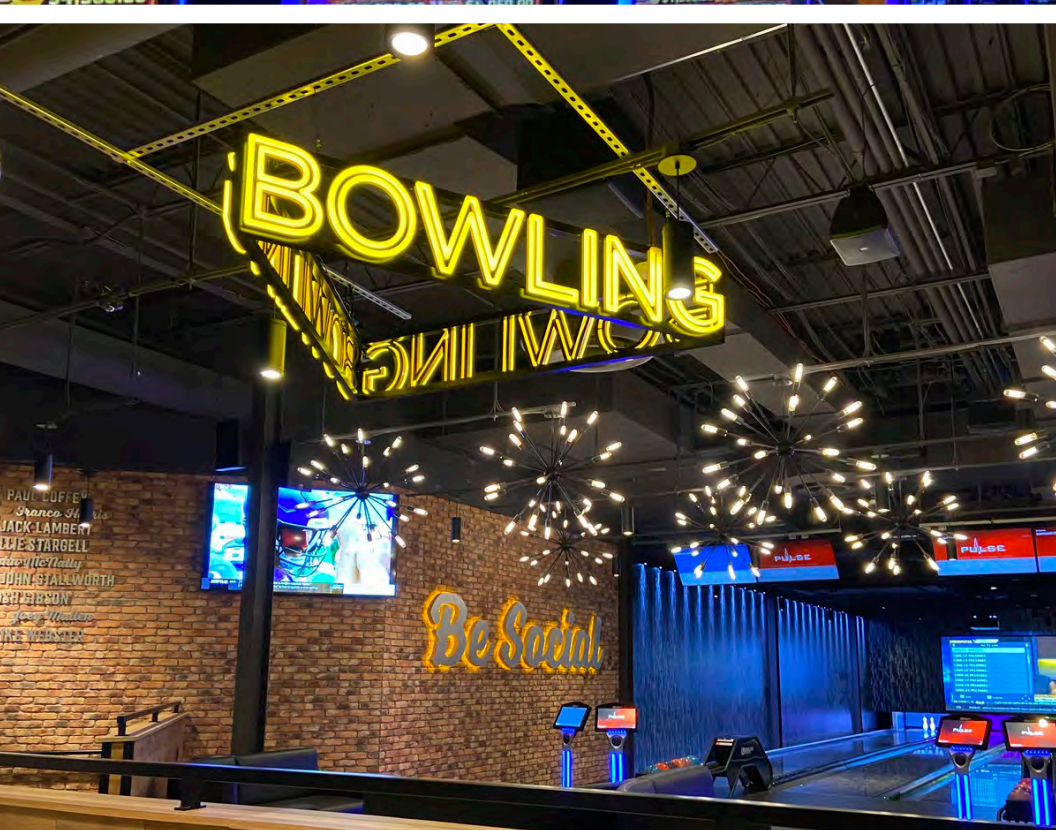


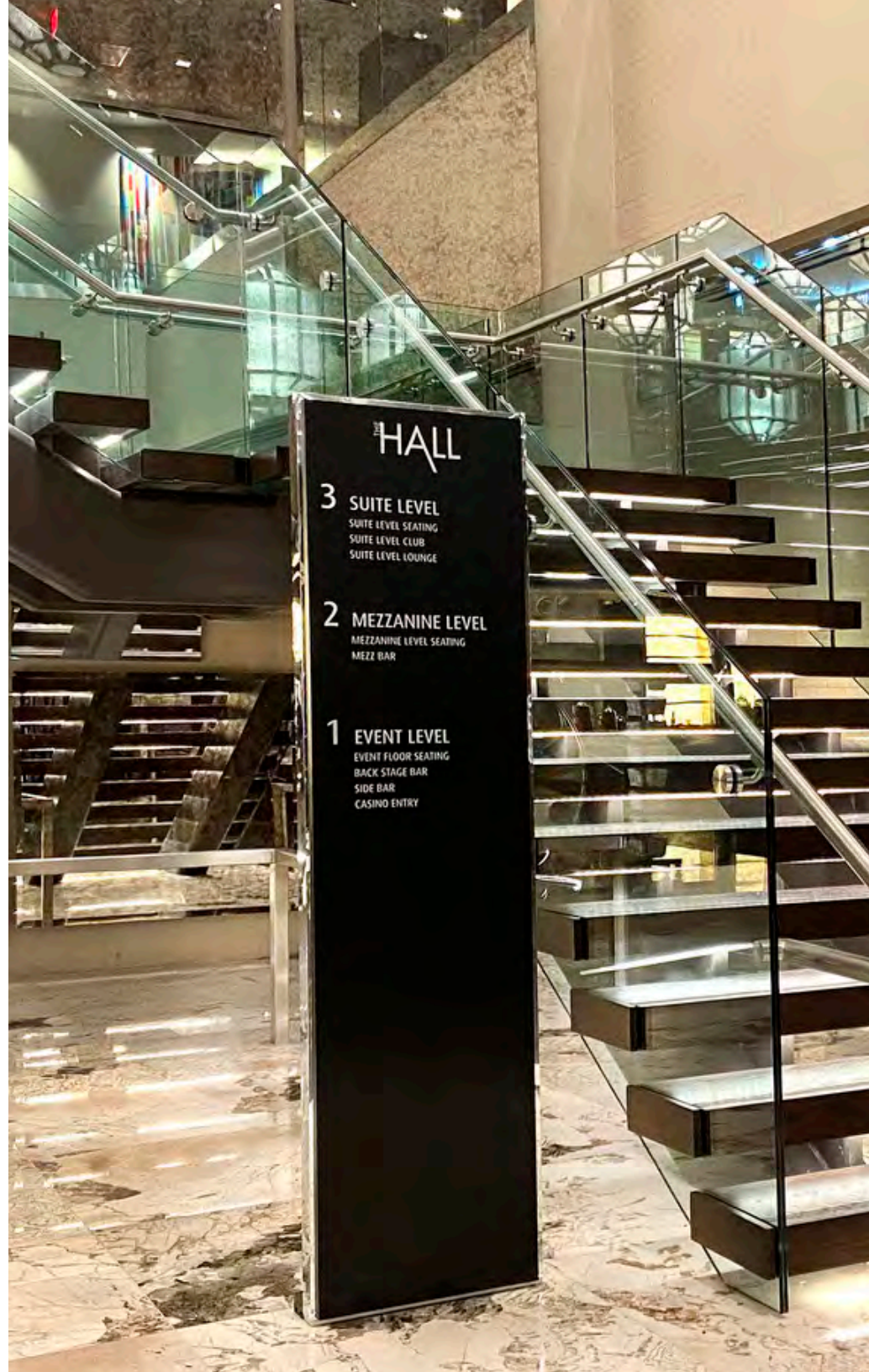
Live! Casino Pittsburgh

Pittsburgh, PA

Collaborating with The Cordish Companies, SPD designed the identity signage and wayfinding for Live! Casino Pittsburgh, a 100,000 square foot facility located in Westmoreland County, PA. It features two levels of casino gaming, and entertainment venues including Sports & Social Steel City and Guy Fieri's American Kitchen & Bar. SPD designed both the exterior and interior signage identification, the food and beverage identification signage, and wayfinding throughout the entertainment venues and casino, including art, graphic murals and storytelling elements.





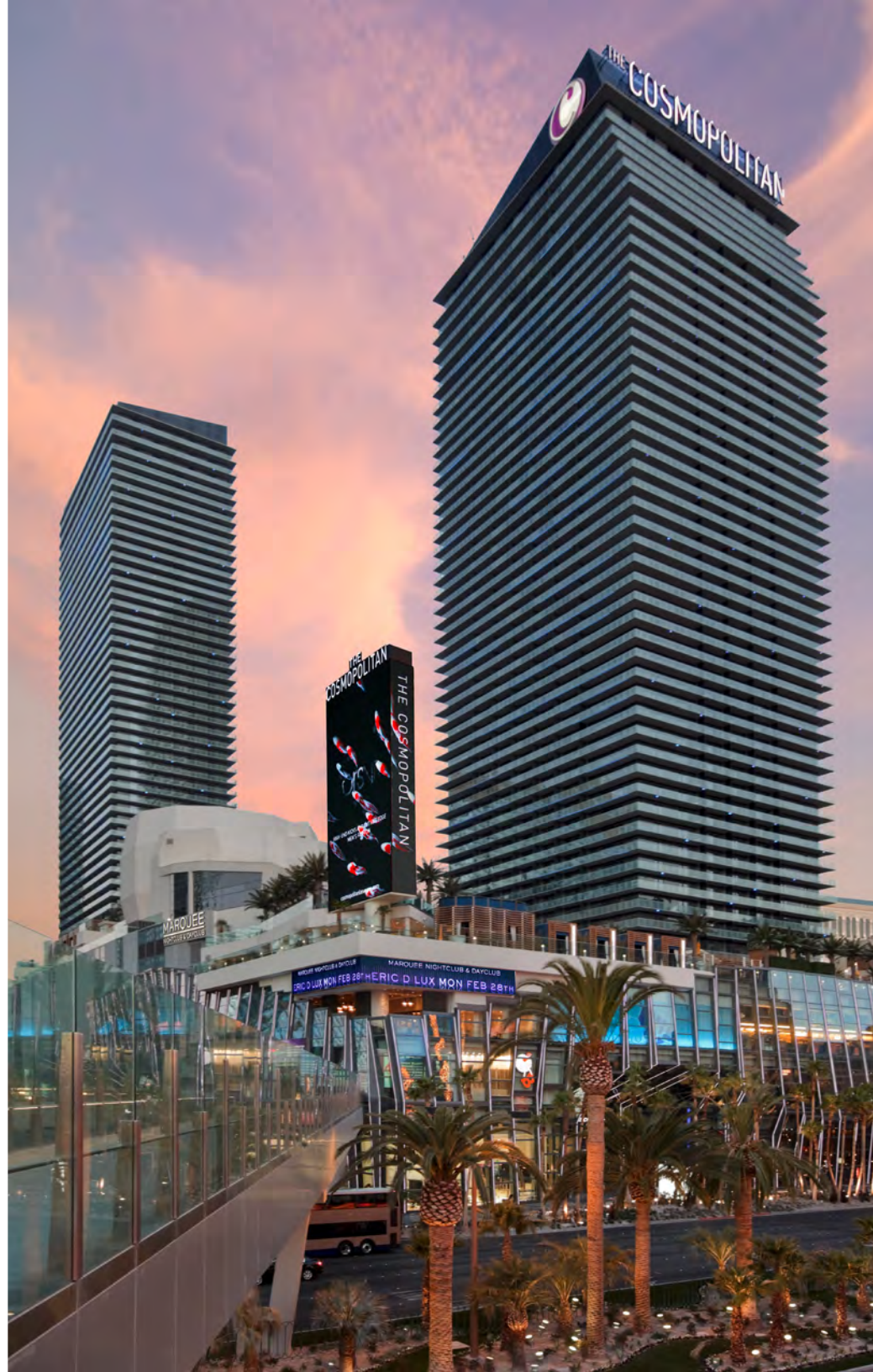


Live! Casino & Hotel Maryland

Hanover, MD

Maryland Live extends the Cordish Live! brand to this new hotel, event center and casino in Hanover, Maryland. SPD created the dynamic exterior identity, and designed the complete wayfinding system for the upscale hotel, spa and convention center. The new 4000 seat, 3 story multi-use concert and event venue – The Hall at Live! – features a digital experience wall to greet visitors as they arrive.





The Cosmopolitan of Las Vegas

Las Vegas, NV

The Cosmopolitan of Las Vegas is a luxury resort located at the heart of the Las Vegas Strip. SPD created all signage and wayfinding standards for the hotel, including the casino, upscale retail, restaurants, spa, lounges, bars, and pools. The port cochere features a dramatic mirrored monument sign, welcoming guests and visitors into the urban resort. The unique signs have been featured in numerous films and videos, helping brand the hotel in all media.





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.





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.



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.



Geffen Playhouse

Los Angeles, CA

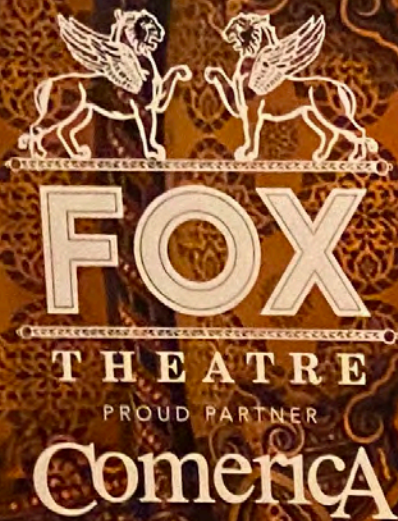
SPD worked with Ronald Frink Architects on the expansion of the historical 1929 Masonic Hall into the Geffen Playhouse in Westwood Village, which is adjacent to UCLA. The facility contains a 520-seat equity theater with an expanded backstage and rehearsal hall, administrative offices and a three-story building addition with a 145-seat second stage. SPD designed all the signage and wayfinding for the facility.



The Forum

Inglewood, CA

Selbert Perkins Design created the wayfinding and advertising signage master plan for The Forum, located in Inglewood, CA. The Forum is one of the largest indoor venues in the world dedicated to music and performing arts. SPD created a dynamic, efficient and functional wayfinding system that facilitates and supports patron circulation throughout the facility and site.



Fox Theatre, The District Detroit

Detroit, MI

The District Detroit, a premier sports and entertainment destination in the heart of the city, is also home to the historic Fox Theatre. SPD designed the new brand for the “Fox Theatre - Presented by Comerica” and integrated it within the building exterior, interior lobby spaces and all public areas. As the Fox Theatre is on the historic registry, great care was taken to ensure that the brand integration worked with the original interior design, including retrofitting existing poster cabinets with LED and utilizing projections throughout the lobby and theatre.





The George S. and Delores Doré Eccles Theater

Salt Lake City, UT

Selbert Perkins Design collaborated with GTS Development, Pelli Clarke Pelli and HKS Architects to complete the wayfinding system and donor recognition program for the George S. and Dolores Doré Eccles Theater in Salt Lake City, Utah. SPD created a hierarchical system to recognize donors integrated into the architecture and direct patrons to the two performing arts theaters including a 2,500-seat proscenium theater in the heart of the project.





Vivint SmartHome Arena

Salt Lake City, UT

SPD collaborated with SCI Architects, P.C. to design a graphics, branding, wayfinding and signage master plan for the Vivint SmartHome Arena renovation in Salt Lake City, Utah. As well as home to the NBA's Utah Jazz, the arena serves as a multi-purpose event center for other sports events and large music concerts.



cafe
939
AT BERKLEE

Berklee College of Music Performance Center, Cafe 939 / Red Room

Boston, MA

SPD created the signage master plan for the renowned Berklee College of Music. The Berklee Performance Center serves as a beacon at the center of the campus and is a magnet for international talent. Café 939/Red Room is a popular social hub serving the diverse college community and the public. Café 939 features a coffee bar, and the Red Room, a state-of-the-art student performance space for 200. SPD created the names for the venues, as well as the identities and color palettes, infusing the branded environment with musical history and notation.





The Battery Atlanta

Atlanta, GA

SPD provided design services to the Braves Construction Company and Wakefield Beasley & Associates to create a signage and wayfinding master plan for the Atlanta Braves mixed-use district, the Battery Atlanta. The 60 acre site includes office, hotel, and residential components, as well as a plaza/entertainment zone.



FOURTH *Live!* STREET

Fourth Street Live!

Louisville, KY

The Fourth Street 'Live' logo and brand transformed downtown Louisville into an exciting entertainment destination. The 'Live' brand has been extended to many other cities in the USA, rejuvenating downtowns, and serving as the development catalyst for billions of dollars in new construction.



Freight House District

Reno, NV

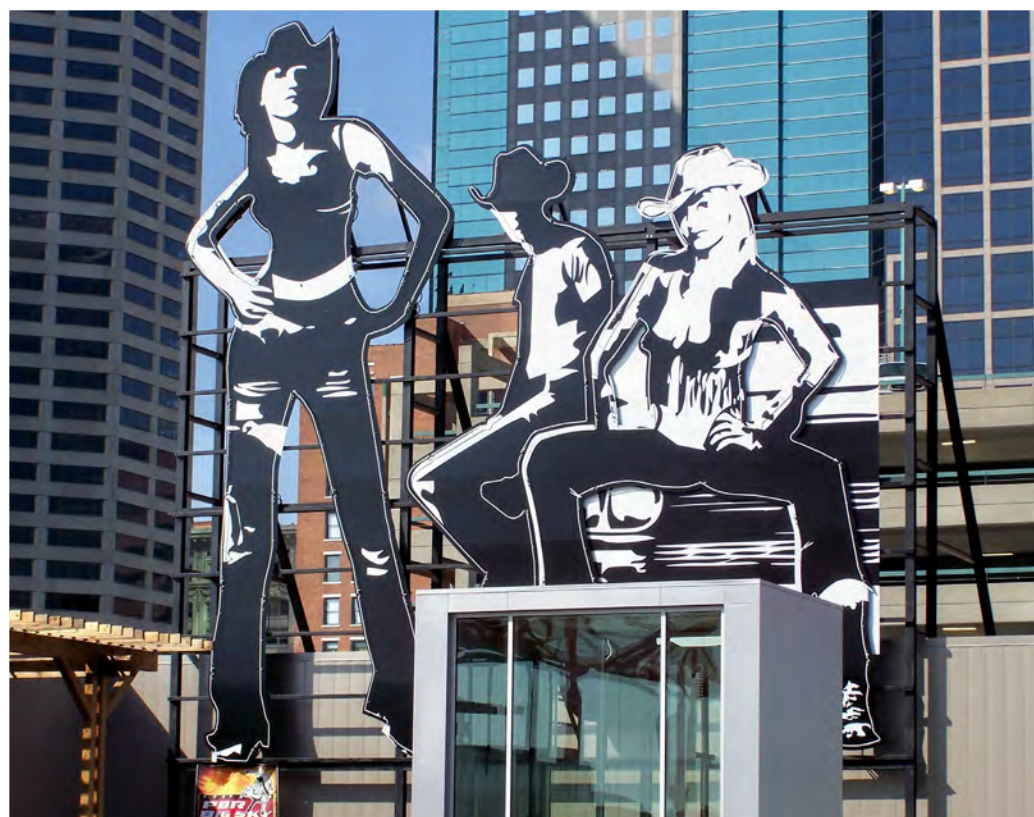
Selbert Perkins Design, collaborating with Manhattan Capital, HNTB, and Beyer Blinder Belle, developed the identity, signage, wayfinding and public art elements for The Freight House District, a year-round entertainment complex attached to the Aces Ballpark in downtown Reno, NV. It routinely features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



T-Mobile Arena

Las Vegas, NV

Selbert Perkins Design collaborated with Populous to design and implement an exterior and interior code and wayfinding signage system for the T-Mobile Arena in Las Vegas, Nevada. The project serves as a multi-functional venue for civic, community, athletic, educational, cultural, and commercial activities, and was designed to meet the standards required for an NBA and NHL facility. The code and wayfinding signage components reinforce the T-Mobile brand and facilitate the circulation of visitors, sports-fans, tourists, employees and business professionals.



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.



Kansas City Power & Light District Kansas City Live!

Kansas City, MO

Kansas City Live! is located in the heart of Kansas City Power & Light District. The multi-level dining and entertainment venue showcases a unique mix of best-in-class restaurants, taverns, and one-of-a-kind entertainment attractions. It also features a covered outdoor plaza for major concerts, events and watch parties that is the central entertainment gathering place for the city, attracting millions of visitors per year to region's biggest events.

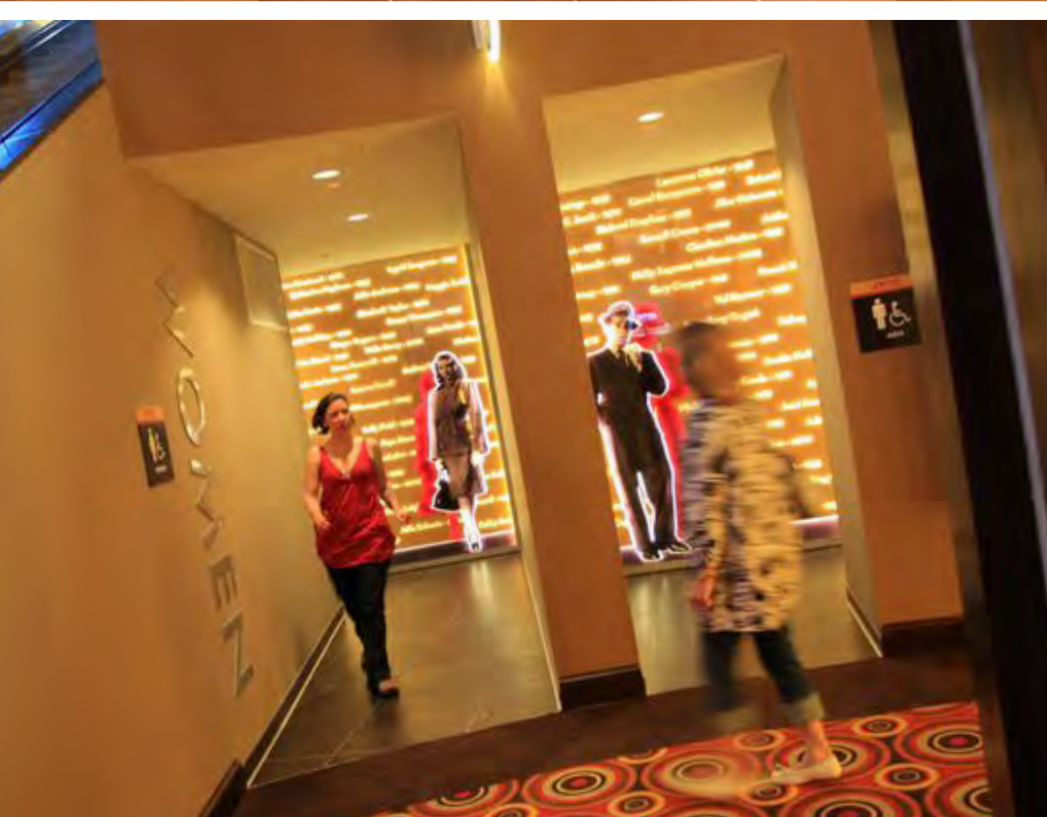
Photo Courtesy of The Cordish Companies



Kansas City Power & Light District Main Street Theater

Kansas City, MO

SPD collaborated with The Cordish Companies and AMC to restore the landmark Mainstreet Theater in Kansas City, Missouri, including the dramatic exterior sign, marquee, and interiors. The theater was placed on the National Register of Historic Places, and received the “Dr. George Ehrlich Achievement in Preservation Award” by the Historic Kansas City Foundation. The restoration included historically sensitive signs, murals, restaurant, and lighting throughout the renovated facilities.



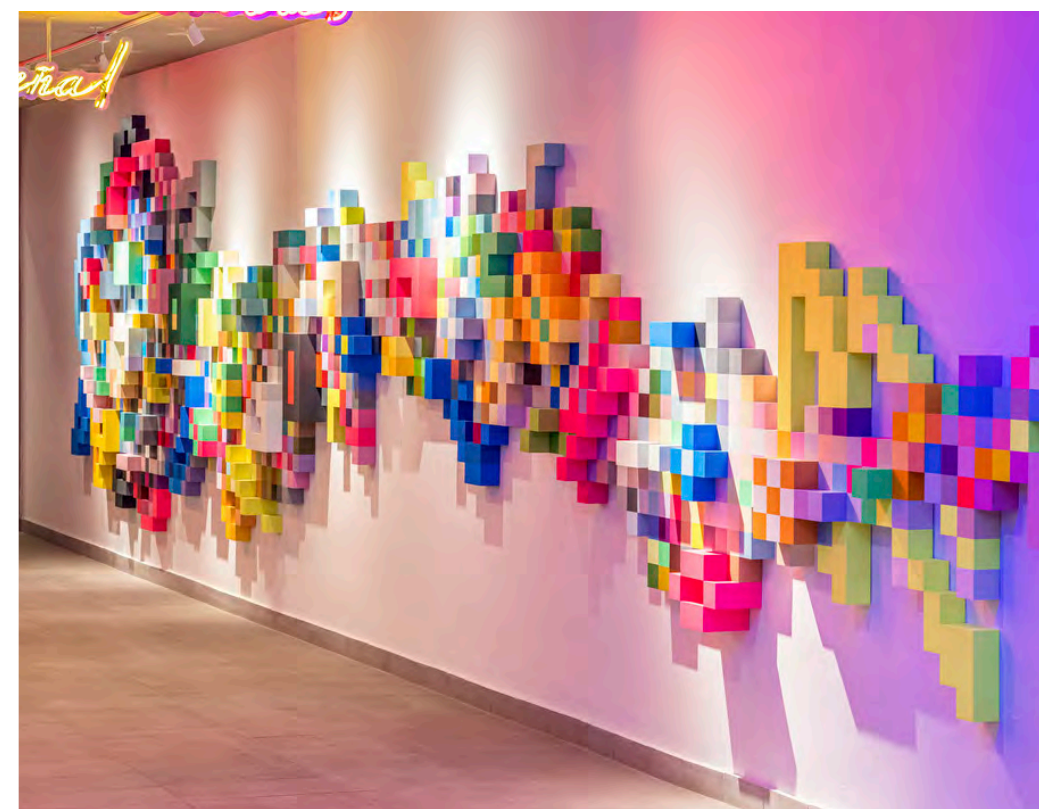


Distrito T-Mobile

San Juan, Puerto Rico

Selbert Perkins Design worked closely with the Prisa Group to design a complete signage and wayfinding system for the Distrito T-Mobile district in San Juan, Puerto Rico. The district is the premier entertainment district in Puerto Rico and includes the Aloft Hotel, the Coca-Cola Music Hall and a large outdoor performance space with an LED canopy running digital content. The district has various restaurants and eateries featuring the best of Puerto Rican cuisine and features zip lines that run across the entire project.







NBC Universal Theme Parks

Universal City, CA / FL / Osaka, Japan

Selbert Perkins Design developed the environmental communications master plan for two Universal Studios theme parks, located in Universal City, CA and Orlando, FL. The scope included a site-wide wayfinding and parking system, digital signage, supergraphics, and two dramatic digital billboards as entry gateways for the California theme park location.


**Passenger
Drop-off**
Valet


P
Parking
Universal Studios
CityWalk
Amphitheatre
Cinemas


**Guest
Drop-off**
Valet

**WELCOME TO
UNIVERSAL CITY**
UNIVERSAL STUDIOS
CITYWALK
AMPHITHEATRE
CINEMAS

County of San Diego
Sheriff's Department
Universal City
Sub-Station located in
CityWalk
San Diego, CA 92108
Tel: 619-451-5000



UNIVERSAL STUDIOS



Logos to Landmarks™

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