

**Selbert
Perkins
Design.**

Hospitality

Capabilities

Branding

Signage and Wayfinding

Placemaking

Public Art

Digital

Selbert Perkins Design combines branding, wayfinding, placemaking, and public art to create welcoming places and experiences at premiere hotel destinations around the world.

We collaborate with our clients to research and define the project goals and translate them into successful branding, wayfinding, placemaking, and public art programs. The branded components, from logos to landmarks, are strategically integrated into the environment to simplify wayfinding, providing a powerful sense of place and a positive experience for all guests and visitors.

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



Wilshire Grand Center Intercontinental Hotel

Los Angeles, CA

The Wilshire Grand is LA's newest landmark and the tallest building in California. The mixed use site features a 350 room Intercontinental Hotel, conference facilities, restaurants, roof top bar, pool, and spa. SPD collaborated with AC Martin Partners, Hanjin International Corporation, and Standard Vision to create the signage and wayfinding master plan, including a dynamic digital roof top sign and revenue generating displays.













Pendry Hotel & Residences

Los Angeles, CA

Combining the spirit of Old Hollywood and Contemporary 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. In collaboration with Visit West Hollywood, SPD also authored the digital billboard codes to create a dynamic facade integrating a digital light show and revenue generating billboards in the heart of The Sunset Strip. This captivating destination offers unrivaled luxury and artful environments, redefining the culture of hospitality.









PENDRY
RESIDENCES





Baha Mar Resort

Nassau, Bahamas

Baha Mar is the newest upscale international resort and entertainment destination in the Bahamas. SPD developed all signage and wayfinding for the expansive site featuring three hotels – the Rosewood, the SLS and the Grand Hyatt – as well as the Baha Mar casino, convention center, golf course, restaurants, retail, and entertainment, including the marine wildlife sanctuary.





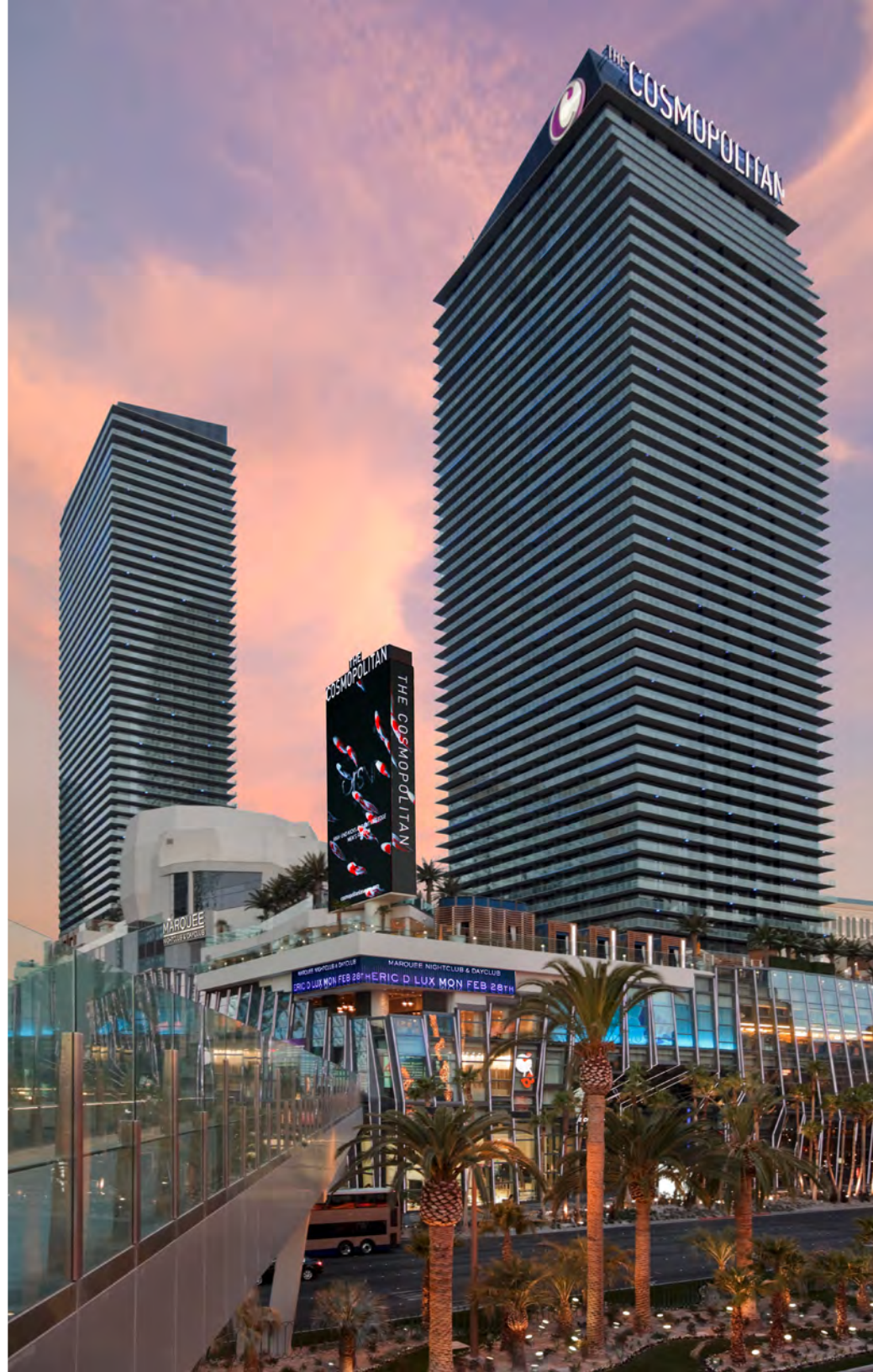


Baha Bay Water Park

Nassau, Bahamas

Continuing our long-standing collaboration with Baha Mar in the Bahamas, SPD created a signage & wayfinding master plan for the new 15.3 acre recreational area and water attraction development adjacent to the Baha Mar Resort. Baha Bay is a luxury waterpark that includes water rides, retail, restaurants, pools, and guest amenities.





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.





City Center

Las Vegas, NV

One of the largest sustainable communities in the world, City Center showcases the harmony between upscale hospitality and green design. SPD created the signage and wayfinding master plan for this dramatic and successful mixed use destination in the heart of Las Vegas. The system links all site destinations including hotels, casinos, conference center, retail, spa, pool deck, parking, and theater, and creates an exciting brand experience for all residents and visitors.



Live! by Loews Hotel

Arlington, TX

Integrated into the Texas Live! District, the Live! By Loews hotel links AT&T stadium and the Texas Rangers Globe Life Park. The 14-story, 300 room hotel and convention center features a dining terrace and pool that overlook the sports complexes. SPD designed the complete wayfinding system for the hotel exterior and interior, and integrated art and environmental graphics throughout the district.

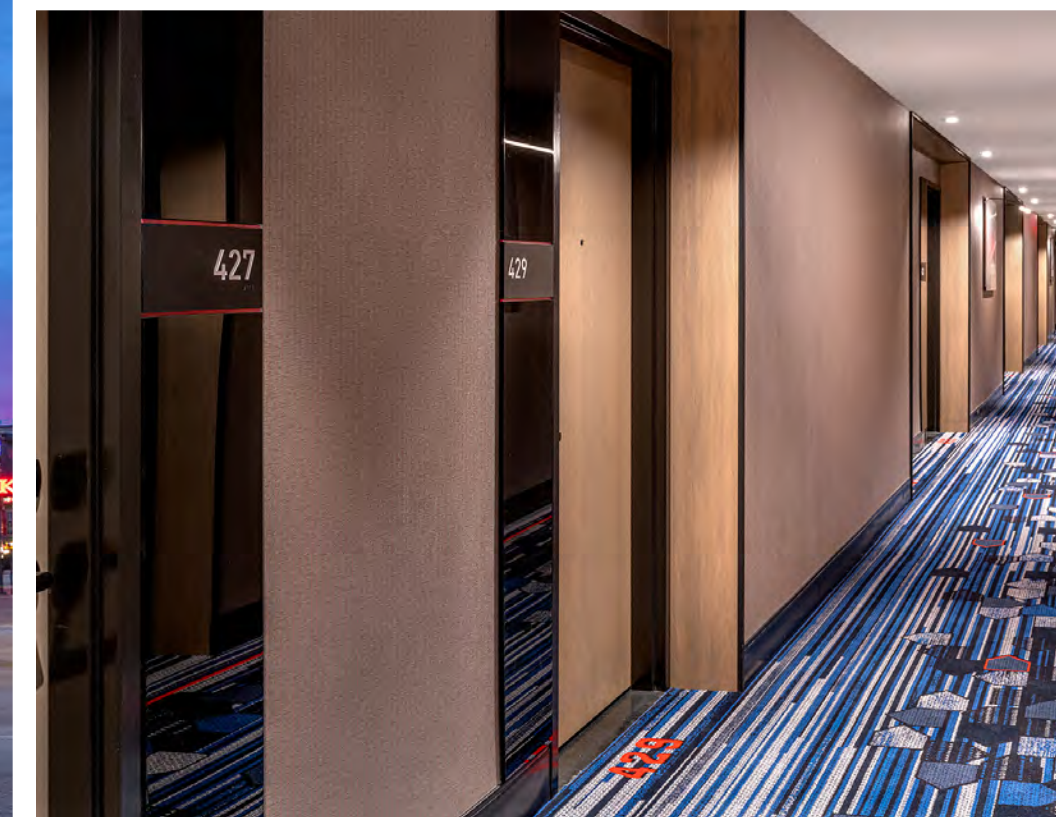




Live! by Loews Hotel

St. Louis, MO

Nestled in the heart of Ballpark Village and directly across from Busch Stadium, Live! by Loews, is a luxury hotel destination in St. Louis, MO. The hotel features 216 guestrooms, 17,000 square feet of meeting and event space, multiple dining outlets including an outdoor rooftop terrace with greenspace and views into the stadium. SPD designed a comprehensive signage & wayfinding program that integrates seamlessly into the architecture & interior design.





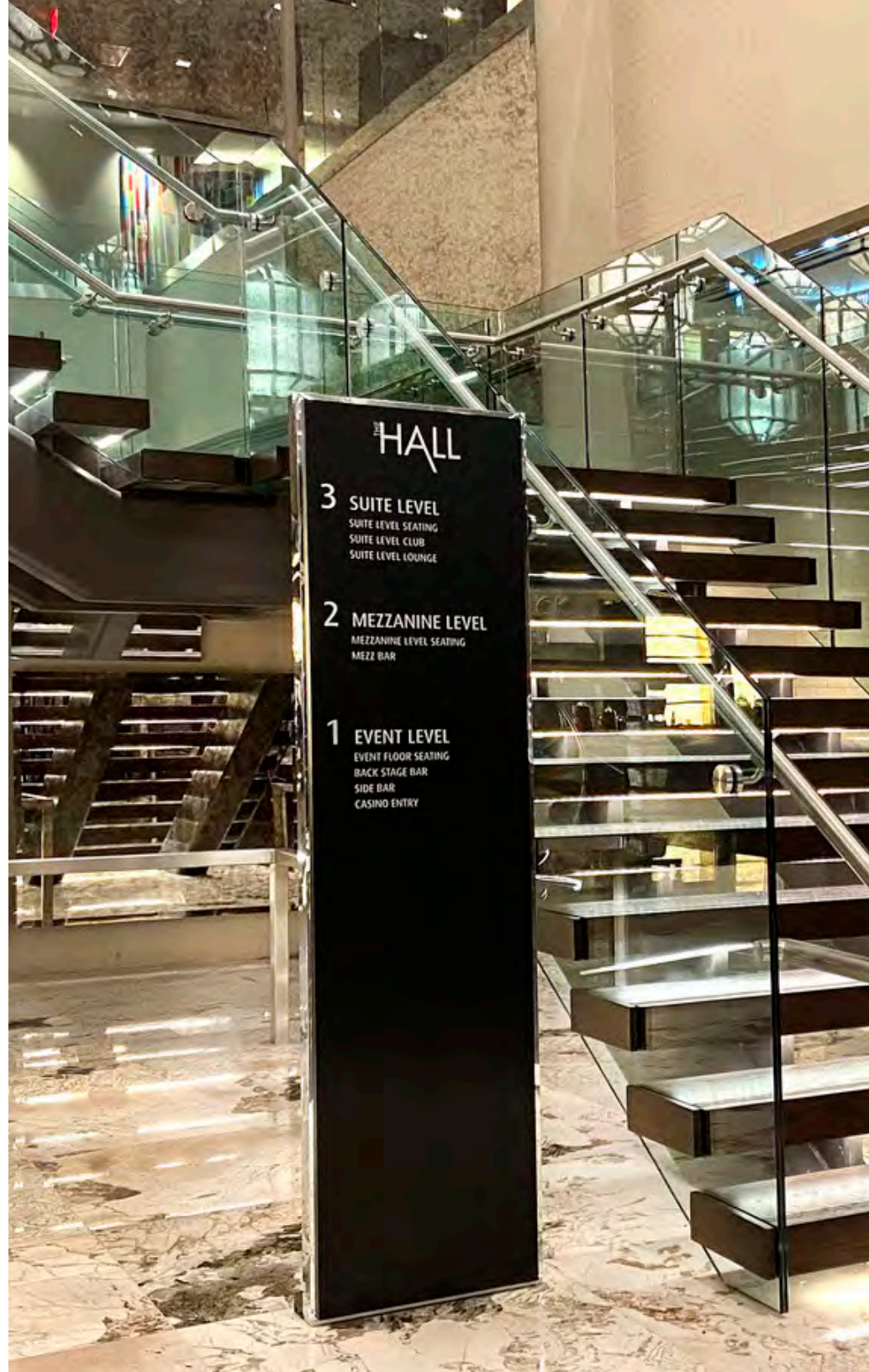
Live! Casino & Hotel Philadelphia

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 & 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.





Hotel Nia

Menlo Park, CA

Hotel Nia is an innovative contemporary hotel in Silicon Valley. The signage and wayfinding elements integrate whimsical symbols to identify and direct to hotel amenities, including rooms, parking, pool, restaurants, and conference areas.







Virgin Hotels

Las Vegas, NV

SPD collaborated with a team of designers including the Rockwell Group, Studio Collective and Klai Juba Wald in reimagining the wayfinding & identity signage system for the Virgin Hotels Las Vegas destination. This iconic destination includes an attractive gaming floor, three hotel towers, a live concert music venue and three outdoor pools. The result of the collaborative approach is an environment where all elements work in concert for a truly fitting modern desert resort oasis – reflecting a brand renowned for providing unique and exceptional customer experience.





Morongo Casino, Resort & Spa

Palm Desert, CA

SPD created the comprehensive brand master plan for this successful hotel, casino, and spa. The logo reflects the dramatic architecture at the hotel's port-cochere. Additional elements include design of all exterior and interior graphics and wayfinding systems for all hotel destinations, including digital exterior signs, interactive kiosks, casino, restaurants, and in-room amenities.



Haitian Center

Qingdao, China

Selbert Perkins Design developed the signage and wayfinding master plan for The Haitian Center in Qingdao, China. The complex represents an extensive and exciting construction and redevelopment project, all built around the famously spectacular sea views in Fushan Bay. Multiple individual tower structures provide a range of mixed-use facilities including the St Regis Hotel and the Haitian Hotel, as well as luxury residential accommodation, Class-A office space, high-end retail outlets, a business club, a convention center, underground parking, and an observation deck.





Logos to Landmarks™

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