

**Selbert
Perkins
Design.**

Sports

Multi-Purpose Stadiums & Districts

Capabilities

Branding

Signage and Wayfinding

Placemaking

Public Art

Digital

Selbert Perkins Design combines branding, wayfinding, placemaking, and public art to create dynamic sports and multi-purpose stadiums, and mixed-use districts.

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.™



Ballpark Village

Saint Louis, MO

SPD collaborated with The Cordish Companies and the St. Louis Cardinals to create Ballpark Village, a dynamic sports, entertainment, residential, and hospitality district adjacent to Busch Stadium in downtown St. Louis. Sponsorship is integrated throughout the district, including the Cardinals Walk of Fame sponsored by Maryville University, which includes branded building banners, Hall of Fame pavement plaques and a 30-foot-tall World Series trophy. The branded environments create a fun and entertaining destination for fans and families and have transformed downtown St. Louis into a thriving destination day and night.

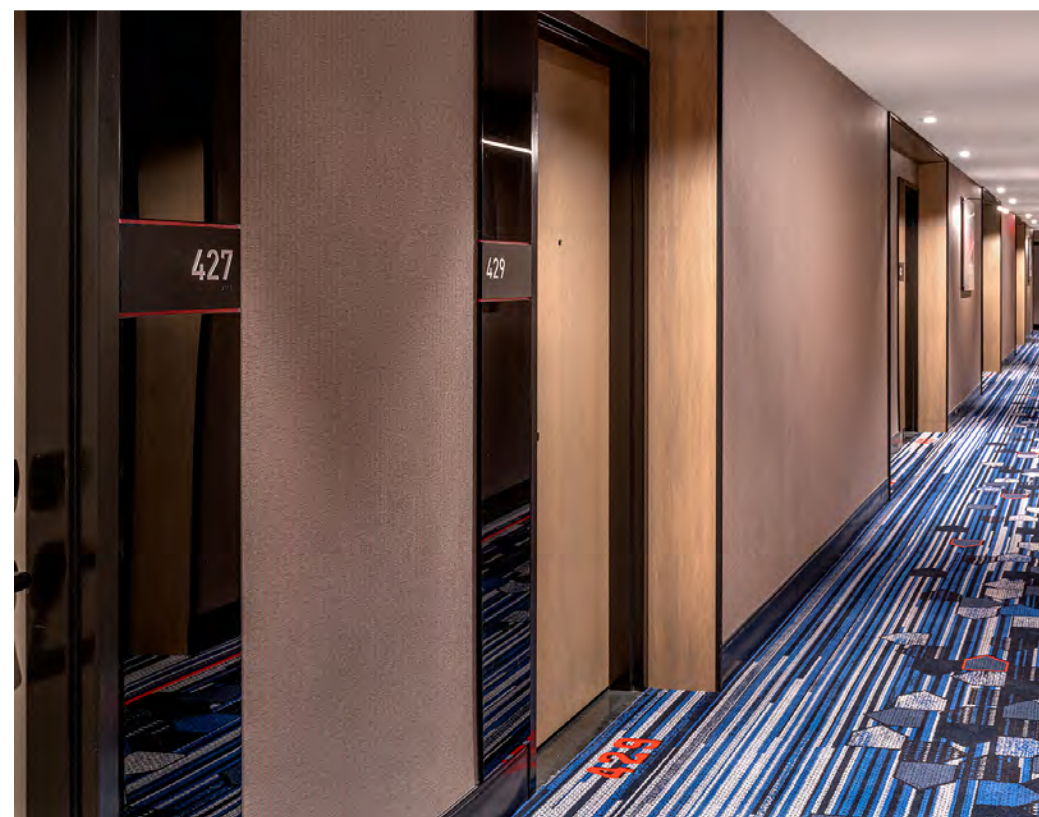














TEXAS
Live!

Texas Live!

Arlington, TX

In the heart of the sports & entertainment district in Arlington, SPD collaborated with the Cordish Companies and Texas Rangers to design the complete exterior and interior signage and wayfinding system for Texas Live! Located in between Globe Life Field and AT&T Stadium, Texas Live! is the place to tailgate before a Rangers or Cowboys game. SPD designed the six 80 ft LED towers march toward the main entrance for Globe Life Field, as well as signage for the eight venues within Texas Live!, including Miller Tavern & Beer Garden, Sports & Social Arlington and the Arlington Backyard concert venue.

ARLINGTON BACKYARD

THROWBACK PARTIES
at
TEXAS
Live!

COWBOY • BAR



BALCONIES

BEER

LEGEND

MEAT
BEER

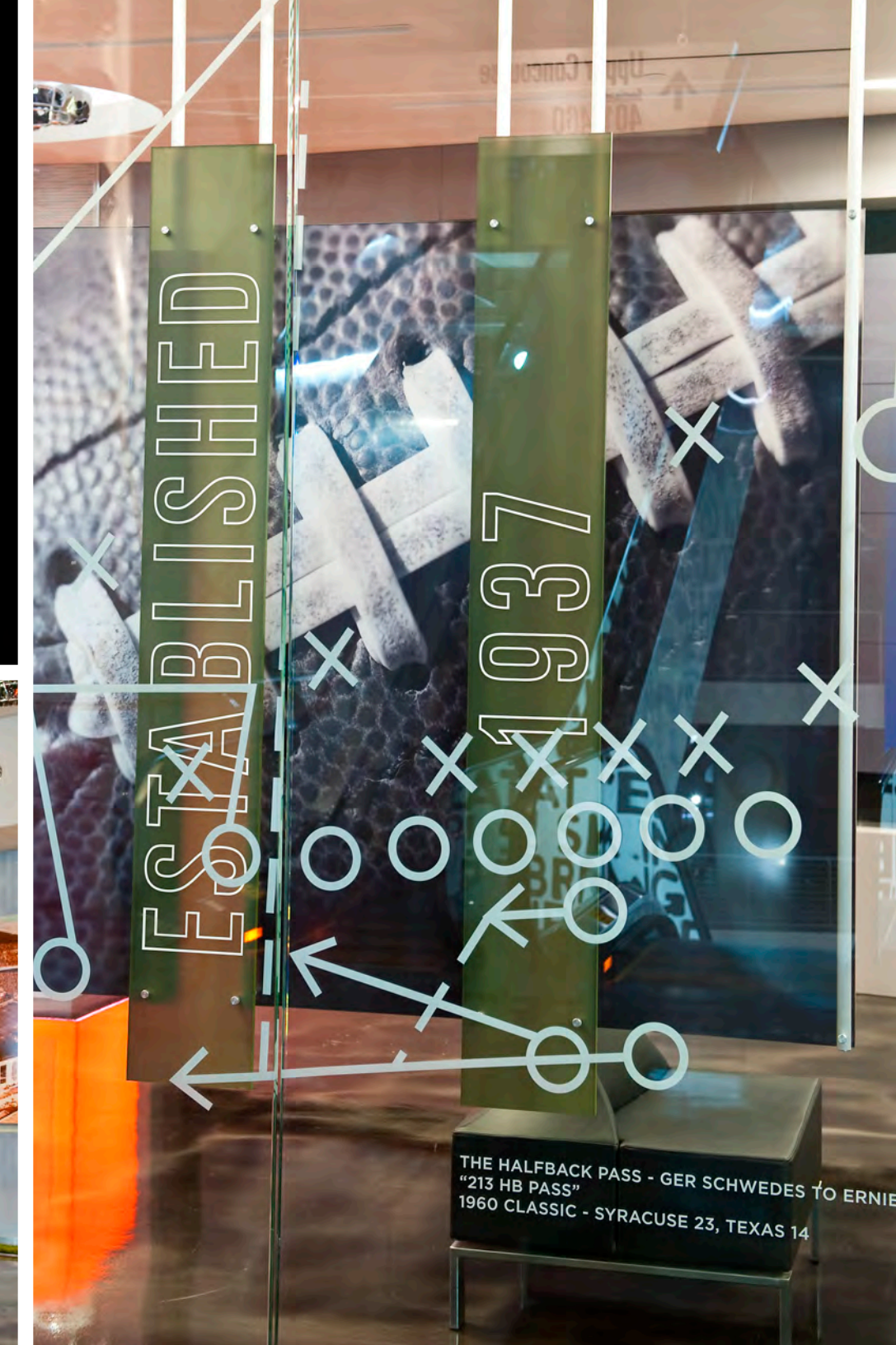
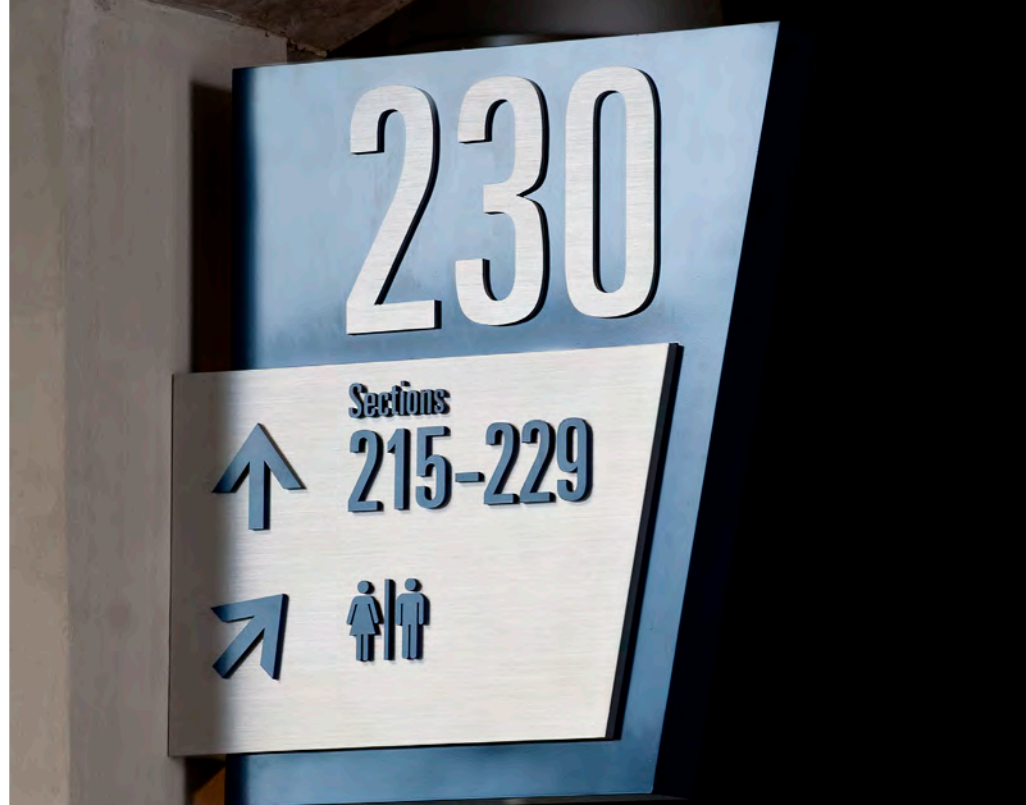


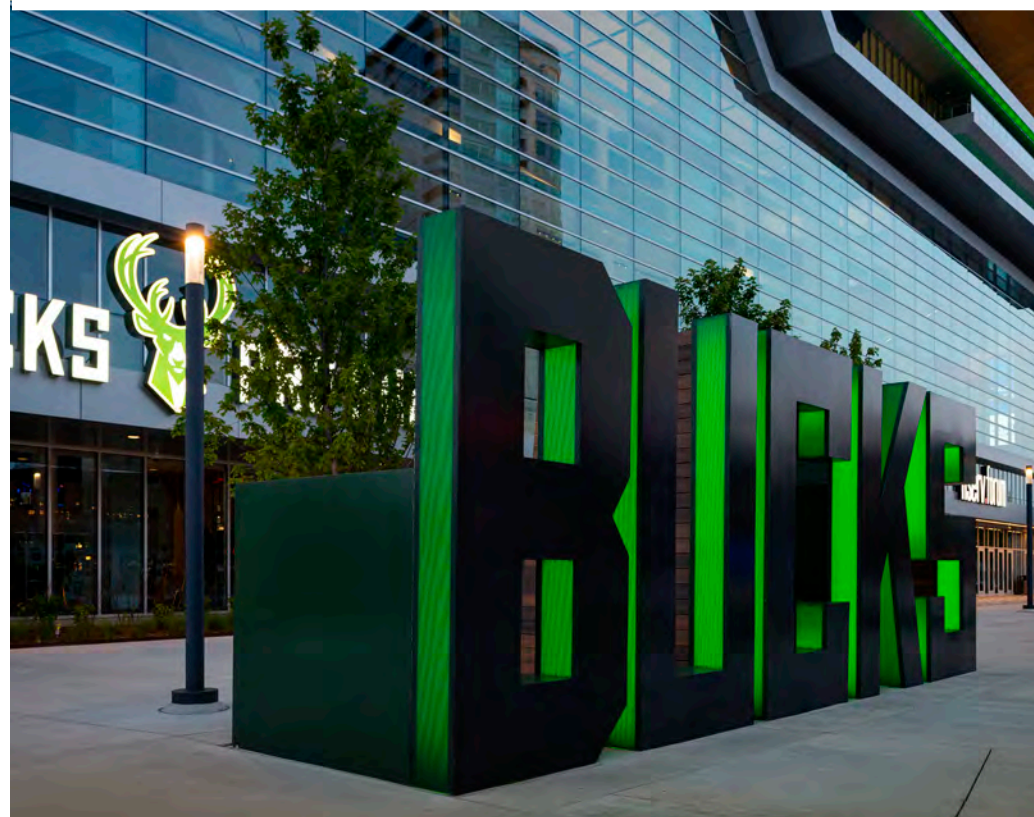


AT&T Stadium

Dallas, TX

SPD, collaborating with HKS Architects and the Dallas Cowboys, created a comprehensive program of exterior and interior signage and amenities for the new Dallas Cowboys Stadium. The multifunctional stadium includes conference facilities, offices, retail establishments, restaurants and other food services, a museum, parking services, and other public services. At 2.3 million SF, the stadium holds 80,000 to 100,000 spectators and is the largest NFL stadium in the world.





Fiserv Forum

Milwaukee, WI

SPD collaborated with Populous to design and implement a signage and wayfinding master plan for the Milwaukee Arena in Milwaukee, Wisconsin. The arena is approximately 675,000 SF with 17,500 seats and serves as a multi-functional venue to accommodate ice hockey, concerts, family shows, dirt events, flat floor shows and other public assembly events. SPD also developed landmark signage in front of the arena. The 33 foot-wide sign, backlit at night, serves as a meeting place for fans, inspires taking fun selfies, and provides a good resting spot with benches incorporated behind each letter.





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.

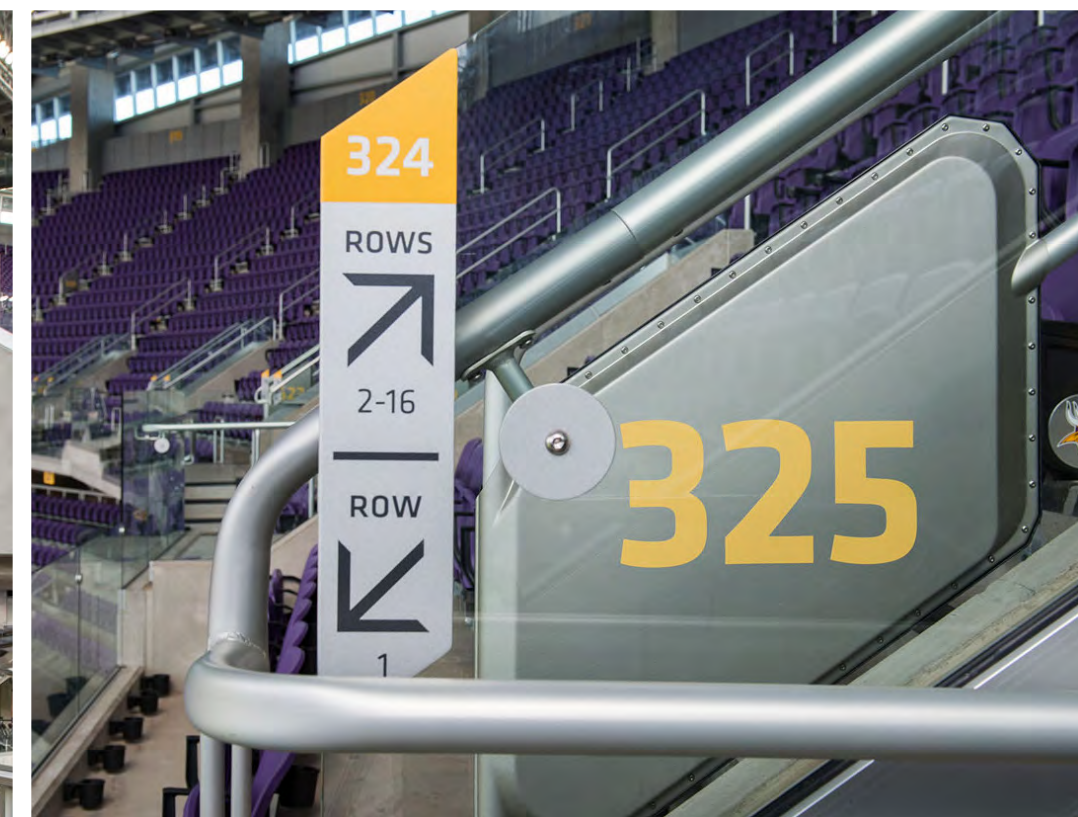




U.S. Bank Stadium

Minneapolis, MN

SPD created the comprehensive branded signage and wayfinding master plan for the 1,500,000 square foot, 65,000 seat stadium project that serves as a multi-functional venue for the NFL, as well as for a broad range of civic, community, athletic, educational, cultural, and commercial activities. The project includes interior and exterior sign systems, gateways, wayfinding and dynamic signage that facilitate the circulation of visitors, sports-fans, tourists and employees.





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. The Arena project serves as a multipurpose event center facility, as well as the home for the NBA's Utah Jazz.





American Family Field

Milwaukee, WI

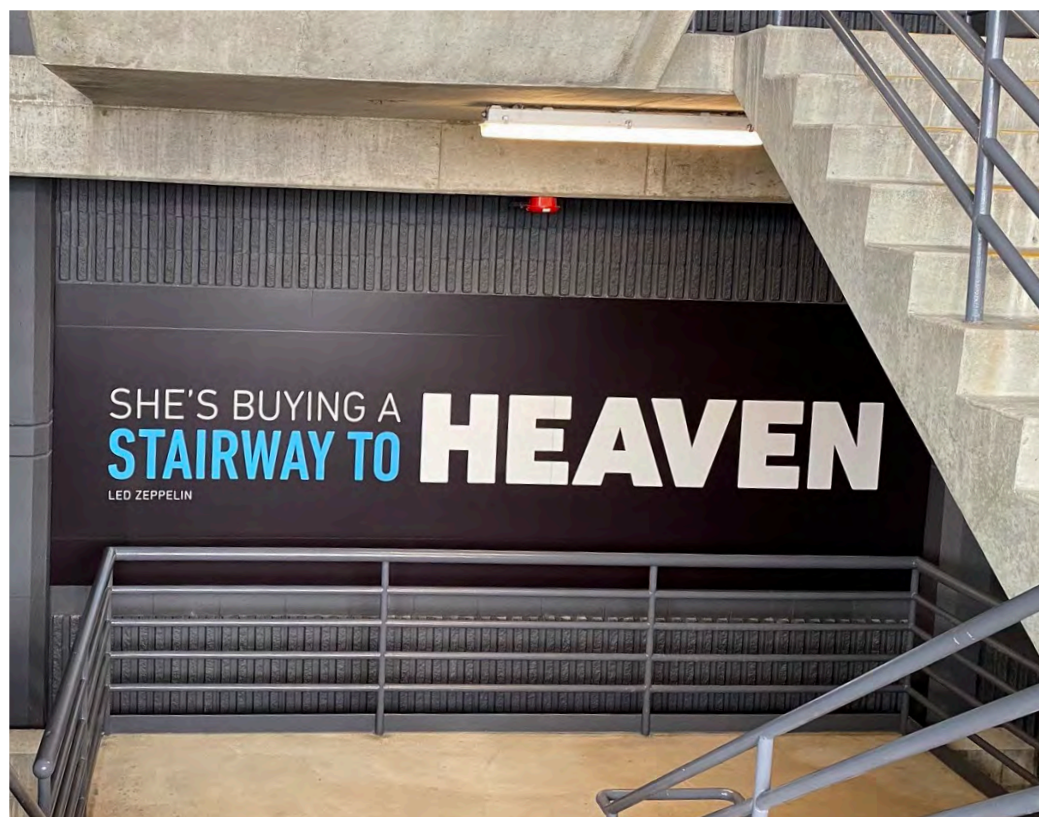
Selbert Perkins Design redesigned the iconic chalet, the slide and the platform as well as updated the letters for the American Family Field, home to the Milwaukee Brewers. SPD collaborated with American Family Insurance and the Milwaukee Brewers to integrate the American Family Insurance red roof element and re-introduce the original iconic chalet with the new ballpark name. The letters and the bats also light up when a home run is hit.



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!



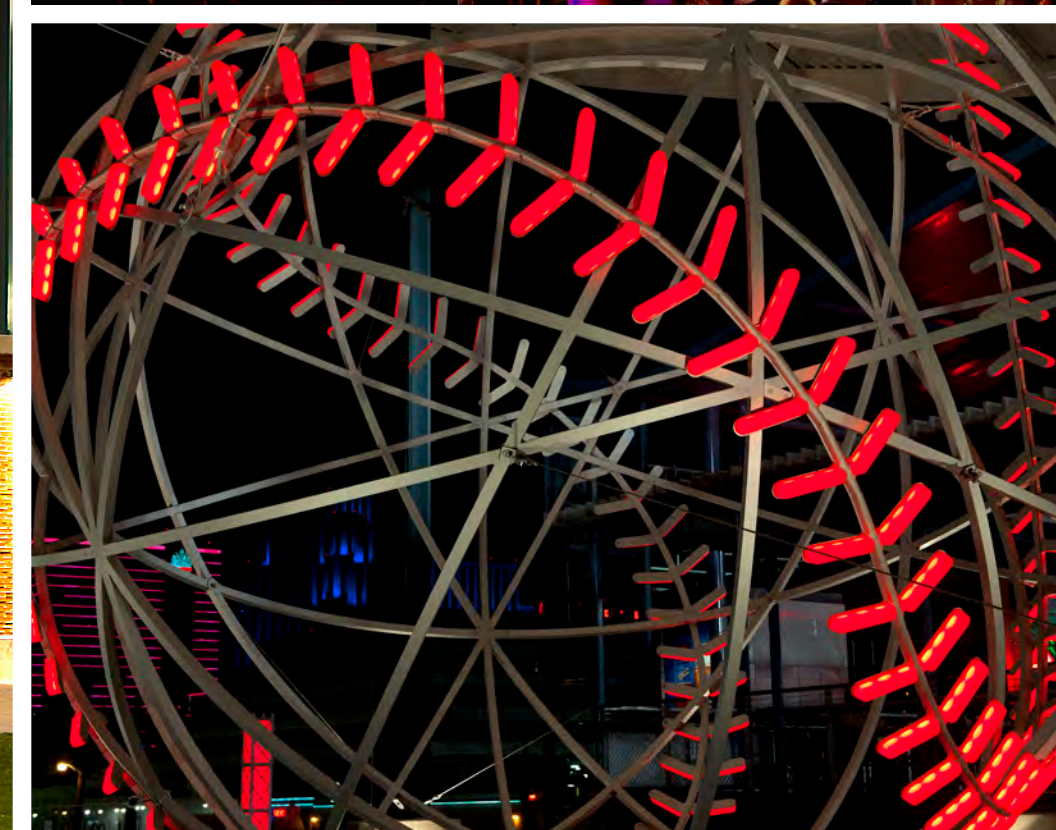
A large, modern Miller Lite bar structure, likely for a sports event. The structure is primarily blue with red accents. On the left, a large blue panel features the Miller Lite logo and the text "STAGE LEFT". Above the bar counter, a sign reads "IT'S MILLER TIME". The bar counter itself is blue with white tops. Above the counter, there are several signs: "WALK IT LIKE I TALK IT" in large blue letters, "SHE'S ROCK" in blue letters, and "IF THERE'S A SOMEWHERE THAT'S D" in white letters. The ceiling is white with blue and red geometric patterns. The floor is a light-colored concrete. In the background, there are blue stadium seats and a large red and white striped awning. The overall atmosphere is vibrant and energetic.



T-Mobile Arena

Las Vegas, NV

Selbert Perkins Design collaborated with Populous to design and implement an Exterior and Interior Code & 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.



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.



Tournament of Roses

Pasadena, CA

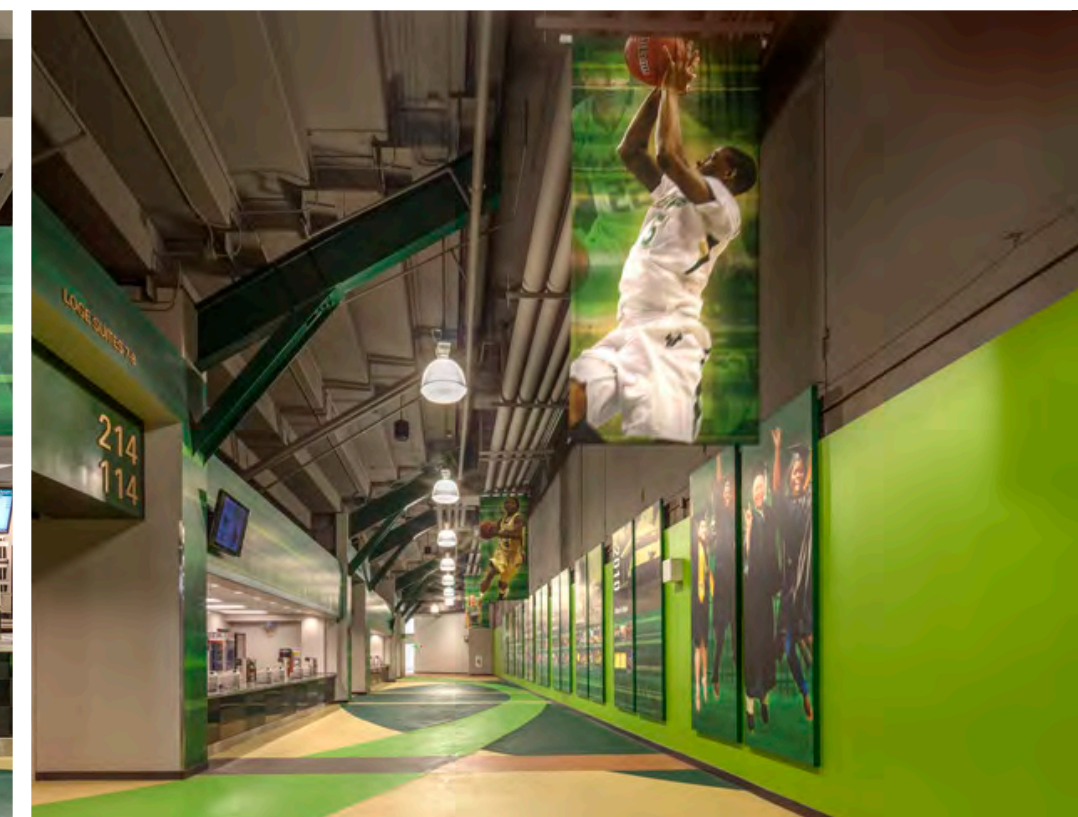
SPD designed the game day pageantry for the 2010 BCS National Championship game between the Texas Longhorns and Alabama Crimson Tide, held at the Pasadena Rose Bowl. The interior and exterior large-scale stadium graphics showcased black and white images of football players over the backdrop of an American flag.



Yuengling Center

Tampa, FL

Working closely with the University, Populous Architects and Design Communications Ltd, Selbert Perkins Design created the wayfinding and graphics system for the 55,000 sf Yuengling Center at University of South Florida (USF) in Tampa, FL. The program celebrated both the history and the future of USF, and created a backdrop to the varied uses of the facility, including commencement ceremonies, concerts, sporting events, and lectures.





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.





Big Ten Network

Chicago, IL

Selbert Perkins Design developed environmental graphics to enhance the Big Ten Network office 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 conferences.



Saadiyat Beach Golf Club

Abu Dhabi, UAE

SPD collaborated with TDIC to develop the signage and wayfinding system for this world class golf club. The system includes wayfinding and identity for the golf club and academy which boasts some of the best player amenities and spectacular views of the ocean front Gary Player designed course.

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