

Company: Selbert Perkins Design



Project: Pacific Design Center, Los Angeles, CA, USA

SPD developed exterior identity monuments and an interior and exterior wayfinding system for the Pacific Design Center, Los Angeles' premiere designer showcase center. Dramatic, exterior identity elements include two, 25 ft. high monuments of a lamp and chair symbolizing the home furnishings design industry. The comprehensive wayfinding system enhances the PDC guest experience and includes identity and directional signage, as well as interactive kiosks. The sculptural elements are instantly recognizable to an international audience and reinforce the PDC's status as a landmark destination.



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