

**Company:** Selbert Perkins Design



**Project:** World of Coca-Cola, Atlanta, GA, USA

SPD developed the environmental communications master plan for the World of Coca-Cola Museum and the adjacent Pemberton Place Park. SPD created a landmark tower for the exterior of the Museum — an internally illuminated sculpture in the form of the iconic Coca-Cola bottle encased in a column of ice. The tower features an innovative misting element that simulates melting ice and provides a refreshing place for visitors to rest.

SPD used the unmistakable Coca-Cola typography and had it sandblasted onto stainless steel mesh to enhance the front facade of the building and reinforce the brand experience at the museum. The site-wide, environmental communications system also includes the Museum's interior and exterior wayfinding, parking garage wayfinding, garden landscape elements, and large-scale building murals.



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