







WHO WE ARE

LeBasse Projects is an international art and culture consulting firm that partners with its artists and clients in developing experiential and engaging installations, exhibitions and ideas.

With a focus on public art activations, sculptures and mural installations, LBP can design and develop public art programming that is both exciting and culturally relevant for nearly any size client or project. We specialize in utilizing public art programming to enhance projects and communities through cultural place-making and urban design. Working with an international roster of artists, designers and fabricators we have the ability to manage nearly any scale project on any continent for any client.



WHAT WE DO

CONSULT

We are Cultural Place-making Strategists, working with civic organizations, private developers and global brands to bring forward authentic and inspiring public art and experiential activation opportunities. We can support in outlining cultural goals, developing public art strategies and connecting authentic creative partners.

CURATE

We collaborate with the world's most innovative artists and designers to bring a focused direction and unique ideas to every project. For every opportunity we attach visionary artistic partners to fit our clients cultural goals. Our vast network of international artistic partners include creators of everything from cultural events, murals, sculptures, video, installations and multimedia works.

DELIVER

With hands on project management we are able to deliver extraordinary projects. Our multi-disciplined team will manage all aspects of a project including initial cultural strategy, artist selection, artist management, fabrication, logistics, permits, on-site coordination, installation and documentation. By supporting all stages of a project we give our clients the confidence to produce truly impactful public art.

LEGACY

An integral part of community engagement is the awareness and narrative created for a project, and we can help facilitate the final stages. Our team can oversee the formal documentation of a project, including: project branding, documentary video, photography, PR, social media, lectures and project specific event programming.

SUPPORT

With dedicated urban planners, academic writers and art historians on staff, we can support civic clients with research driven support on everything from creating public art masterplans, writing specific public art guidelines, academic writing and a host of other support services.

DESIGN

LBP has our own in-house digital design agency capable of either supporting nearly any level of client branding and packaging needs. Our team can manage everything from brand development to web design, video documentation and social media activation.

project PLATFORM (Culver City, CA)

client Runyon Group

artist Jen Stark

type Mural Installation











project Sky is the Limit (Harbour City, Hong Kong)

client Harbour City

artist Tomokazu Matsuyama

type Sculpture and Various Installations



HARBOUR CITY



海港城

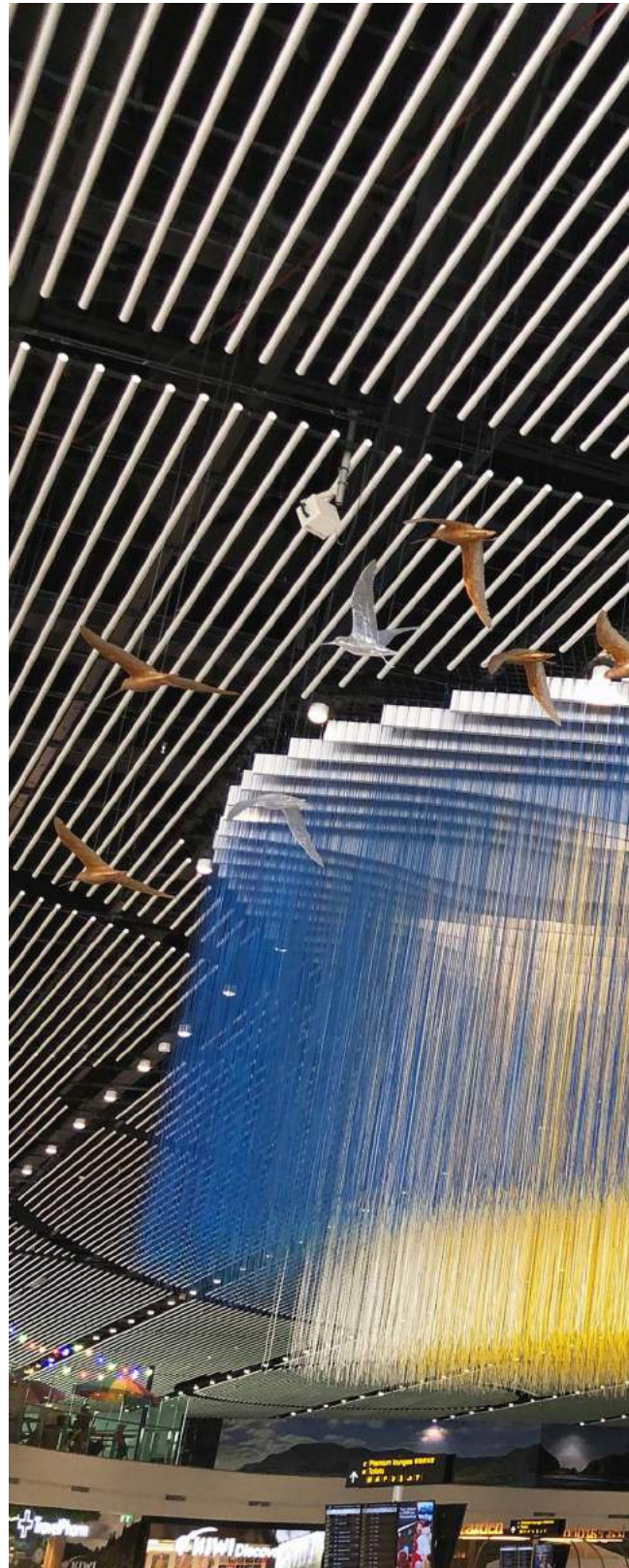
Lane Crawford



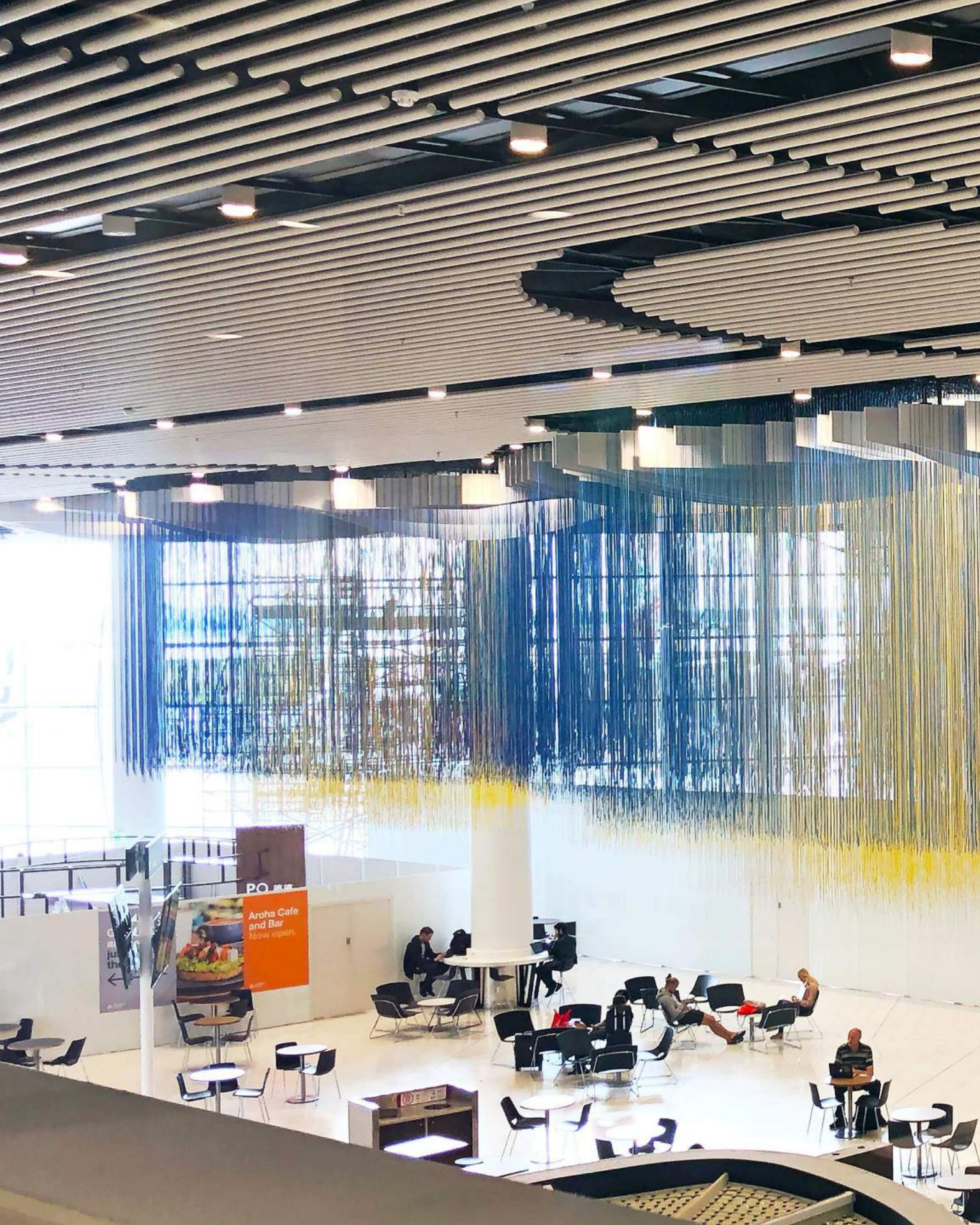




project International Departures Terminal (Auckland, New Zealand)
client Gensler, Auckland International Airport
artist HOTTEA
type Suspended Installation







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project Holiday Exhibition Series (Santa Monica, CA)

client Downtown Santa Monica, Inc.

artist DabsMyla

type Various Installations





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Walking on the platform is not.



@DTSantaMonica
@DABSMYLA

HAPPY HO



Pictures encouraged!
Walking on the platform is not.



@DTSantaMonica
@DABSMYLA



HOLIDAYS FROM DABSMYLA







project The Paradise Room (Los Angeles, CA / Chicago, IL / Toronto, CDN)

client Happy Place, Faculty Productions

artist Steven Harrington

type Sculpture and Various Installations



project ROAM (Santa Monica, CA)
client City of Santa Monica
artist Andrew Schoultz
type Sculpture Installation







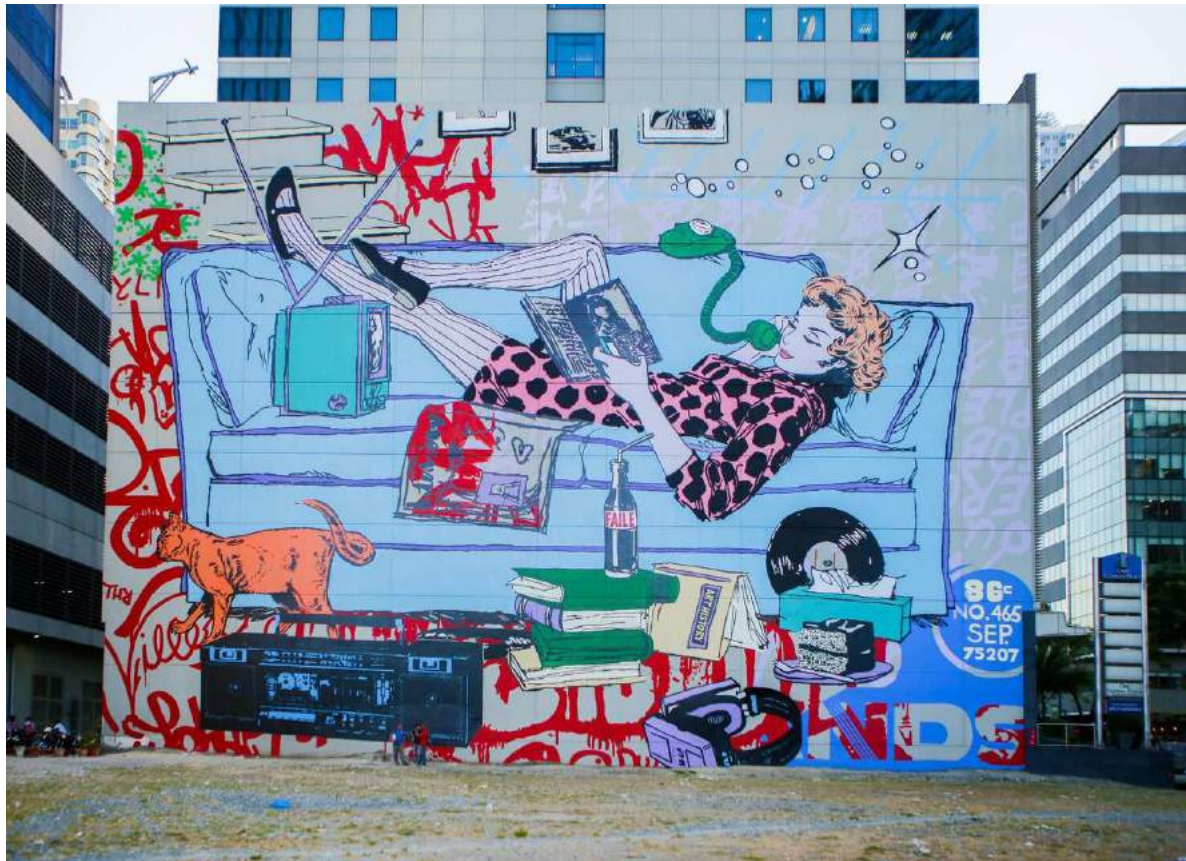
project Coca Cola Building (Los Angeles, CA)

client Hudson Pacific Properties

artist Brendan Monroe

type Mural Installation



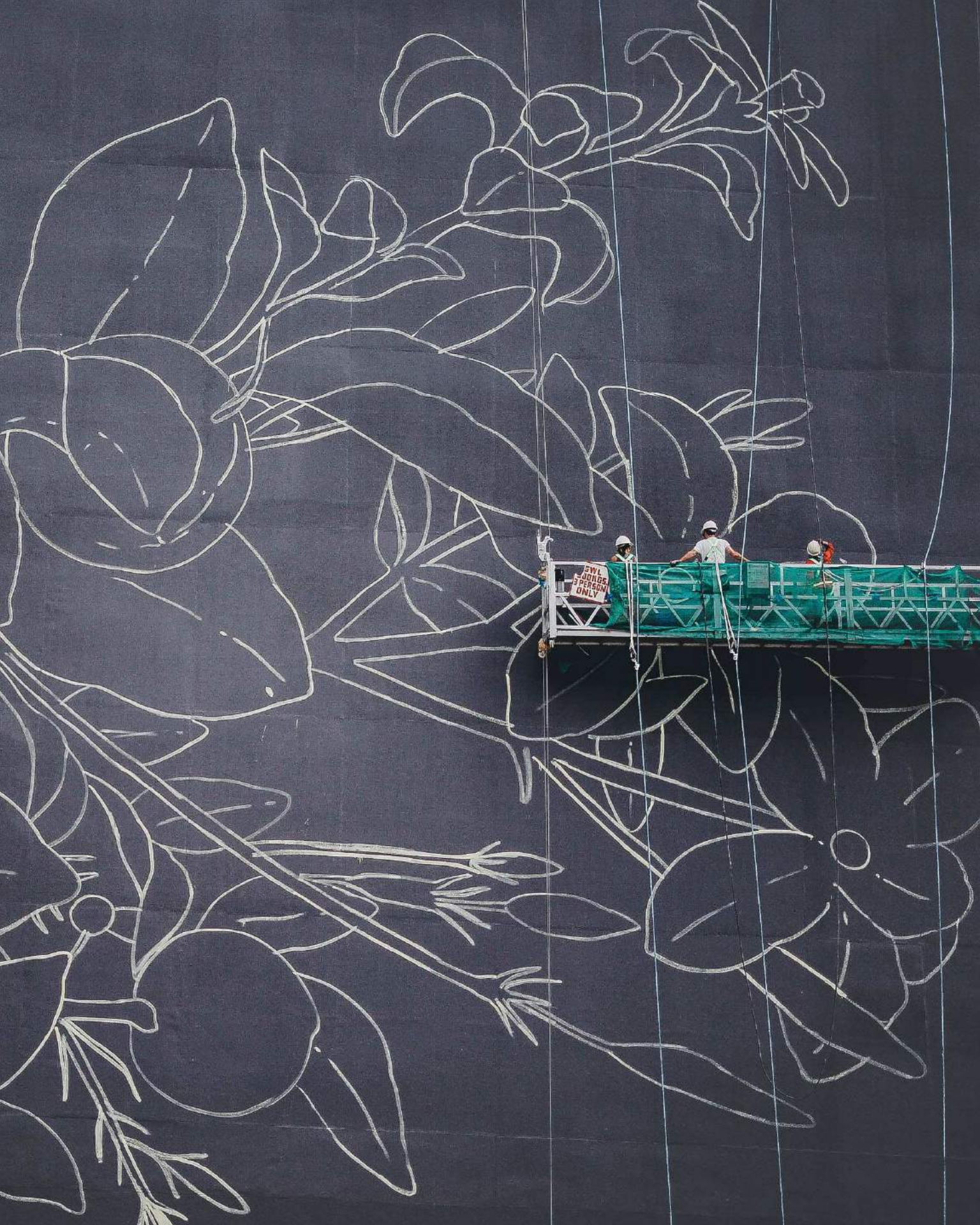


project Art BGC 2015 (Bonifacio Global City Manila, PH)

client Bonifacio Arts Foundation

artist Various incl. FAILE, CYRCLE, Pastel Fd, Kristin Farr, Nate Frizzell

type Event Programming, Mural Installations



project Lunar New Year 2019 (Los Angeles, CA)
client Westfield Century City
artist Jeff Nishinaka
type Window Display Vitrines Installation





Westfield



HOUSE OF
GOOD FORTUNE
A LUNAR NEW YEAR EXPERIENCE



PARKING



project Perrier Flavors (Worldwide)

client Perrier, Ogilvy

artist AKACORLEONE

type Corporate Branding, Advertising Design

AKA
CORLEONE



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project Cityline (West Hollywood, CA)

client City of West Hollywood

artist Kristin Farr, Ellierex, Casey Gray, Jim Houser, Angie Wong

type Public Art, Vehicular Wraps on City Buses

UPCOMING PROJECTS



project The Culver Steps/Amazon Studios

client Hackman Capital Partners

type Sculptural Installations



project Ivy Station

client LOWE Enterprises

type 1% for Art in Public Places Contract



project West Sacramento

client City of West Sacramento

type Arts and Culture City Master Plan



project Great Park Art Walk

client Five Point

type Site-specific and Permanent Public Sculptures



LBP DIGITAL

The Digital Division of LeBasse Projects (“LBP Digital”) is the in-house agency that provides cultural strategies and architects customized creative services. We work collaboratively on projects to produce idea-driven solutions that engage, enrich, and resonate.

Our core competencies include:

- Brand Development & Strategy
- Marketing Development & Strategy
- Graphic Design & Visual Identity Development
- Social Media Strategy & Management
- Web Design & Development
- Experiential Marketing
- E-Mail Marketing Strategy
- Digital & Print Marketing Collateral
- Production Advertising
- Media Planning
- Photo & Video Content Strategy & Development
- Digital Media Content Strategy & Development



THE LEBASSE APPROACH

research

Before starting any project, we undergo a detailed market research & analysis process in order to provide both macro and micro level insight to the project at hand. We survey the influential trends and the overall economic, social, and cultural landscape of the market, in order to add depth to our deliverables. Every project is approached with the utmost understanding of the respective objective so that we may provide the best solution possible.

strategy

Building the right marketing strategy is more than a logo, new signs and a website. It involves tapping into market insights, understanding true potential, and then telling an authentic story that resonates with people on an emotional level - not just as a commodity. We approach our strategy scope of work as an integral part of a project, rather than as an isolated exercise. We uncover the nature and essence of the project and immediately build a vision around that across every touch point. Our ability to express the DNA of a project even before it's finished is fundamental to our work.

design

Consumers find mundane marketing content to be boring and can easily dismiss the opportunity you present to them. Our design process is to engage in storytelling and establish a unique narrative while keeping the essence of the brand in-tact. Equipped with a team of highly skilled designers, we elevate your marketing objectives and ensure your visual narrative speaks volumes.



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