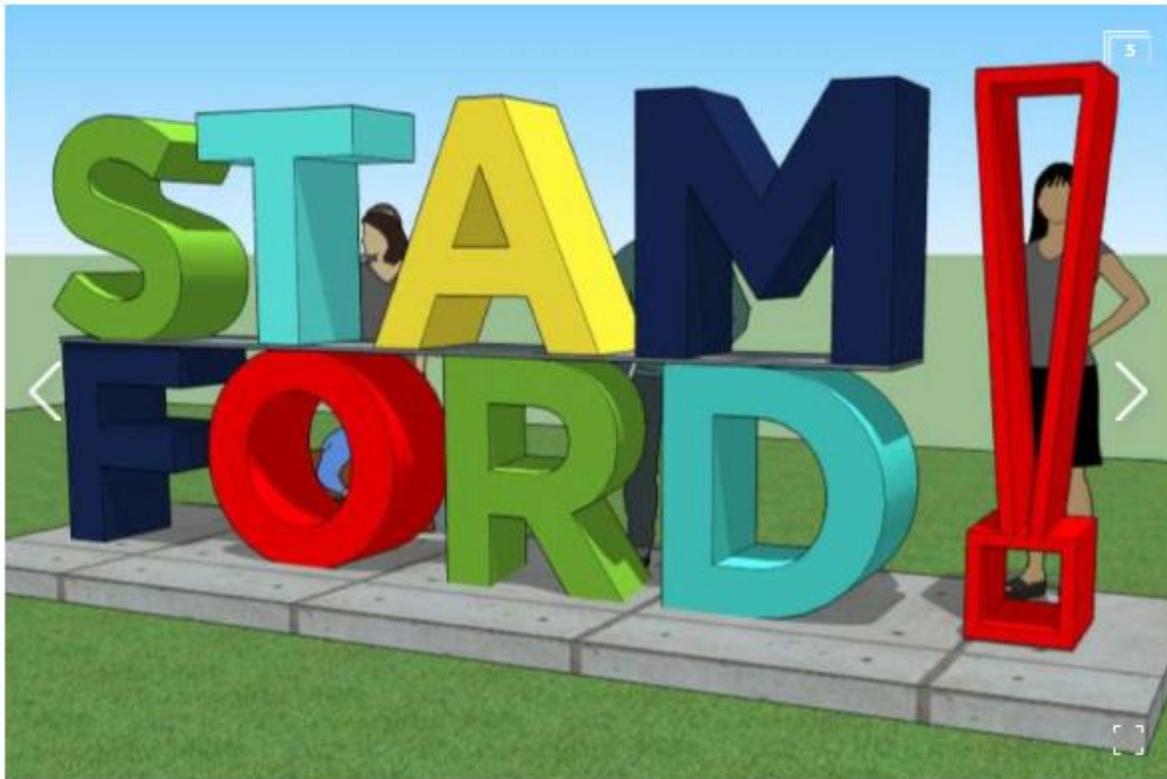


New ‘Stamford!’ sculptures expected this fall

Humberto J Rocha | July 27, 2019



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A rendering of the Stamford! photo op sign that is expected to be installed at two locations -- 677 Washington Blvd. and a city park or Herbot Point -- by fall of this year.

Photo: Humberto J. Rocha / Hearst Connecticut Media

STAMFORD — Mexico City has its “CDMX” sculpture letters in black and pink. Amsterdam used to have its tourist-crawling “I amsterdam” photo-op shapes. Buenos Aires has its own “BA” made from green shrubbery just next to the city’s towering obelisk.

Stamford, it seems, will be joining that crew later this fall.

“You have a lot of cities that have a photo sign, so we were looking about the ‘Instagrammability’ of Stamford,” Director of Economic Development Thomas Madden said.

Two multi-colored sculptures spelling “Stamford!” are to be erected in the city, splitting the name in two and standing 6 to 8 1/2-half feet tall, according to design drawings.

“These aren’t super big signs but it’s enough that you can get a quick photo in front of it if you’re coming for Alive at Five. You can hashtag that or Stamford. ... It’s some of our best advertising,” Madden said.

One is to be located around 677 Washington Blvd. with “actual placement to be determined via walk-thru with the City of Stamford and property owner” according to presentation documents.

The other’s location has yet to be confirmed but Madden said it would be installed in a city park like Cummings Park or along the Harbor Point waterfront.

Other examples of photo-op signage in the state are few, but include the recently inaugurated UCONN sign along Route 195 at the school’s Storrs campus and the silver steel mesh lettering in South Norwalk under the Washington Street bridge.

Besides making the city more Instagram-friendly, these signs and others in the works are meant to help guide visitors and commuters once they arrive at the train station. The photo-op signs are part of a larger project to implement consistent and distinctive, eye-catching signage throughout the city that officials plan to complete in the next four to five years.

“We’re trying to work with the people coming into Stamford,” Madden said. “We want to help them know where they’re going and when their friends come into town, help them get to where they need to go.”

Guide Studio, a Cleveland design firm, was hired by the city as a consultant and presented its recommendations in April.

For some, the city is just catching up.

“It’s about time that we have to get to base with a bat in our hands ready to hit a double in terms of getting good wayfinding,” Sandy Goldstein, president of Downtown Stamford Special Services District, said.

Additionally, the city is looking to have up by the fall column wraps near the Transportation Center with “welcome” signs in a number of different languages in a nod to the city’s diversity.

The overall project, expected to reach completion in the next four to five years, is estimated to cost \$1.6 million with state funds incoming.

“I think the Stamford sign as both a placekeeper and a spacemaker and work of art is really lovely. It’s attractive and it says ‘Hey, you’ve arrived, you’re here to enjoy yourself, work, play, dine, etc.’” Goldstein said.

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