

FOR IMMEDIATE RELEASE

CONTACT: KELLY C. RUFFEL, 973-321-1220 ext. 2263

# NEWS RELEASE

## Paterson Historic Preservation Commission Restores Great Falls Logo on the Paterson Museum



The City of Paterson Historic Preservation Commission (Commission) completed the restoration work of the wall-mounted sign for the Great Falls Historic District, located on the Paterson Museum on Thursday, June 18, 2015.

The Great Falls logo first design was created in 1978 to incorporate the name and place of the Great Falls Historic District, along with appropriating visual imagery to reflect upon the cultural and economic influences that created an era of commerce and activity in Paterson. The logo's final design in corporation with the Department of Community Development was complete by 1979. Although simple in form, the logo with a typography that was machine like is very bold and representative of the historic district. It was quoted in earlier-dated documents that "the streams of water lend itself most naturally to the representation of the Great Falls" and that the chosen color of brown was a "man-made color to

reflect the idea of industry and human effort...."

The Commission became engaged in preserving the symbolic logo in September of 2014, as its visual impact was at the height of deterioration. The Commission's Historic Markers and Signage committee worked effortlessly in the design and research to refurbish the logo. They found that the best way to preserve it was to hand-wash the existing material and metal sign board followed by hand painting and bonding the logo's surface with a sealer for longevity.

The Commission was very enthusiastic in selecting recent recipient of a 2014 Good Graces Award, *Alpine Painting & Sandblasting Contractors* (Alpine) to complete the Great Falls logo restoration. Alpine Painting and Sandblasting Contractors is a full-service commercial, industrial and shop painting company. Headquartered in Paterson, NJ Alpine employs more than 100 painters, and a full support staff, including administration, operations, project management, estimating, engineering and customer service. "We are very good at what we do because we like what we do! No other painting contractor we know of can boast more emphatically about their repeat customer rate than we can," reports Dave Scaturro, Sales and Marketing Director of Alpine Painting. Alpine was chosen for this project due to their outstanding past leadership and generous donations of resources and professional expertise to help the community in repainting Paterson's "field of dreams," Hinchliffe Stadium. Their work proves craftsmanship and community values are significant factors

in supporting the City's preservation efforts. Alpine worked diligently to restore the logo within a week time frame. In addition, *Sherwin-Williams* graciously sponsored the project by donating all of the painting material to Alpine.

This project was supported by Passaic County's Board of Chosen Freeholders and the Paterson Museum. The Commission requested funds from Passaic County's Corridor Enhancement Program last year for the logo's restoration. The Corridor Enhancement Program encourages business and tourism development by creating better, safer, and more attractive environments in county commercial and recreation corridors. In April 2015, the Commission was awarded monies from this fund to start the project. In addition, the Paterson Museum played a vital role in overseeing and coordinating all of the on-site work.



**BEFORE**



**AFTER**