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Proposal

Interpretive Signage Program, Stamford Veterans Memorial Park

Client

Stamford Veterans Park Partnership
Stamford, CT

May 3, 2022

Introduction

Sawdust and Strata was asked to submit a proposal for the design and implementation of curatorial content and a wayfinding system/program for Stamford Veterans Park. The presentation of this content will educate the public on the history of the site and the contribution of local veterans in the armed forces.

CVs for the curatorial and design principals are attached.

Proposal

Due to the nature of the Veterans Memorial Park site and SVPP's project brief for a visitor experience that transcends typical informational signage, alternative approaches to those used at other historical sites are appropriate. We are interested in ideas which will provide new perspectives that go beyond typical discussions of development, site design and layout over time, historic function, and use. As a result, we are anchoring the ideas to the park's Four Freedom monuments. These Four Freedoms – the Freedom of Speech, Worship, Want and from Fear – were immortalized by Franklin Delano Roosevelt in 1941, and have provided the thematic foundation for Veterans Memorial Park since its dedication. As they overlook the park now, the Four Freedom monuments are the perfect focal point for the first phase of the project.

Initially, we will tie these four freedoms to discussions, acknowledgement and celebration of the veterans of five different branches of the United States military – Army, Navy, Marines, Air Force, Coast Guard – with potential for developing additional resources to honor National Guardsmen and civilian programs like the Civil Defense and Civil Air Patrol.

With the use of stationary, interactive digital kiosks, we will provide an engaging and thorough understanding of the site's history, the meanings of those Four Freedoms, and media and content linked to a discreet group of Gold and Blue Star veterans whose stories are exemplars of Stamford's contribution to national endeavors and wars. Biographical content will be compiled, including pictures, ephemera, memorabilia, interviews with family, and curated for presentation for public viewing on the interactive digital kiosks (see below for more detail). Diversity, equality, accessibility and inclusion (DEAI) will be a driving force for the selection of the initial group of veterans for whom content would be created. Content will be fluid to align with monthly initiatives (e.g. Women's History, Black History, Mental Health Awareness, LGBTQ+, Native American History, etc.) and additional resources offered for veterans struggling with mental health and/or well-being with anonymity guaranteed if accessed from the kiosks or via QR code using a smartphone. Special links to the Citizen of the Year Award Winner would also be developed during this phase.

Infrastructure for subsequent phases, including a 360-degree virtual tour of this area of Stamford at different points in history, a virtual tour of the site and other resources, would be emplaced during this phase to aid in future development.

In addition, we propose two or three small (3' x 4') conventional wayfinding panels at main points of egress (see pages 4-5).

Content

To honor the service of local veterans highlighted in the interactive content, a “discovery” period would be advertised, and families of the selected veterans contacted. Letters, photographs and other ephemera can be collected, photographed and utilized in the development of the biographies. This will not only help increase the awareness of the Park and the work of SVPP in particular, but also help engage the community and pique interests, potentially increasing involvement from local businesses, non-profits, and individual community members and/or families including sponsorship, partnerships for programming and general community engagement.

Content use would be governed by appropriate curatorial and permissions forms which would be kept on file at SVPP and copies given to the lending person(s).

Recommendations

Phase 1 – discussed above

- **Use this as an opportunity to observe traffic through the site and better integrate it with downtown Stamford.**
- **This will improve wayfinding during phase II which would be developed side-by-side with the tours of the site.**

Phase 2 – The Experiential Phase

- **Implement additional wayfinding and virtual tours.**
- **Further development of QR code content and smartphone applications, and potential extension of kiosks.**

Hardware

For Phase 1 we are suggesting the Monolith and Enviro kiosks, which are built in New Hampshire, fully monitored by the company that produces them, and are turn-key options. These costs are representative of what we found to be average price points for these type of displays. Pedestal-type interactive displays, other than the Enviro, are not readily available for outdoor use.

Costs

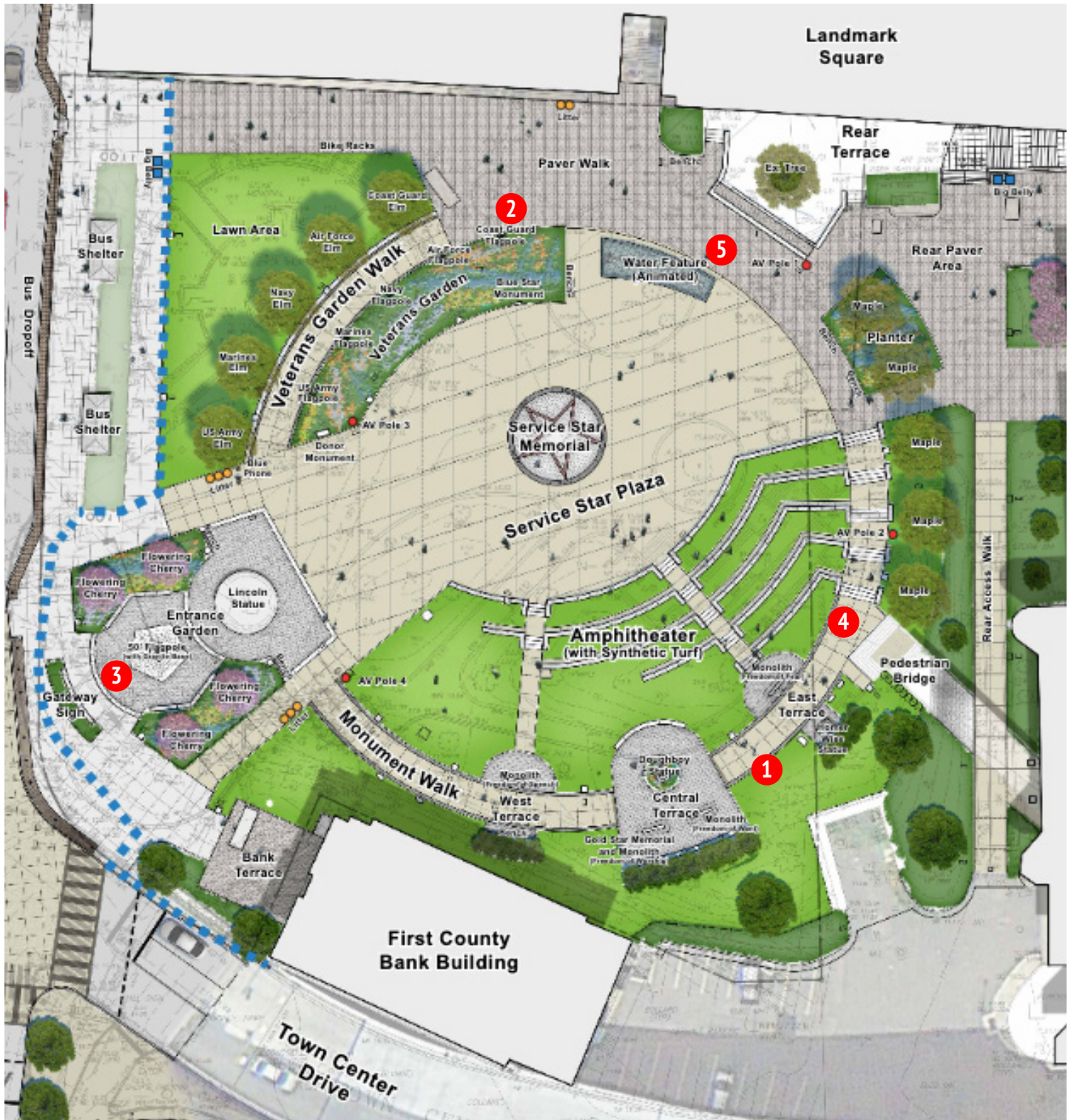
| | |
|-----------------------------|------------------|
| Advanced Kiosks, Monolith | \$30,000 |
| Advanced Kiosks, Enviro | \$10,000 |
| Wayfinding Signs, 3 panels | \$10,000 |
| Design Fees | \$30,000 |
| Curation and Discovery Fees | \$30,000 |
| Total | \$110,000 |

Proposed Informational & Wayfinding Signage Placement

1 Digital Interactive Kiosk, Monolith

2 Digital Interactive Kiosk, Pedestal

3,4,5 Wayfinding Signs (non-digital)



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Interactive Digital Displays

Detailed Specifications Available on Request

PRODUCT

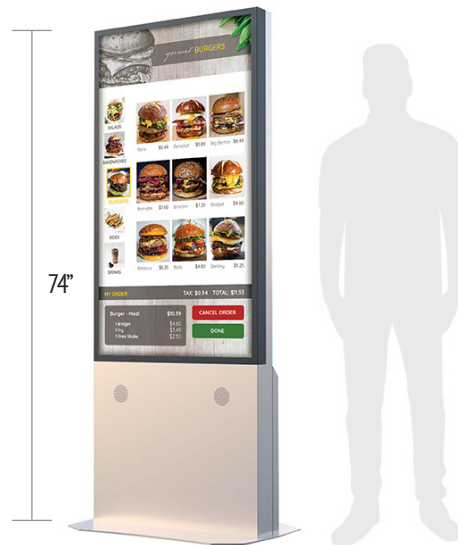
Supplier

Design
Display Size (inches)
Touchscreen
Display Lifespan
Operating System
Remote Access
Remote Interface
Connectivity
Voltage
Warranty
Dimensions (inches)
Weight/Shipping Wgt.
Vendor OS Configuration
Vendor Installation
Vendor Licensing/Support
Unit Price

MONOLITH

Advanced Kiosks - US
www.advancedkiosks.com

Upright
46/55
Y
50k hours
Windows 10 Pro
74"
Y
Zamok Cloud App
Wired/WiFi
100-240VAC
3 years
74H x 29W x 6D
333 lbs/607 lbs
\$1,200 (\$0 w/support pkg)
\$900-1,000 per unit
\$130/mo for 2 kiosks
\$26,000-29,000 (w/out ship)



ENVIRO

Advanced Kiosks - US
www.advancedkiosks.com

Pedestal
19
Y
50k hours
Windows 10 Pro
Y
Zamok Cloud App
Wired/WiFi/Cellular
100-240VAC
3 years
55H x 19W x 6D
99 lbs/189 lbs
\$1,200 (\$0 w/support pkg)
\$900-1,000 per unit
\$130/mo for 2 kiosks
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