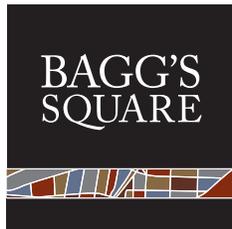


Project: Bagg's Square Association



ALWAYS MAKING
History

The Bagg's Square neighborhood in Utica, NY is the city's most historic neighborhood. The neighborhood association was awarded an Urban Corridor grant from National Grid to make streetscape improvements throughout the area and custom designed litter receptacles were on their list to explore.

The Bagg's Square Association worked with OSPA&D to bring their recent branding and graphics to life. Mosaics were cut to mimic the main element of the logo, which is a cropped image of an overhead map of the neighborhood. Since the brand of the neighborhood revolves around "always making history", another band was added around the receptacles that features historical photos, old maps and other important imagery of the area.



The reaction in the neighborhood has been very positive – the local businesses get an artistic, memorable, branded litter receptacles that serve as a functional piece of street art and an enhancement to their storefronts. The neighborhood as a whole is able to combat litter. The visitors to the neighborhood take notice of the receptacles because they are so unique and tie into other branded elements that have been implemented. The project was featured in a September 2, 2015 article in the Observer Dispatch and also featured in a TEDx Utica talk entitled "Microbranding Utica: Mile by Mile".

The success of the first round of receptacles has led the Association to order more – but this next round they will act as planters that will hold small trees to help bring more fullness and some greenery onto their streets. The new planters will be mobile and will be able to be moved from street to street as future development occurs and critical mass of commercial, residential and more arises.

