

May 8, 2009
Eustis, FL

Sculpture by Florida Artist becomes Icon in Rebranding a City

Sculptor Doug Hays is changing the impression of a community with his art.

Last month, in an effort to rebrand Eustis, the City adopted a new logo featuring the silhouette of the 14' tall stainless steel Blue Heron by Hays.

The monumental heron sculpture commissioned in 2007 by the city and Public Arts and Music is located in downtown Eustis' historic Ferran Park. Since its installation, the impressive sculpture has become a community icon and favorite photo spot.

Artist Doug Hays is very proud that the sculpture has been chosen to represent the city. The 2009 United Arts Grant recipient has a long history with the city of Eustis, having completed their first piece of public art in 2001.

Since then, Hays has completed many public projects for the City of Eustis and for Public Arts and Music, a non-profit arts organization.

"Eustis and Public Arts and Music has been very proactive in bringing art and cultural events to the area", says Hays. "There are several sculptures by many artists on display for visitors to enjoy in downtown, as well as a museum of art, a theater, and a folk music festival in the fall".



The new logo is part of a marketing and brand plan by the firm Glatting Jackson. The group built the logo with the help of a steering committee, made up of the Executive Management Team and representatives from the Bay Street Players, Lake Eustis Area Chamber of Commerce, and Eustis Main Street.

Doug Hays is currently working on a series of Equine sculptures, three of which are on display at the Museum of Florida Art in DeLand until May 30, 2009.

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