

SIGN OF ATTRACTION

BY DAN MATHERS PHOTOGRAPHY COURTESY OF SEAPORT SHUTTER COMPANY

Seaport Shutter Company's newest venture, the Sign Shop, has people paying attention.



In addition to handcrafting custom shutters like these fun shark cutouts, Seaport Shutter has expanded to include personalized house signs.

IMAGINE DRIVING DOWN A CLAMSHELL DRIVEWAY TO YOUR RETREAT AND SEEING A BEAUTIFULLY CRAFTED MAHOGANY SIGN PERFECTLY MOUNTED ON YOUR HOME—something that adds a dash of color and character to your seaside escape. Seaport Shutter Company's Sign Shop offers just this: custom-carved signs that bring you back to yesteryear.



The Sign Shop, launched in April 2014, creates high-quality, distinctive signs that complement homes all over New England and across the country. These signs are the newest creations from Seaport Shutter Company, a business that has sustained a reputation for exquisite craftsmanship for more than two decades. Seaport Shutter Company—started in 1992 by owner Peter Malone—manufactures custom exterior and interior shutters, mahogany screen and storm doors and a line of Adirondack furniture featuring their Classic Adirondack chair.

Seaport Shutter builds their products with a nod toward the methods of Cape Cod's old boatbuilding heritage. By combining the finest materials and age-old carpentry techniques, their products are made to stand the test of time, endure passing New England seasons while evoking the nostalgia of days gone by. And, since everything they build is custom-made, their products are extremely versatile. Lauren Huard, the daughter of Malone and the company's director of sales, says Seaport Shutter Company's products can be found on everything from 350-year-old homes on Beacon Hill to recently built modern homes in Chatham.

Huard says creating signs was a natural extension of their business. Prior to starting the Sign Shop, customers would come in to purchase mahogany

Top and above: Handcrafted from premium-grade mahogany and painted fine coats in any color, each starboard sign is unique and able to stand up to New England's weather conditions.



storm doors and shutters and then inevitably ask if Seaport could also make house number signs and starboard signs. Huard says it just made sense to launch another arm of their business.

In the first two months the shop was open, Huard says, they immediately had dozens of orders for custom signs. And the options for signs are as wide as a customer's imagination. Signs can include: house numbers, latitude and longitude coordinates, a carving of a grandfather's boat, a saying, or the name of a home. They can be adorned with Seaport Shutter's gilded appliques, or any other custom carving or design.

Above: A nautical-inspired house number sign with rope detailing is a coastal classic. Below: Seaport Shutter Company offers more than 75 hand-gilded appliques, like the gold scallop shell on this screen door (also made by Seaport) to dress up signs; custom appliques can also be created.





Left: A custom-designed Whydah Figawi starboard sign.
Below: A gilded starfish applique adorns a house-number sign.



Seaport Shutter Company is known for their high-quality Adirondack chairs, available in any color or with a natural finish



"It certainly adds curb appeal. It adds charm," says Huard. "And it makes the home extra special and unique."

The signs also tell the world about the homeowner's appreciation for quality craftsmanship. The signs are manufactured from premium-grade mahogany. "All of our products are manufactured from natural fibers," says Huard. "We steer clear of any chemically engineered material." The signs are then meticulously finished with five coats of paint—two oil-based primers and three coats of an acrylic latex finish.

Because the signs have low moisture content in the mahogany and are finished with several coats of paint, Huard says the signs withstand season after season of New England weather.

If, at some point, a customer paints their home and needs a new color for their sign, Seaport Shutter Company offers refinishing services. They also offer measuring and installation services and ship across the country for anyone wanting a piece of old Cape Cod.

"Our products age gracefully as the home ages," says Huard. "The signs evoke a feeling—a feeling of tradition, history, family, charm." 