

Downtown Gets Decked Out for the Holidays

Excerpted

December 11, 2010



Stroll down a stretch of Main Street downtown and you might have to check your smartphone: Storefront windows decked out for the holidays? What decade is this?

The big downtown department stores and lighted crowns above intersections have, of course, retreated into history. But yes, Virginia, there is retail downtown. The debut of Holiday Windows on Main makes that glitteringly clear.

The dozen-plus decorated windows, along Main between 12th Street and Truman Road, belong to boutiques, a couple of theaters, a jewelry store, a bakery, a coffee shop and a grocery store, among others. Local artists created the displays, and you'll see a bit of everything — butterflies fluttering in cotton candy-like snow, "holiday friends" from books and movies, hands reaching for a sparkly red gift.

Some of the scenes even include good old-fashioned merchandising. That mannequin's party-ready ensemble is festive, sure, but it's also for sale.

"They're not your typical window displays, but they're all really cool," says Rachel Waller, marketing manager for the Power & Light District, which hopes "Holiday Windows" will become an annual tradition. Arts Incubator and Hello Art collaborated with Power & Light on the project.

More Window Wonders



The window at AMC Mainstreet Theatre created by artists Peregrine Honig and Danielle Meister.



Window display created by artists Lori Bury & Carmen Moreno on display at the Midland Theatre in the Power & Light District downtown.



"Holiday Windows on Main" includes this display at the Polished Edge Fine Jewelry by artist Cheryl Eve Acosta.



Jos A. Bank, 1320 Main St., window created by artist Jennifer Elliott.



Window display created by Margaret Shelby on display at the Garment District Boutique, 1350 Main St., in the Power & Light District downtown.



Window display by Jessica Rogers at Zafar Salon, Spa and Boutique.



Latteland by artists Katie Danner & Sara Cramer.



MeMa's Old Fashioned Bakery, 1211 Main St., detail of window created by artist Nicholas Naughton.