

WINTERBRIDGE FALL RIVER

Fall River, Massachusetts



A Warm Gathering Space

Winterbridge featured outdoor activities involving music and arts, various vendors and community giveaways – all within the confines of “a warm gathering space.” Fire pits were used to spread warmth while visitors enjoyed the crisp, winter air either before or after they stroll through the downtown district. Winterbridge also featured a “We Love Fall River” downtown window display competition.



PROJECT TYPE:	Festival, Family Friendly, Retail
BUDGET:	\$25,000
IMPLEMENTATION:	3-8 weeks
TIMELINE:	3-months (expanding into summer activations)
MATERIALS:	lighting, plywood, firepits, snow machine, tables and chairs, sound systems
MAINTENANCE:	High

Funding Provided:

