

#NBFESTIVE WINTER PLACES



New Bedford, Massachusetts

Making Downtown New Bedford a “hotspot” in Winter.

#NBfestive Winter Places created pop-ups at various hot spots throughout downtown New Bedford’s Seaport Cultural District – places for residents and visitors to “warm up, chill out, shop small and eat local.

Downtown storefronts were activated with cultural performances from local artists and two downtown plazas featured warming stations, public art installations, and even a snow maker to enable with sports activities throughout the season.



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:

