

WINTERLUDE SALEM

Salem, Massachusetts



A safe and socially distanced celebration of winter and a way to get people to explore multiple areas of downtown Salem.

Salem Winterlude was a collaborative project between Salem Main Streets, Creative Collective, and the City of Salem to activate and enhance the Essex Street Pedestrian Mall and adjacent public spaces. The activations sought to create an accessible community asset that will contribute to small business support initiatives as well as community wellness.

Tapping into proven economic development practices while combining creative elements created a magical and safe activation utilizing a typically underutilized area in the winter. The installation included wreaths and programmable lights, mural backdrops and “selfie stations” designed by local artists, shop window support, pallet tree displays made by local artists, custom firepits designed and made by local craftspeople.



PROJECT TYPE: **Festival, Family Friendly, Retail**
BUDGET: **\$25,000**
IMPLEMENTATION: **2-4 weeks**
TIMELINE: **3-months**
MATERIALS: **wreaths, led lights, paint, plywood, canvas, pvc piping, firepits, firewood, pallets**
MAINTENANCE: **Medium**

Funding Provided:

