

WORCESTER WINTER PLACES Worcester, Massachusetts



PARTNERING WITH LOCAL ARTISTS AND BUSINESSES, WORCESTER DEVELOPED A FESTIVE HOLIDAY ATMOSPHERE DRAWING VISITORS TO DOWNTOWN AND ADJACENT NEIGHBORHOOD MAIN STREET

The Main South Development Corporation, in partnership with the City of Worcester and other local cultural partners collaborated on an illuminated installation of public art and sculptural pieces to light the neighboring Downtown and Main South neighborhoods along Worcester's Main Street. These neighboring light projects united and illuminated the community to encourage patronage of local businesses, walkability and use of street space, urban beautification and public safety.

PROJECT TYPE:	Outdoor, lighting
BUDGET:	\$30,000 (of \$100,000 total budget)
IMPLEMENTATION:	High - 6 - 8 weeks
TIMELINE:	January - March
MATERIALS:	Multiple types of lighting, handmade sculptures for each installation
MAINTENANCE:	Medium

12+

Local Artists
Employed

7,000+

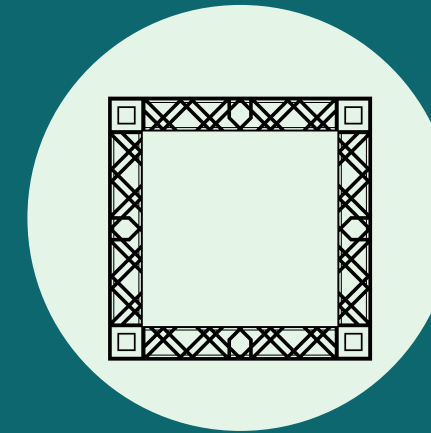
Attendees at
Programmed Events



WORCESTER WINTER PLACES HIGHLIGHTS



25 local businesses directly participated in programming



Exposure of local artists work to thousands of area residents



Increased foot traffic and connectivity between downtown and Main South

“We are grateful to have so many partners around the city who see the value in spreading joy without spreading infection. Creative collaboration is the true tradition of Worcester this winter.

- Erin Williams, City of Worcester



PROJECT PARTNERS

City of Worcester

Main South Development Corporation

MassDevelopment TDI

Downtown Worcester BID

Creative Hub Worcester

WORCESTER WINTER PLACES WHAT'S NEXT?

Our community is excited to build on the momentum of 2020, to collaborate and expand our winter placemaking offerings in Winter 2021. Community response to our 2020 project was extremely positive, and we anticipate further growth, buzz, and collective impact for 2021 when there may be more opportunities to gather safely in-person.

the impact

A favorite memory from this past Festival of Lights celebration was seeing the reactions of pure joy and awe of the visitors. After the past year, it was inspiring to see people discover a reason to celebrate through the collective efforts of the community. Many families visited the art pieces and took photos showcasing smiles that had been hidden by face coverings for months.

*Project Funding
Generously Provided By*

 **Barr Foundation**