

HOT

Friends of Old Town seeks artists for pop-up storefront galleries

Star staff report

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Can you envision your artwork in the window of 121 S. Loudoun St. in downtown Winchester?

Provided photo

A program recently initiated by Friends of Old Town aims to turn vacant and underutilized storefront windows into galleries available to local and regional artists, according to a Friends of Old Town media release.

The program, "Main Street Masterpieces," will increase public art throughout downtown.

"By pairing artists with high-visibility display spaces, the initiative uplifts local creatives, activates underutilized buildings and draws pedestrian interest and foot traffic across downtown," the release states.

"This started as a way to bring some life to vacant and underutilized windows in Old Town," said Brady Cloven, executive director of Friends of Old Town. "We have an incredible local artist community, so connecting those spaces with their work felt like a natural fit. It gives artists another place to be seen and gives people something new to discover as they walk through downtown."

Main Street Masterpieces is seeking applicants for these downtown pop-up galleries. Each featured window will be occupied by a single artist for a period of three months. Windows will be illuminated in the evening with timed LED lighting to provide dusk-to-dawn visibility.

Windows will be identified with a branded poster and QR code, linking directly to the artist's biography and sales information. Additionally, artists will receive a dedicated page on the Friends of Old Town website. Friends of Old Town will act as the intermediary for sales transactions.

Currently, the program includes two spaces: 121 S. Loudoun St. and 15 W. Boscawen St. Artists may apply at the Friends of Old Town website, with selections being made quarterly on a first-come, first-served basis.

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