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Using art as a lure

Down Street Art celebration scheduled for four months
 By Scott Stafford, Berkshire Eagle Staff

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NORTH ADAMS — Several segments of the community are working together to create and capitalize on a four-month art celebration to promote the city as a destination and improve the downtown economy.

Part of the celebration will include the opening of four new art galleries in unoccupied retail spaces donated to the cause by Scarafoni and Associates.

A poster map and brochure were designed and produced to help market the celebration. They list all the art galleries in North Adams this summer and will be distributed to tourist centers, stores, hotels and art galleries throughout the area.

Jonathan Secor, director of special programs at MCLA, presented the idea to North Adams Mayor John Barrett III several weeks ago.

"When Jonathan broached the subject, I was all over it like a cheap suit," Barrett said during an announcement of the Down Street Art project yesterday afternoon in MCLA's Gallery 51. "I think we're going to see a lot more people in our downtown this summer."

One new gallery will be operated by Mass MoCA, another by the North Adams Artist Cooperative, a third by artist Jarvis Rockwell and a fourth by MCLA Gallery 51, Greylock Arts and Turbulence.

Other galleries promoted as part of Down Street Art include the Brill Gallery, Eclipse Mill Gallery, River Hill Pottery, Kolok Gallery, Art Space, Widgitz, North Adams Antiques & Gallery, MCLA Gallery 51, Suncatcher Glass, Hudsons, Eric

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Rudd's large-scale art installation called A Chapel for Humanity, and Mass MoCA.

Down Street Art will begin June 26 and run until Oct. 31.

The four new galleries are:

- Maya III, 73 Main St., which will feature a third incarnation of Jarvis Rockwell's translation of ancient Hindu pyramids with a 9-foot-tall stepped pyramid lined with toys, action figures and dolls. He also will be there this summer creating an original wall drawing.
- North Adams Artists' Cooperative Gallery, 107 Main St., which will features local artists working in a variety of media, including painting, photography, ceramics, sculpture, textiles and hand-blown glass.
- Primary Secondary Volumes 1 & 2, 28 Holden St., which will feature the work of artists currently employed at Mass MoCA to create the conceptual Sol Lewitt paintings at the upcoming Lewitt Gallery. These artists have works of their own that will be featured on

Holden Street in two editions — the first from June 26 to July 25, and the second from July 31 to Aug. 29.

- Lumens, 61 Main St., which will be an interactive installation in three locations — the North Adams space, in Greylock Arts on Summer Street in Adams and on the Internet at turbulence.org. The installation will consist of dozens of donated household lamps. Through a complex series of proximity sensors, a group of lights will come on as a visitor



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approaches, as will some of the lamps in the Adams gallery, and vice versa. Many of the lamps have stories behind them on the Turbulence Web site, and when someone is reading the story on the Web, that lamp will illuminate in the gallery. Lumens will open July 10.

According to David Carver, a managing partner for Scarafoni & Associates, the four donated spaces will result in complete occupation of all the retail spaces downtown.

"Ultimately, it's good for business," Carver said. "Art is the vehicle for economic development. And, hopefully, there's a chance we'll be able to land an art-related business in one of these spaces, or someone who sees how much is happening will want to locate their business here."

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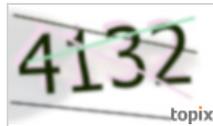
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