City streets come alive with art

By Jennifer Huberdeau, North Adams Transcript
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NORTH ADAMS -- Throngs of artists, residents and visitors filled the sidewalks of Main and Eagle streets Thursday night, as they floated from one gallery opening to another during the inaugural night of DownStreet Art.

"We were at Mass MoCA this afternoon and were attracted to the event this evening," Nilgun Turan of Rhode Island said as she walked around the North Adams Artists Co-op Gallery at 107 Main St. "The art is good and very tasteful - it really catches the eye from the window. We wanted to stay and see what it was all about."

The event, which opened four new galleries in empty store fronts on Main and Holden streets, will run through the end of October. As part of the project, a new arts map depicting all of the art galleries and spaces in the city, has been designed to direct tourists where to go.

"We're delighted to see so many people," Jonathan Secor, director of special programs at Massachusetts College of Liberal Arts, said. "Howard Cruse and Ed Sederbaum mentioned to me a little while ago that there were a lot of people here they didn't know. That's great -- that's the point. We don't want to recognize the people that are here -- we want everyone to come down and see the art."

He pointed to his watch, noting the time as 7:15 p.m., as he looked down Main Street, which was filled with people.

"Yesterday at this time there were maybe five people on the street and they were all going to The Hub because it was the only thing open," Secor said. "It's great to see people on the street. We've received extraordinary support from the community. What we want to see is about 20 percent of the people here tonight, still out on the street at this time in July."

At the newly-formed co-op gallery at the opposite end of Main Street from MCLA Gallery 51, Diane Sullivan, who helped form the group, was pleased to see unfamiliar faces poring over the work on the walls and tables.

"When Jonathan and I were originally talking about this, he said he was looking to do more than just Open Studios, which is highly attended," she said. "He wanted a way to get foot traffic on the street and keep it here. He pitched the idea of having a co-op of artists on the street during the busiest four months of the year and then asked me to help organize it."

The end result of her effort is the 16 member co-op, with an additional 13 consignment members, renting the space at a discounted cost from Scarafoni Associates through the end of October.

"Every three weeks we will feature three artists at the front of the gallery and then rotate them back into the rest of the gallery," Sullivan said. "We want people to keep coming back, so there will be a lot of changes over the next four months."

Among the visitors to the co-op gallery was Daisy Rockwell, daughter of artist Jarvis Rockwell, who was visiting from California to see the opening of her father's exhibit down the street.

"I'm really excited to see this town turn into an artist colony," she said. "I think it's pretty neat to hit a place like this after driving for a period of time. It's really exciting to see the empty real estate get filled."

Having grown up in Stockbridge, she said it was amazing to see the community to pull together to present such a