



Hoboken Business Alliance, Inc.

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HOBOKEN BUSINESS ALLIANCE'S POPULAR "THROUGH THE WINDOWS" ART WALK TO RETURN IN MAY

Artists and Businesses Sought to Participate in Largest Citywide Celebration of Art

HOBOKEN, NJ - Following up on last year's successful ["Through the Windows" Art Walk program](#), Hoboken's Business District will again be transformed into a community-wide public gallery this Spring.

From May 1st until mid-June the Hoboken Business Alliance (HBA) will present the largest outdoor art exhibit in our region with the help of the city's vibrant business community. Storefront windows will be transformed with works from local artists on display. A quick scan of an accompanying QR code will provide residents and visitors with a detailed map of participating storefronts as well as more information on the artists and their work.

Last year, more than 75 local businesses participated, and the work of over 50 artists was displayed in their storefronts. The Art Walk was well received by patrons, who scanned the "through the Windows" QR code nearly 5,000 times. In addition to the artists' work receiving wide exposure, 20 pieces were sold through the event.

The program encourages participants to explore local businesses, bars and restaurants while walking throughout the city and enjoying the artwork. Businesses that hosted pieces in 2022 saw a positive response and importantly, increased foot traffic and engagement with new potential customers.

"Hoboken has long been known as a city that celebrates its artists and there is no better way to do that than to make their work more accessible to as large an audience as possible," Roxanne Earley, Executive Director of the Hoboken Business Alliance said. "'Through the Windows' effectively turns every participating business into a gallery space and will once again encourage residents and visitors alike to experience all that our City has to offer."

With Hoboken's own Main Street Pops returning to curate the event, and Hoboken's Barksy Gallery once again advising on the display of the art, every storefront in the city will have the option to participate, their style and identity being matched with artwork in a number of mediums. This unique and dynamic event features up-and-coming as well as established artists.

"Hoboken has such a strong artist community, and the positive response from last year's program was so incredible. Main Street Pops is thrilled to produce this art walk with the Hoboken Business Alliance, pairing even more Hoboken businesses with talented local artists," said Tracy Gavant, Co- Founder of Main Street Pops.

“Art has always been woven into the thread of Hoboken’s history. Through the windows has brought back that artsy vibe our customers have known and expect us to support,” Laurie Michelson, CEO of Hair Cult Salon said. “And of course it’s essential for us to be a part of this again this year! I love it!”

‘The ‘Through the Windows’ program put on by the HBA and Main Street Pops is a fantastic program,” Brittany Vogel, said. “As a local artist, it is a fun way to share my work with the community and also help bring visitors into Hoboken. This is a thoughtful program that is a win for all involved.”

[Click here](#) if you are an artist interested in having your work displayed by a local business during this year’s “Through the Windows” Art Walk program.

[Click here](#) if you are a local Hoboken business and would like to get more information on how you can display art “Through the Windows” of your storefront.

ABOUT HOBOKEN BUSINESS ALLIANCE

The Hoboken Business Alliance (HBA), a Special Improvement District created by the Office of the Mayor and City Council, is committed to supporting the local Hoboken community. The HBA was formed to improve the district’s area and stimulate business in Hoboken. The HBA is here to ensure a safe, accessible, and prosperous business district that attracts residents and visitors to shop, eat, play, and stay in Hoboken. Visit www.hobokenbusinessalliance.com for more information.

DATE: **February 6, 2023**

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