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Businesses honored for best window display

The Avenue team of retailers in Oak Park Avenue and Lake Street business district took the top slot in the Village-sponsored window display competition, followed by the Oak Park Arts District on Harrison Street in second and South Boulevard/Lake Street in third.

As the winner in the friendly window display competition, The Avenue Business Association will receive eight weeks of free CTA advertising. Second and third place winners will receive a credit for advertising, marketing or consulting services for the district.

Five teams of retailers in Oak Park business districts created window displays based on practices learned at a Village-sponsored workshop. More than 30 business owners and operators participated in the workshop, which featured Carol Zack, a visual merchandising professor from the Illinois Institute of Art in Schaumburg. Using a window dressed by the Village as a teaching tool, Zack helped retailers better understand the key elements of effective window displays.

Each team's windows were judged in several categories, including general exterior appearance, lighting, merchandising, props and staging elements. The public was invited to visit all 19 windows throughout the month of June to vote on their favorite.

In addition to the window competition, the merchants also collectively donated more than \$350 in raffle prizes for residents who helped pick the display winner.

For more information on the window display competition or support services available to local businesses, contact the Business Services division at 708.358.5642 or e-mail business@oak-park.us.

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