

PICK-UP POP-UP BOOK SHOP:

Northshire Bookstore in Williamstown Paintings by Danielle Klebes

It's an endeavor dedicated to books, and to buying them locally from Northshire Bookstore, the treasured independent bookseller in Manchester, Vermont.

The "*Pick-up Pop-up Book Shop*" at 50 Spring Street in Williamstown, Massachusetts opens November 1 and will be in business for two months until December 31.

Customers will make their purchases at www.northshire.com for free local Williamstown pickup at the end of each week.

Northshire will be making pony-express-style deliveries of the week's haul, and the shop on Spring Street will be open for an at-your-convenience pick-up, every Friday, Saturday and Sunday from 11am - 3pm. Purchases must be made by Tuesday for the weekend delivery.

There is no browsing in this bookshop. The shop's customers are invited only to approach the table inside the entrance to collect their already-purchased books. They will be protected here by plexiglass in a new sort of cross between Dairy Queen counter and bank-teller's window.

But the space they enter will look and feel (and sound!) quite different from either of those references, as the shop has also been transformed into a music-filled window display intended to be nothing less than transporting.

Thanks to a collection of painted figures by Danielle Klebes, the brilliant North Adams artist whose work was recently on view at Installation Space in North Adams, the new shop should exert a fresh pull to passers-by on Spring Street.

The scene in the window is a Sherlock-Holmesian room meant to evoke a place to read and disappear into books, thanks to the kind loan of Victorian furnishings by Jim Montepare and Empire Antiques of Williamstown (270 Cole Avenue).

With bold and beautiful hand-painted signage by the Oster Sign Company, also based in North Adams, customers may well be lured into exploring a new way of shopping for books, art, and LPs. A turntable spinning records is intended to encourage listeners to seek out the vinyl selection at Northshire Bookstore as well.

Indeed the spirit of the effort here is to support books, reading, music, art, local business, community, street life, college life, collaboration, beauty, fun, and surprise.

In a time when optimism is holding on by a thread, the need for this kind of contribution seems nothing less than vital. Please visit!