

Monday 14 October 2013

Window displays to transform West Ryde retail experience

A City of Ryde initiative to rejuvenate the retail scene in West Ryde will transform window displays while bringing benefits for local businesses and a group of TAFE students seeking commercial experience.

The West Ryde Shopfront Showcase project partners students from TAFE NSW-Sydney Institute, Visual Merchandising with shopowners along Victoria Road, Graf Ave and Ryedale Road, West Ryde. A total of 14 student/retailer partnerships have been formed to create new window displays and promotional campaigns.

Mayor Clr Roy Maggio said the project will boost the relationship between residents and retailers by presenting a revitalised image of the West Ryde town centre.

“Retailers will benefit from the students’ professional visual merchandising skills, while the students get an invaluable opportunity to work with real clients in a real commercial environment,” the Mayor said.

Andrew Sepping, owner of Bikeology, has been trading in West Ryde for over 30 years said that retailers had been doing it tough but were looking forward to a more vibrant town centre and a boost to business from the Shopfront Showcase.

“This project will bring much needed colour and creative flair and should attract shoppers and passers-by. It will make a huge difference to the atmosphere of West Ryde,” he said.

Teaching staff from TAFE NSW-Sydney Institute Visual Merchandising Department said the students will have full creative freedom and were excited about the project.

The window displays will be installed on 14 November for four weeks. People’s Choice Award will encourage the community of West Ryde to view the displays and vote for their favourite. Winners will be announced the week commencing 16 December.

Retailers participating in the West Ryde Shopfront Showcase:
Bikeology, Bob’s Models and Hobbies, Digital Cinema, Excellence Electronic Enterprise, Excell Glass, Helen De Cut Salon, Manila Mart, Mr. Piano, Newsagent and Handy Market, Oasis Hair Salon, Ravi’s House of Spices, The Korean Community Magazine, West Ryde Ace Shoe Repairs, West Ryde Newsagency

For more information, contact City of Ryde on 9952 8222, or go to www.ryde.nsw.gov.au/shopfrontshowcase

Photo Opportunity: Thursday 17 October, 1.15pm, front of West Ryde Library, Graf Avenue
14 TAFE students visit West Ryde to meet with West Ryde Retailers, Chamber of Commerce and City of Ryde Project Officer to plan the transformation of West Ryde shopfronts.
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