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WEST RYDE SCULPTURE TRAIL TO BOOST CHRISTMAS SHOPPING

The West Ryde shopping precinct is about to become a 24/7 visual arts destination with an exhibition of unique sculptures on display in retail shopfronts in the lead up to Christmas shopping.

The installations are the focus of the West Ryde Shopfront Sculpture Trail, a creative/retail collaboration celebrating the new-look town centre with one-off works of art on display in high-visibility retail spaces.

City of Ryde Council's Community Project Officer, Di Turner, said: "With its diverse array of shops and cafes, West Ryde provides the perfect place to view and perhaps purchase, top-quality unique art pieces, while exploring and enjoying shopping nooks and crannies on both sides of the rail tracks.

"We hope that this promotion will be as successful as last year's West Ryde Shopfront Showcase, when shopkeepers in West Ryde had their window displays redesigned by design students which resulted in a fresh new look for the shops and an increase in foot traffic in the town centre."

Shoppers will be asked to vote for their favourite piece of sculpture with a \$500 Peoples' Choice award going to the most popular. Voters will also be in the running for a weekly gift voucher of \$50. The sculptures will also be on sale at the end of the promotion.

The West Ryde Sculpture Trail will run from Saturday 29 November to Saturday 13 December 2014.

For details, go to www.ryde.nsw.gov.au/sculpture. Sculpture entries close Monday 3 November.

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