

Life, one moment at a time

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PITTSFIELD

Children peer in and grin. Couples embrace happily. Grown men strike wacky poses.

In a holiday window display on North Street, a camera is aimed streetside and its shutter is firing every 15 seconds for the duration of December — slowly but surely immortalizing a slice of life on Pittsfield's main drag.

The installation, which includes a framed television that displays what the camera sees along with a countdown to the next picture, is the product of a collaboration between local artist Joseph Wilk, Berkshire Theatre Group and Allegrone Construction, the latter of which recently purchased the Onota Building that houses the display on the corner of North and School streets.

The results are posted online daily and will eventually be compiled into a timelapse video that condenses the month worth of images — 5,500 are captured a day — into minutes.

Wilk said that when he was approached about producing the display by Kate McGuire, the CEO and creative director of the Berkshire Theatre Group, he decided an interactive tact had the potential to be more engaging than standard holiday window dressings.

"I figured it would get people's attention and let them spend a little more time with it," said Wilk.

Judging by the hundreds of smiling faces in the pictures generated by the display, Wilk hit the mark.

On a recent weekday, passing pedestrians agreed.

"It's a great use of space," said Monica Mucci as she paused for a moment in front of the window. "It's better than just another vacant storefront."

McGuire said the display came together "like magic," and at a low cost; she said most elements of the display were props from Berkshire Theatre Group, and the company already had the television. The total bill came to only \$140.

Wilk and McGuire leaned on Dennis Koch of Project 413 to program an "old Dell computer" to run the camera on autofire and display the results.

Wilk stops by daily to retrieve images, then picks out snapshots by hand to share online. He said the window has won followers. His favorite? A man who has ridden his bike by and stopped to strike an outlandish pose nearly every day since the display was installed.

"He spends some quality time with it," said Wilk.



Passers-by mug for the camera set up behind the glass window in the building.



Pittsfield artist Joseph Wilk, in cooperation with Berkshire Theatre Group and Allegrone Construction, has created a window display in the Onota Building on North Street that snaps a photo of passers-by every 15 seconds, and will eventually be made into a video.