

HARVARD SQUARE WINTERFEST



sponsored by



Harvard Square Business Association



A Weekend of fun
and special events
Saturday
and
Sunday
February 1-2, 1986

- ❖ Ice Sculptures by Giuseppe Dietrich
- ❖ Ice Skating on Cambridge Common
- ❖ Amateur Snow Sculptures
- ❖ Mid-Winter Sales in Harvard Square
- ❖ Children's Snowmen in Winthrop Park
- ❖ Informal Snow Ball, Sheraton Commander
Hotel 8:00 pm, Feb. 1 (\$10.00 per person)**

I/We look forward to attending the Winterfest SnowBall at the Sheraton Commander Hotel, 16 Garden Street, Cambridge, on Saturday, February 1st. Please make _____ reservation(s) at \$10.00 per person in our name(s). Enclosed is a check payable to the Harvard Square Business Association, 18 Brattle Street, Cambridge, Mass. 02138. (RSVP by January 31, 1986.)

(name)

(name of firm)

(address)

(telephone)

**For more information, please call Sally Alcorn at 491-3434.

Harvard Square Business Association



January-February, 1986

Vol. II:9-10

Newsletter

Sally Alcorn, editor

MID-WINTER CALENDAR

- January 15 Cambridge Realtors, 12 noon,
Sheraton Commander Hotel, \$10
Speaker David Sullivan on
'Rent Control'. RSVP: 354-0800
- January 15 Property Owners invited to
discuss Harvard Square's
Historic District Nomination,
Christ Church, 7:30pm
- January 16 Alternate invitation to discuss
Historic District Nomination,
First Parish Church, 12 noon
- January 17 Copy Deadline for Winterfest
Supplement by Dole Publishing
- January 18 Breakfast Tribute, Sonesta, \$15
for Martin Luther King, Jr.
8:30am. Call NAACP: 354-0535
- January 20 MARTIN LUTHER KING DAY
(most stores remain open)
- January 21 Cambridge Planning Board hearing
on Harvard Square Zoning Changes
57 Inman St., 7:30pm
- January 22 Chamber of Commerce hosts final
'Business to Business', \$15,
Royal Sonesta Hotel, 3:30-5:30pm,
RSVP: 876-4100.
- January 23 Winterfest Supplement appears in
Dole Publishing's Weekender
- January 27-31 Ice Sculptures need crew of
Winterfest volunteers. Call
491-3434 for information.
- January 28 Combined Business Associations
of Cambridge, 12pm
- February 1-2 ****WINTERFEST**** - a weekend of
ice sculptures, outdoor and
indoor activities. FREE AND
FUN FOR ALL AGES (see story)
- *February 1 Informal SnowBall, 8pm, \$10,
Sheraton Commander Hotel (RSVP
by Jan. 31 - see invitation)
- February 7 Monthly Board Meeting, 9am
- February 8 Mardi Gras Costume Party, 8pm
Camb. Center for Adult Ed, \$10
- February 10 Cambridge Club, 6pm, Faculty Club
- February 12 State Review of Harvard Square's
Historic District Nomination, 1pm
Camb. Multicultural Arts Center
- February 14 VALENTINE'S DAY
- February 17 WASHINGTON'S BIRTHDAY

*The Harvard Square Business Association is
located at 18 Brattle St., Cambridge, MA.

HARVARD SQUARE WINTERFEST, FEB. 1-2

Let it snow; let it snow; let it snow,
now that it's time again for the annual
Harvard Square Winterfest the weekend of
February 1-2.

The 1986 Winterfest will feature three
giant ice sculptures at Holyoke Center
near the main MBTA station. Created by
Joe Dietrich, a world-renowned ice carver
and a Harvard Square businessman (Gelateria
Giuseppe on Mt. Auburn Street), the three
ice sculptures will give the public ample
opportunity to crawl into a warm igloo, sit
in a sleigh, and slide down a replica of
Old Man Winter -- all carved out of trans-
lucent ice blocks.

Starting Saturday morning, February 1st,
Winterfest offers everyone a free weekend
of outdoor and indoor activities. Look
for children's snowmen at Winthrop Park on
JFK street on your way to Charles Square,
to see their two ice sculptures and sample
their special hospitality -- free hot cider
and 'Charles squares'.

Elsewhere in Harvard Square, warm your
toes by the fire at the Cambridge Center for
Adult Education and visit their exhibit for
Black History Month open 9am to 2pm. Then
browse for mid-winter specials in shops,
bookstores, and restaurants throughout the
Square.

On the Cambridge Common, don your skates
and try out the newly flooded ice rink or,
if it snows in time, make your own snowman
and enjoy a winter wonderland in the heart
of Harvard Square.

That evening, attend our informal Snow-
Ball at the Sheraton Commander which begins
at 8pm and goes until the records give out.

On Sunday, plan a Harvard Square Day
beginning with brunch, either at the
Blacksmith House Bakery (where the cast
of the American Repertory Theatre will be
guests for a Theatre Brunch from 10:30am
to 12:30pm) or at your favorite cafe. Call
547-6789 to reserve a seat with the A.R.T.
cast for brunch (tickets \$15) or plan to
attend a matinee or evening performance at
the Loeb Drama Center.

SANTA'S WORKSHOP IN HARVARD SQUARE

Sporting our new holiday light banners and eighty balsam wreaths, Harvard Square was both merry and bright for the holiday season from Thanksgiving to the New Year.

The Business Association would like to thank our three Super Santas — namely, the City of Cambridge, the Harvard Coop, and Harvard University — for generously supporting our White Light Campaign for Harvard Square.

In addition, we have a host of Santas and Elves to thank for helping us to decorate the throughfares and lamp posts of Harvard Square. Qualifying as Santas who gave \$100 or more were: Cambridge Trust Company, Brine's Sporting Goods, Charles Square, Dickson Bros. Hardware, Out of Town News & Reading International; Architect's Collaborative, BayBank Harvard Trust, Bob Slate Stationers, Cambridge Savings Bank, Cherry Webb & Touraine, Crimson Travel, Crate & Barrel, Derby Jewelers, Fitz Inn Auto Parks, Harvard Book Stores, Ingram Rettig & Beaty Real Estate, Pilgrim Parking, Project Software & Development Inc., Edwin R. Sage Company, Trinity Enterprises, and Words Worth/Penguin Book Stores.

Our long list of Elves contributing \$50 or more were: Cambridgeport Savings Bank, Caffè Paradiso, Camb. Center for Adult Ed, Cambridge Chronicle, Christopher's Flowers, Coolidge Bank & Trust, J.H. Corcoran's and the Harvard Shop; Ellis & Andrews Real Estate, Ferris Real Estate, Gnomon Copy at 99 Mt. Auburn, Grendel's Den, Hall Davison, Harvard Motor House, Harvard Sq. Defense Fund, Harvard Sq. Trading Company, Hyatt Regency, Jonathan Swift's, Store 24, and Banker Real Estate Company, Jasmine/Sola Boutiques, New England Sights, Clothware, Paperback Booksmith, and The Skill Bureau.

Thank you for helping to set a shining example for others to follow in years to come. Next year, we hope to add at least one more light banner on JFK Street using the wizardry of Ross Miller and Doug Fitch of R. & D. Designs of Cambridge.

Several of our members have suggested that the Association also try to light the new trees in the Square. Let us know how we may extend the White Light Campaign in your area of the Square.

CALLING ALL VOLUNTEERS!

For a week prior to the Winterfest, Harvard Square will be a beehive of activity in order to complete the ice sculptures by February 1st.

More elaborate and "user-friendly", our ice sculptures this year promise to be a major attraction in the Square.

Co-sponsored by the Harvard Square Business Association and by Au Bon Pain, Cambridge Trust Company, Cambridgeport Savings Bank, The Coca-Cola Bottling Co. of New England, Dickson Bros. Hardware, Harvard Real Estate, Inc., and U.S. Trust Middlesex Bank, the ice sculptures in the form of an igloo, a sleigh, and a slide of Old Man Winter are again the handiwork of Joe Dietrich, Harvard Square's Artist-in-Residence.

Dietrich, who master-minds major ice shows in Asia and who will just be putting the finishing touches on the Liberty Show at Fanueil Hall, starts work in earnest on the Winterfest early Monday morning, on January 27th. Using the tools of his trade (which range from forklift trucks to ice tongs, from fine saws and chisels made out of Samurai-sword steel to snow shovels), he will be looking for apprentices and for volunteers willing to work outdoors day and night and able to brave the cold for a few hours at a time.

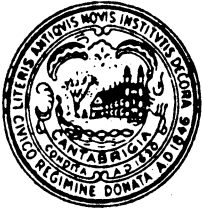
Specifically, volunteers are needed to position the ice blocks, clear away any snow, man the forklift, watch equipment, and learn the techniques of ice carving on a grand scale. He estimates each ice sculpture will use as much as a truckload of ice, incorporating special lighting effects such as red eyes for Old Man Winter.

Those interested in volunteering to help a master at work should call the office of the Harvard Square Business Association, 18 Brattle Street, Cambridge, 491-3434.

Other volunteers are needed to supervise the ice sculptures on February 1-2, when the public is invited to try them out.

If the weather stays cold enough, our Winterfest ice sculptures should continue to last well into the following week.

Please call Sally Alcorn at 491-3434, if you would like to help out in any way.



OFFICE OF
THE CITY CLERK

CITY OF CAMBRIDGE

CITY HALL, CAMBRIDGE, MASSACHUSETTS 02139 • (617) 498-9017

January 15, 1986

Sally Alcorn
Executive Director
Harvard Square Business Association
18 Brattle Street
Cambridge, MA 02138

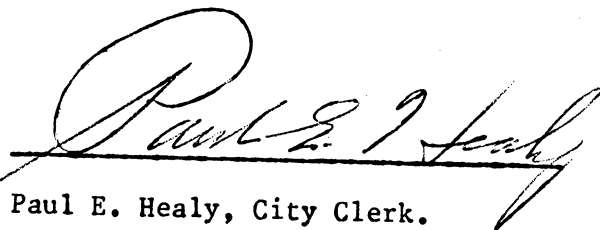
Dear Sally:

Enclosed is a copy of the order adopted by the City Council on January 13th, 1986 pursuant to your letter of December 30th, 1985. I will transmit copies of your order to the City Manager and the departments concerned, together with copies of your letter for their guidance.

I suggest that you contact the departments concerned to ensure their full cooperation in this endeavor. If you need further assistance in this matter, please feel free to contact this office.

Your very kind cooperation in this matter will be greatly appreciated.

Very truly yours,


Paul E. Healy, City Clerk.

PEH/mh

Enclosure



City of Cambridge

Communication No. 1

IN CITY COUNCIL

January 13, 1986

- WHEREAS:** This City Council is in receipt of a communication from Sally Alcorn, Executive Director of the Harvard Square Business Association, requesting permission to hold a series of outdoor activities in connection with its second annual Winterfest in Harvard Square to be held on the weekend of Saturday and Sunday, February 1st and 2nd, 1986; therefore be it
- ORDERED:** That the City Manager be and hereby is requested to instruct the Police Chief, Fire Chief, Director of Traffic and Parking, Commissioner of Public Works and any other appropriate departments concerned to make the appropriate arrangements and issue the necessary permits to said Harvard Square Business Association in connection with its second annual Winterfest in Harvard Square; and be it further
- ORDERED:** That the City Manager be and hereby is requested to consider the possibility of the construction of an ice rink on the Cambridge Common, as outlined in her communication of December 30, 1985 (a copy of which is attached hereto); and be it further
- ORDERED:** That the City Manager be and hereby is requested to direct the Director of Traffic and Parking to confer with Sally Alcorn, Executive Director of the Harvard Square Business Association relative to possible arrangements for the reservation of additional spaces on Dunster or Holyoke Streets during the week of January 26th to February 2nd, 1986 as contained in the above referred to communication.

In City Council January 13, 1986.
 Adopted by the affirmative vote of 9 members.
 Attest:- Paul E. Healy, City Clerk.

A true copy;

ATTEST:-

Paul E. Healy, City Clerk.

Harvard Square Business Association

RECEIVED BY
OFFICE OF CITY CLERK
ESTABLISHED 1910
18 BRATTLE STREET, CAMBRIDGE, MASSACHUSETTS 02138

Telephone: (617) 491-3434

CAMBRIDGE MA.

30 December 1985

The Cambridge City Council
Cambridge City Hall
795 Massachusetts Avenue
Cambridge, Massachusetts 02139

Dear Councillors:

We respectfully request your permission to hold our second annual Winterfest in Harvard Square over the weekend of February 1-2, 1986. The 1986 Winterfest will feature three monumental ice sculptures (an igloo, a sleigh, and a slide) again carved by Joseph Dietrich. The ice sculptures will be located at Forbes Plaza in front of Holyoke Center and possibly also one behind the MBTA entrance to the main Harvard Square station.

In preparation for the Winterfest, we hope the City Council will grant us permission to park two trailers of ice blocks behind the news kiosk, in order to transport enough ice to the Holyoke Center site. If possible, we would like to reserve two additional spaces nearby on Dunster or Holyoke Street for the cars used by our ice sculptor and his volunteer helpers during the week of January 26-February 2, 1986.

Since the Winterfest has become a popular annual community event in Harvard Square, we hope that the City will be able to construct an ice rink on the Cambridge Common in time for the public to enjoy a central skating facility.

We are also planning additional weekend events, such as an informal dance party called a "Snowball" that Saturday, although we have decided not to have a parade this time. We will keep you informed as our plans develop, and we hope to see you at the Harvard Square Winterfest in February.

Sincerely yours,



Sally Alcorn
Executive Director

cc Paul Healy
Joseph Connarton



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A handwritten signature in cursive script, reading "Paul E. Healy", written over a horizontal line.

Paul E. Healy, City Clerk.

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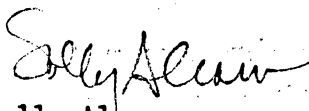
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1986 JAN - 6 PM 4:19
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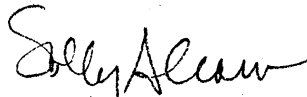
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1.

H-2

Petition of Sally Alcorn, Exec. Dir, Harvard Sq. Business Assoc. for permission to conduct its second annual Winterfest in Harvard Sq. on the February 1-2, 1986 weekend.

Copy of order with forwarding letter sent to Sally Alcorn 1/15/86. Copies of order to City Mgr, Council Office, Director of Traffic & Parking, Public Works Commissioner, Police Chief & Fire Chief - each with copy of petition attached - 1/15/86 mh

In City Council,
January 13, 1986

1/13/1986

JD
Adopted
9