



Weekly Lunchtime Concert Series takes place on the Greenfield Town Common through Aug. 30

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Cori Urban

By

GREENFIELD – Tina M. Chin and her 2-year-old son, Max L. Kenfield, had a spot on a bench in the shade for the June 21 free concert on the Town Common. “We’re from **Boston**, so this is perfect; just like a little bit of the city,” she said.

The weekly Music at Noon Lunchtime Concert Series takes place on the Town Common through Aug. 30.

“We love listening to the music,” said Chin, who usually brings a lunch. “It’s a nice afternoon for us.”

Billed as a way to connect with friends and colleagues, enjoy the warm weather, hear some tunes and enjoy the downtown, the June 21 event featured Ellen B. Cogan, of **Northampton**, singing and playing cello and John F. Mason, of Northampton, singing and playing guitar. They presented a mix of jazz, classical and pop music.

Mason has played at Boston’s Copley Square where he said “hundreds of people flock” on their lunch breaks. “It makes the day like a party” to have lunch outside with music, Cogan said.



Photo by Cori Urban

John F. Mason of Northampton (left) and Ellen B. Cogan of Northampton perform during one of the concerts at the Greenfield Town Common.

A wide variety of musical talent is scheduled for the 13-week series; styles include jazz, soul, folk, rock, bluegrass and classical. Performers receive a small stipend.



Photo by Cori Urban

Catherine M. Snyder, coordinator of the Greenfield Business Association, enjoys her lunch of tofu pad Thai while listening to music on the Greenfield Town Common.

Concertgoers can bring their own lunch or pick up a lunch to go from one of Greenfield's restaurants. Hattapon's Thai Kitchen on Main Street and Manna House Korean food on Bank Row are offering a free soda to customers who buy lunch to go on Thursdays from 11:30 a.m. to 12:30 p.m. during the summer.

The concert series is presented by the **Greenfield Business Association** and sponsored by **People's United Bank** and **Greenfield Savings Bank**.

Three of the concerts in the series are scheduled to be performed from the second floor veranda of Greenfield Savings Bank on Main Street; tables for concertgoers will be set up on the sidewalk across the street.

Catherine M. Snyder, coordinator of the business association, often gets her lunch downtown and walks in the business district. She thought music would enliven the downtown and make it more vital and welcoming.

The concerts on the common make it a more welcoming space, and concertgoers can sit at a picnic table or on a new park bench or bring a lawn chair or blanket to sit on while eating and listening to the music.

"People hear the music, and they are like magnetized" to the common, she said as she sat on the ground under a tree eating her tofu pad Thai.

If you go

Event: Music @ Noon

Where: Town Common, Greenfield; if rain, Arts Block, 289 Main St., Greenfield

When: Thursdays, noon-1 p.m., through Aug. 30

Shedule: July 5, Al Canali, Small Change Original standards; July 12, Pat and Tex Folk; July 19, Rob Skelton and Pitchfork Folk rock; July 26, Artesano student musicians; Aug. 2

The series "contributes to the feeling of a safe and vital downtown," she said. "Investing in a cultural economy is important, and the (Greenfield Business Association) is very much for that."

She said there has been good feedback about the

ROCK, July 20, Artspace Student Musicians, Aug. 2,
Marcia Hayden Hendrick singer-songwriter; Aug. 9, Dan Hale,
indie lyrical rock; Aug. 16, Falltown String Band, folk and
bluegrass; Aug. 23, Una Jensen, pop-rock; Aug. 30,
Greenfield All Stars Conglomeration of styles

For more information: Online, www.greenfieldbusiness.org;
call (413) 774-2791

concert series: "It gives people incentive to get out of their offices, buy lunch and do errands. It helps economic development. Businesses get more customers, and people get their shopping done locally."

For more than 50 years, the Greenfield Business Association has promoted **Greenfield** as a destination for the people of Franklin County and beyond to visit, shop, dine and conduct business. It helps local businesses attract their target audience and promote public awareness of the strong business community that continues to serve Franklin County. The business association is a voluntary association of more than 125 member businesses, organizations and community members.

For more information, call (413) 774-2791.

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