

GREENFIELD

Namaste named winner of window display contest

Nunez wins for second year in a row

By **BELLA LEVAVI**
Staff Writer

GREENFIELD — Diana Nunez emerged victorious in the Greenfield Business Association's window display contest for the second year, but by funneling her creative energy into a different business.

The display at Namaste, the Indian and Nepalese restaurant at 286 Main St., was called "Love is love," and featured handmade paper snowflakes, individually written heart-shaped notes, and pink and blue lights.

"We love everyone and the community loves us," Nunez, front manager at Namaste, said to describe her inspiration for the window design.

In 2022, the inaugural year of the window display contest offered by the Greenfield Business Association in conjunction with the annual Winter Carnival, Nunez won with her display at Smoke Heaven Food and Tobacco Shop at 239 Main St. That display featured a rainbow with a pot of gold, trees and clovers.

"This win means more because the staff here is like family," Nunez said. She has been working at the restaurant for four years.

The prize consists of \$2,500 worth of advertising on local radio stations WHAI,

Bear Country, The Outlaw and EZ107.5 — a well-timed gift for Namaste as the restaurant announces big changes.

On April 1, Namaste will begin serving wine and beer. With the opening of a bar, Nunez said the restaurant is planning to expand its hours.

In addition, the owners are remodeling the dining room with painted walls and new flooring. The restaurant's dining room opened for indoor dining again a couple weeks ago, after only being open for takeout since the pandemic began in March 2020.

Nunez said Namaste will display local art on the walls and bring in music and karaoke on weekends.

On April 1, the restaurant will also announce new additions to its menu, including a children's menu. "We are trying to be more inclusive," Nunez said.

Roughly 350 votes were cast for this year's window display contest during the week of Jan. 30 through Feb. 5.

"The Winter Carnival was so fun," Nunez said. "We love events that bring people to the downtown area."

"As this was the second year of the contest, some of the participating businesses were already ready for it," Greenfield Business Association Coordinator Rachel Roberts said in a statement. "Other first-timers were either interested from last year or were inspired by the generous prize from the local radio stations. The busi-



STAFF PHOTO/PAUL FRANZ

Diana Nunez, front manager at Namaste restaurant in Greenfield, takes down her award-winning window display.

nesses made some truly lovely displays."

The window display contest's runner-up prize went to the consignment shop Hens & Chicks. The shop won \$1,000 worth of advertising through the same radio stations.

The Hens & Chicks display featured a fireplace with fur and wool clothing around it.

"I enjoy decorating the windows, so I had a lot of fun with it," commented Hens & Chicks owner Mindy Vincent.

Through her advertising package, Vincent said she is excited to let more people

know that the store is a great way to recycle clothing.

"We want to get the word out that we sell things for everyone: men, women and children," Vincent said. "Stuff for all ages."

Other voter favorites in the window display contest included Main Street Bar & Grille, Imaginary Bookshop, Mattress Outlet, Looky Here, Aliber's Bridal, Antique Revival, The RECOVER Project, and Transitions Hair Salon. Ten downtown businesses entered the contest.

Bella Levavi can be reached at 413-930-4579 or blevavi@recorder.com.



CONTRIBUTED PHOTO

Namaste, the Indian and Nepalese restaurant at 286 Main St. in Greenfield, won the 2023 window display contest organized by the Greenfield Business Association.