

Music, art on Main Thursdays

Visual artists, bands and solo musicians are livening up Main Street on Thursday afternoons until Labour Day.

The free entertainment is part of the town's plan to revitalize the downtown.

"It's win-win. We get to promote great local talent and it helps liven up the downtown," said Anna Rose, downtown co-ordinator for the Town of Whitchurch-Stouffville.

The Downtown Stouffville Farmers' Market runs from 2 to 7 p.m. on Park Drive, while the performers will play between 4:30 and 7:30 p.m. all along Main Street between Ninth Line and St. James Presbyterian Church.

Mike Burns launched the series Thursday. Other performers expected to be on Main Street this month include: Leif and Harley Johnson, Sandra Cole Burke, Kaitlynn McQuestion, Ed Keith, Sarah Porter, Anthony Salvati and Richie Styles.

In other downtown news, reconstruction of the GO train station parking lot will start this Monday. The entire parking lot will be closed on the east side of the tracks.

GO transit officials have made arrangements for commuters to park their vehicles at the old high school site at the top of Edward Street. Once the project is complete, the lot will include more than 80 parking spots, have better access from the platform and drainage will be improved.

Bylaw officers will patrol Main Street to ensure commuters are not parking on it.

BUSINESS: Glass Tiger to Rod Black



Inside David James Media, which has moved into the basement of Stouffville Fine Furniture.

Video producers bring future to Main Street

BY SANDRA BOLAN
sbolan@yrmg.com

Who would ever guess that underneath a Main Street retailer lies a multi-media production company that is changing how businesses, well, do business.

This past May, David James Media, which counts Scholastic Canada, Biovail Pharmaceuticals, as well as the Canadian band Glass Tiger and TSN broadcaster Rod Black among its clients, took up residency under Stouffville Fine Furniture.

"We looked all over and Dave (Lawlor, co-founder of David James Media) stumbled on this place while shopping for furniture with his wife," said Harry James, the company's other co-founder. "It's a great space for the creative process. It has a great little vibe."

Once you leave behind the furniture and head down the narrow stairs to the former cafe that is now upstairs, you enter into a world of high-tech wizardry, complete with a green screen that can make it appear as if you are in the middle of the Mojave Desert.

"The future of web sites is going to be video," Mr. James said. "If you are trying to build relationships with your clients, they need to see the whites of your eyes, the non-verbal cues."

But the three- to four-minute video clips they produce aren't just for large corporations trying to win multimillion-dollar contracts. Their videos can also be utilized by mom and pop shops.

"It allows you to separate yourself from the crowd," Mr. James said. "We help people develop their story, their vision."

Mr. Lawlor, a Stouffville resident and Mr. James, who hails from Markham, spent many years independently incubating creative ideas and bringing them to life.

On quite a few occasions, the pair worked together on projects and about a year ago, decided to create their own multi-media company.

"This business evolved as two guys pursuing their passion," Mr. James said.

For more information, go to www.davidjamesmedia.ca

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