

Corning's Gaffer District Visual Merchandising Program

The Visual Merchandising Program is one of the first of its kind in the country for a city of our size. Thanks to the vision of the developers of Corning's Gaffer District the potential impact of such a program was recognized as a key advantage in creating a unique and pleasing visual experience for consumers.

Through the Visual Merchandising Program we provide expert design specialists to design and create business entrances which reflect the special events/holidays throughout the calendar year. This is included in the services provided by Corning's Gaffer District for our businesses and has been touted as one of the most positive benefits of owning and operating a business in the Gaffer District.

The strength and success of this program is on the consistent quality of the design expertise and the props provided. The designers work in collaboration with the business owners to promote the merchandise and/or service provided by the individual businesses as a highlight of each window entrance display.

If you are a business owner in Corning's Gaffer District and are interested in learning more about this important benefit available to you please contact the Gaffer District Administrative offices at 607-937-6292 ext. 101.