To rediscover what a dynamic downtown Rochester enjoyed in the past, one has only to peer into the many building windows that now feature enlarged photographs of yesterday’s Main Street. This outdoor photo gallery, with its vintage images and their historic descriptions, reminds us of the great, vibrant hub of commerce, culture and entertainment that is our history. As we celebrate the 175th Anniversary of Rochester, may the past inspire the future.

In addition to historic photos the goal of the Big Picture Art project is to create a unique downtown that exhibits a wide variety of contemporary photos that help to remind people that Rochester is the image city by creating the largest outdoor photo gallery in the world.

We hope you enjoy strolling through this distinctive and creative gallery and that it will inspire your pride in this great community.

The 40’X60’ photo mosaic is composed of over 10,000 photos of Rochester at The College at Brockport MetroCenter, 55 St. Paul Street.

For more information, contact us at 585-279-8300 or VisitRochester.com

Photography produced by:
Big Picture Art LLC
2 State St. Suite 975
Rochester, NY 14614
Phone: (585) 233-2550 (Gerry DiMarco Office)
Email: info@BigPictureRochester.com
Website: BigPictureRochester.com

Credits:
Big Picture Rochester Project
Art Director: Kenichiro Sato
Business Director: Gerard D. DiMarco
Historical Adviser and Historical Picture Sources:
Donovan A. Shilling, Rochester's Downtown Adviser for Creating Walking Guide: Patti Donoghue of VisitRochester
1 WEST MAIN STREET AND FITZHUGH STREET:
This location was one of the busiest commercial and shopping areas on West Main Street from the 1900's to the late 1930's.

Site Locations: 76 West Main Street, 50 West Main Street (City Place), 47 West Main and S S. Fitzhugh Streets.

Photos of the West Main St. Canal Bridge, "Old Calamity", Powers Hotel, National Hotel, Rochester Hotel, National Theatre, Shubert Theatre, County Courthouse, the German Insurance Building, the Duffy-McInnerney Building, the Rochester Electric Railway, the Hotel Rochester, The National Theatre and the Rochester Savings Bank.

2 WEST MAIN STREET AND STATE/EXCHANGE STREETS
("FOUR CORNERS"): This "Four Corners" location was considered one of the most heavily trafficked intersections in America in the 1890's. The grand old Powers Building has been the site for banking and attorney's offices for well over a century.

Site Locations: 1 West Main Street (Upstate Bank), 1 East Main Street (Wildier Building), 44 Exchange Street, 2 State Street (Crossroads Building), 10 East Main Street (Reynolds Arcade), and 26 East Main Street (First Federal Plaza)

Photos of Smith's Arcade, the Rochester Trust and Safe Deposit Company, the Wildier Building, the Chappell Block, Eric Canal at Exchange St., the Fanny Farmer Candy Company, the Elwood Building, the Canal Aqueduct over the Genesee River, the Exchange Street Lift Bridge, a Liberty Loan Rally, Rochester's Four Corners, Paine Drugs, Gray's, Lincoln's, Edward's, the old Reynolds Arcade, the statue of Mercury, the old Hay Market, Front Street, the Genesee River flood of 1865 and the Main Street Bridge buildings. Additionally, a contemporary photo at 70 State Street (Rochester Plaza Hotel).

3 EAST MAIN STREET AND ST. PAUL STREET/SOUTH AVENUE:
Here the tall Granite building and Edwards Department Store once anchored a lively shopping area.

Site Locations: 123 East Main Street (Riverside Convention Center), 125 East Main Street (Hyatt Regency Hotel), 130 East Main Street (Granite Building), 150 East Main Street (Gateway Building)

Photos of the Security Trust Company, the Rochester Chamber of Commerce Building, demolition of the Commerce Building, the Bijou Dream (Rochester's first nickelodeon), the McFarlin Clothing Company, the Burke, Fitzsimons, Hone & Company department store, the Granite Building, the 1904 East Main Street fire, the Hotel Eggleston, rooftop views of East Main Street, Neisser's Department Store, the Woolworth Company, Kresge, Green Company, the National Clothing Company, and the Whitcomb House. Additionally, contemporary photos at 150 and 172 East Main Street, a 40'X60' photo mosaic composed of over 10,000 photos of Rochester at The College at Brockport MetroCenter, 55 St. Paul Street.

4 EAST MAIN STREET AND NORTH CLINTON/SOUTH CLINTON AVENUES: The great Sibley's Department Store dominated the area along with Five & Ten Cents Stores. Along the Avenues, the city dwellers flocked to four major motion picture theaters.

Site Locations: 226 East Main Street and 228 East Main Street (Sibley Building)

Photos of the view down North Clinton Avenue from East Main Street, the East Side Savings Bank, the Hotel Seneca, the McCurdy-Norwell Company, the Dake Drug Company, the Seneca Hotel, the Sibley Building and Sibley's great "Tube Room". Additionally, an 80'X10" contemporary photo of the Criterium Bicycle Race at 196 East Main Street and contemporary photos at 249, 255, 285 East Main Street and on the east side of the Sibley building.

5 EAST MAIN STREET AND EAST AVENUE: The site was a major entry into downtown Rochester from the East. The area hosted banks, restaurants, and a variety of popular shops.

Site Locations: 20 East Avenue (Triangle Building) and 316 East Main Street (Chesnut Square)

Photos of the Triangle Block, Liberty Pole, Otis Amh, the Whitcomb House Hotel, a 1907 Decoration Day Parade, the Rexford Hotel, the Hotel Berkley, the Monroe County Savings Bank, the Temple Building, the Hiram Sibley Building with the Book-Hunters Shop.

6 ONE BAUSCH AND LOMB PLACE AT THE CORNER OF COURT STREET AND SOUTH CLINTON AVENUE:
Bausch and Lomb Corporate Building: Historic photos of Bausch and Lomb.

LEGEND
★ Great mosaic photo
★ Contemporary photo
Historic photo