

Wit & Whim Grand Opening On September 28

By Katie Piacentini | Wednesday, September 26th, 2012 9:39 AM EDT



Laurie Scheinman behind the counter at Wit & Whim.

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Unique shop features collaborations with local artists; gives back to the community

Port Washington resident Laurie Scheinman has started a new shop off of Main Street, called Wit & Whim, with the grand opening set for Friday, Sept. 28. She describes it as a combination of a lifestyle shop, concept store, and gallery, making it a whimsical place to stop, shop and play. Wit & Whim will also have a philanthropic function, creating collaborations with artists, with profits donated to charitable organizations.

Speaking to Port News about Wit & Whim as she was preparing the store for its grand opening, Scheinman described the items in the shop, saying, "Every piece is unique and has a twist." She added, "Everything has a story behind it. It's really a place to linger and hang out."

Opening a store is a new endeavor for Laurie Scheinman, since she has long been a therapist for children and families. "Someone was asking me the other day, what is the commonality between the two? My goods are very similar: they all have a history, they all have a story, and it's about discovery," she said.



(http://portwashington-news.com/2012/wit-whim-grand-opening-on-september-28/wit_whim_2/)

A view of the shop as you enter through the door.

The shop is also similar to her work as a therapist, because the idea of helping others is involved. Scheinman stated that the shop would do collaborations with artists, displaying their art and making goods from their work, which will then raise funds for charitable organizations. She calls the "arts plus goods" collaborations "by Port, for Port, to Port."

The first collaboration is with local artist Barbara Spivak. Her art is displayed in the back half of the store, which is the gallery part of the shop.



Scheinman said, "[Spivak] did very traditional shots of the Port Washington train station, which she then digitized in her own unique way and put in neon." She stated that they created goods around these images, such as notecard sets, and all of the proceeds from this collaboration will go to HEARTS (Helping to Enrich the ARTS in Port Washington public schools).



(http://portwashington-news.com/2012/wit-whim-grand-opening-on-september-28/wit_whim_3/)

There are many whimsical and interesting items at Wit & Whim.

Scheinman explained that the store is a blend of new and one-of-a-kind merchandise, such as vintage and upcycled. She provided an example of an upcycled item, which was a vintage rug, where the color was stripped and then re-dyed.

“Prices are very competitive,” Scheinman said. “I really wanted to make sure that the 99 percent and the 1 percent could rub elbows and experience

a commonality rather than their differences. I think this is the kind of place where you can do that,” she stated, noting that the shop has everything from \$5 items, \$10 bracelets, all the way up to \$2,000 pagodas. “The gift items range from \$5-8 to \$800-900 and the homegoods can range up to a couple of thousand dollars,” she added.

Sharing the history of the shop, located at 6 Carlton Avenue, she said that it was once the famous Carlton Market, and later, was very well-known as Janet Brown’s.



(http://portwashington-news.com/2012/wit-whim-grand-opening-on-september-28/wit_whim_4/)

The “man cave.”



(http://portwashington-news.com/2012/wit-whim-grand-opening-on-september-28/wit_whim_6/)

Unique jewelry.

“I was too intimidated to shop at Janet Brown’s store,” Scheinman joked, “But I heard that people came from far and wide to shop here – she had amazing taste. It was a very big loss when she passed, and no one’s been here since then... So that’s a legacy that’s pretty great.”

Wit & Whim includes a section for children and even a “man cave” for men. There are unique items for the home, vintage and limited edition jewelry, and even wooden iPhone cases, with hand-carved, intricate designs.

The grand opening, ribbon cutting, and all-day celebration takes place on Friday, Sept. 28. It coincides with the first anniversary of HEARTS, Scheinman said, adding, “It is a good time to

thank them and raise funds for them.”

Wit & Whim is located right off of Main Street, on 6 Carlton Avenue. For more information, visit <http://wit-and-whim.com>.



(http://portwashington-news.com/2012/wit-whim-grand-opening-on-september-28/wit_whim_5/)

The children’s section.

By Katie Piacentini | kpiacentini@antonnews.com (mailto:kpiacentini@antonnews.com)

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