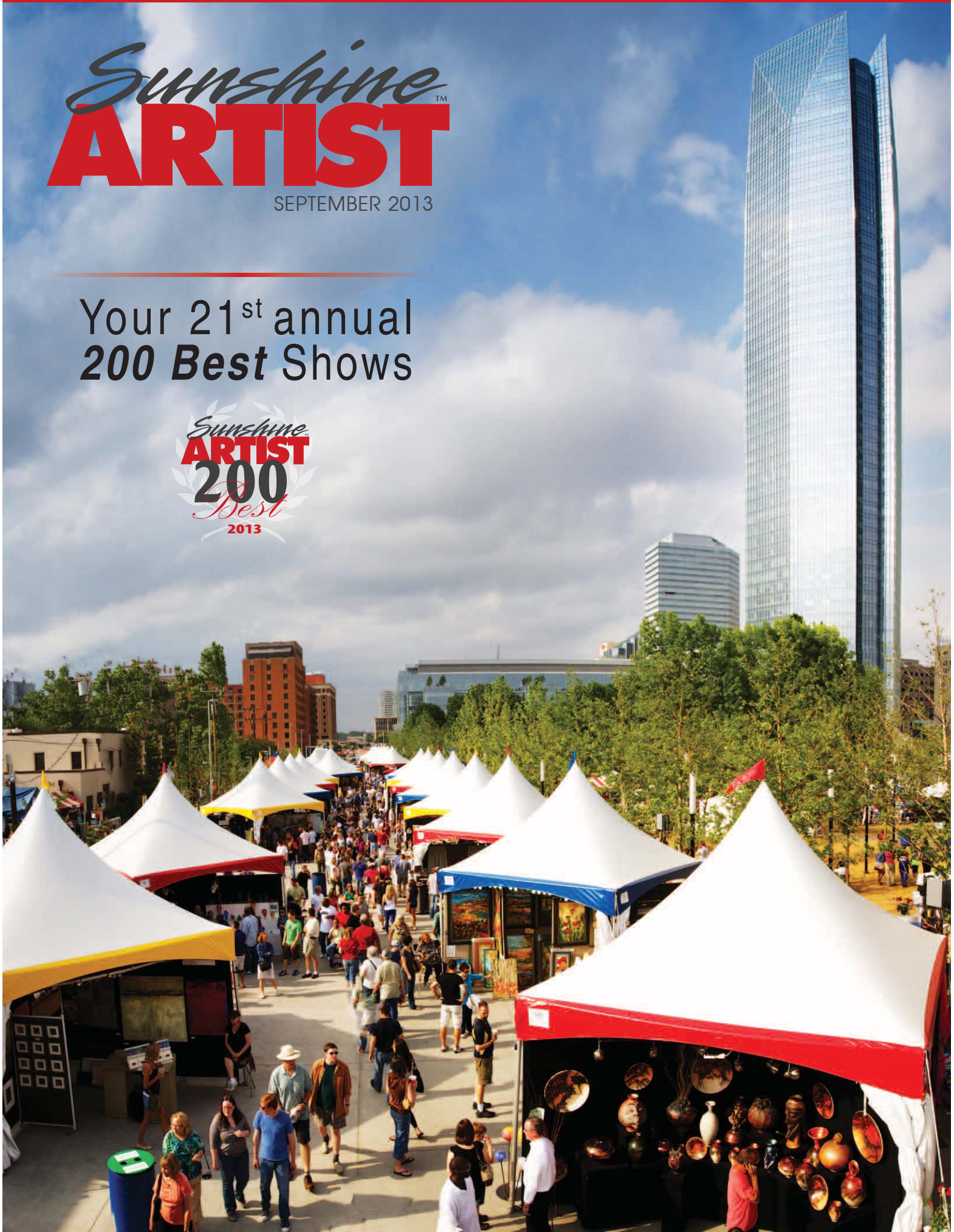


Sunshine **ARTIST**

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regular art shows.

Convenience and ease of participation and setup are also among the many nice features this fair has to offer. Reservations are not necessary for the outdoor portion of the event; you just pay after you select a space and set up. This is excellent if you have a change in plans or the weather is not conducive to the chances of a successful show.

Additionally, setup for outdoor spaces could not be easier, as you can drive your vehicle right into your large space and stay parked there for the duration! (However, the indoor spaces are rather small, very crowded and require a reservation.) The outdoor aisles are also quite wide and allow for great traffic flow, and each event boasts indoor restroom facilities and a limited number of food-truck vendors.

These shows take place on the first Sunday of each month year round, providing opportunities to create cash flow even during the lean art show months. Obviously, the prime weather months bring the greatest amount of visitors and also the largest number of exhibitors. But if you have a space that you like, you can retain it for the next month's show by informing the staff members when they collect your show fee — and you do not even have to pay in advance for that service.

The First Sunday Antique Fair can provide an opportunity for any artist to sell their art show-quality work, experimental pieces or even no-longer-needed supplies, tools or displays in a very fun, relaxed atmosphere. Lastly, space fees go directly to the school district, adding another positive aspect

to this event. So, try something different; it might work for you as well as it has for me this past year.

COLORADO



► **June 29-30, Firefly Handmade Summer Market, Boulder.** Contact: Beth Pomerantz, Firefly Handmade Markets, PO Box 3195, Boulder, CO 80307. Email: fireflyhandmade@gmail.com. Website: www.fireflyhandmade.com. Application fee: \$10. Space fee: \$225 (additional \$35 for Featured Artist option). Space size: 10x10. 100% outdoors. Exhibitors: 90. Hours: 10-7 Saturday, 11-5 Sunday. Admission: Free.

By Cathy Stiers
Colorado State Reporter
Email: cstiersart@aol.com
Medium: Silver jewelry

Firefly Handmade was started in 2010 by three artistic, creative women who had a vision to produce “Indie-Craft Artisan Markets” in Boulder. They instantly attracted a loyal following of customers at their seasonal markets, one in September and one in December. Describing their events as “carefully curated, remixed, upcycled, vintage-inspired, small batch [and] all things handmade,” the Fireflies (as they called themselves) had a very unique brand of marketing that regularly

attracted 4,500 customers to their shows.

In 2013, Firefly Handmade Markets got a new owner, artist Beth Pomerantz. “I really wasn’t looking to buy a market!” Beth explained. “I wanted to do something that would significantly help the artisan world and help promote the handmade community.” Beth has spent the majority of her career



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New show-runner Beth Pomerantz added a popular summertime edition to Firefly Handmade Markets' family of events in Boulder, Colorado.

— T E M P E —

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Produced by Downtown Tempe Foundation, Inc.
2014 Spring Featured Artist, Richard Cartner, "The Catcher & The Fly" collage

in marketing, but she's also taught children and adults in all fundamentals of art and helped run a private art studio. Her own art is painting (oil and acrylic), mixed media and pen & ink.

Expanding Firefly to include a Summer Market was Beth's idea. She also chose the venue of Twenty-Ninth Street and has been very pleased by the partnership with the outdoor pedestrian venue. Beth said the location's marketing director was fabulous to work with, included the Summer Market in all of Twenty-Ninth Street's summer promotions and put up signage, as well.

I visited the show on Saturday morning and discovered an eclectic mix of high-caliber craft artists. Interestingly, I did not know most of them, which was unusual since I have been exhibiting at and visiting area shows for 34 years. Beth confirmed that one third of the exhibitors were new to Firefly and exhibitors must be Colorado artists. Categories are also limited. For example, 20 percent of the booths were jewelers, and

that is the maximum percentage allowed.

All told, three rows of artists lined the area. However, booths did not go all the way to the highly trafficked area at the end of the walkway due to the fact that Twenty-Ninth Street has a summer concert series every Saturday night. Exhibitors also had the option to be Featured Artists for an additional \$35, and 30 chose to do so. As to artist amenities, they included bottled water, booth sitters and free drinks from Starbucks.

Advertising was extensive, both in print and online. The show's Facebook page has well over 2,000 fans, and daily postings were creative and fun. (Beth reports that the Facebook page received over 4,000 hits per week.) Then, a month before the show, two featured artists were publicized on the event's website and Facebook page and as part of a slide show. Lastly, press releases were sent to radio and TV stations, the *Denver Post* did an article on the show and the *Boulder Daily Camera* made the event its "Pick of the Day."

According to the promoter, sales ranged from \$400 to \$3,500 for artists who paid their taxes through Firefly Handmade. The rest of the exhibitors, about 50 percent of the total, paid taxes through their own licenses.

I spoke to several artists the week after the show, and they all were very pleased with the event, the new promoter and their sales, although some did hope that Saturday's 7 p.m. closing time would be shortened to 5 p.m. next year. "It was an unusual mix of craft artists and a lot of really clever and interesting displays," said one exhibitor who had never previously participated in a Firefly Market. "There was good traffic, and I had good sales. Beth was very accommodating with my space request." A candlemaker agreed: "I thought it was very well organized. The layout worked out well for me; I paid for a premium space, which gave me twice as much frontage. I sold twice as much as I expected, and I would definitely do this one again!"

Lastly, I should note that Firefly Handmade has a strong, longstanding commitment to non-profits and to the community. This show had booths by Clementine Art Studio, the Boulder Humane Society and Monster to Love, the latter of which benefits Oklahoma tornado victims.

The next Firefly Handmade Market will be the autumn edition from September 21-22, to be held again at Twenty-Ninth Street. The annual Holiday Market will be in December, with the dates to be announced. I highly recommend these markets to all Colorado fine craft artists!



► **March 9-10, Art Fest by the Sea, Jupiter.** Contact: Howard Alan Events, 400 Cypress Drive, Suite 1, Tequesta, FL 33469. Phone: 561-746-6615. Fax: 561-746-6528. Email: info@artfestival.com. Website: www.artfestival.com. Space fee: \$395-\$790. Space size: 10x10 to 10x20. 100% outdoors. Exhibitors: 150. Hours: 10-5. Admission: Free.

By Donna Wilson

Florida and National Reporter

Email: inseleginc@aol.com

Medium: Paper collage

This event is one of two prestigious, 200 Best-ranked festivals that take place on the same weekend and in fairly close proximity to each other on Florida's east coast. If you can't make it into one, (Hey, there can only be so many exhibitors accepted!) there is always the other, and this show can be a very nice option. (*Editor's note: This event is the #67 fine art festival on 2013's 200 Best.*)

Art Fest by the Sea is held directly along the ocean, resulting in the perfect venue for an art show. East Jupiter hosts some mega-exclusive neighborhoods and as is his job, Howard Alan does bring those patrons out. Of course, the rest is up to you.

This is also one of Howard's larger shows, and you will see arts along with some crafty work here. Plus,



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