

D DALLAS ARBORETUM
Artscape
A Fine Art Fair in the Garden



Art by Daniel Ng

April 22, 23 & 24

The beauty of art meets the beauty of nature at the Dallas Arboretum. This juried fine art show and sale is set amid one of the top three most beautiful gardens in the nation.

www.dallasarboretum.org

8525 Garland Road, Dallas, Texas 75218

The Dallas Arboretum is a non profit organization supported, in part, by funds from the Dallas Park & Recreation Department.

balance of mediums (8.3) also scored well, though prestige of show (6.3) rated slightly lower. Furthermore, the high-selling jeweler praised the “great quality of artists for a small town.”

The online application indicates that all booths will be on pavement in 2016, perhaps to address some of the layout and setup concerns shared by our auditors. The 7th annual Art on the Rockies will take place on the campus of Colorado Mountain College in the heart of Vail Valley on July 8-10.

► **July 25-26, Cheesman Park Art Fest, Denver.** Contact: List Gore, Dash Events LLC, 200 Poplar Street, Denver, CO 80220. Phone: 505-550-2471. Email: liz@dasheventsdenver.com. Website: www.dasheventsdenver.com. Application fee: \$30. Space size: 10x10 to 10x20. 100% outdoors. Exhibitors: 115. Attendance: 5,000 (source: promoter estimate). Admission: Free.

Compiled from *FastAudit* reports

With three years under its belt, the Cheesman Park Art Fest is well on its way toward becoming one of Colorado’s most respected arts events. At least, that’s the opinion of auditors who were at the show’s 3rd annual outing, as they were unanimous in their desire to return in 2016.

Sales (8.3 overall average grade on a 10-point scale) kept most of them smiling, too, with just one average mark stopping this aspect from having universally high scores. In comments, a polymer clay & jewelry artisan with \$3,000-plus total from an average item price (AIP)

of \$55 said he/she enjoyed “better-than-average sales,” and a jeweler (\$1,400 total/\$80 AIP) noted, “The most common price point was higher than most shows.”

Other exhibitors who provided revenue data included: a printmaker (\$3,222 total/\$12 AIP), a second jeweler (\$2,500 total/\$70 AIP), a watercolorist (\$1,950 total/\$400 AIP), a second watercolorist (\$1,600 total/\$300 AIP) and a mixed-media collage artist (\$1,020 total/\$18 AIP).

Revenue certainly seemed to be helped by excellent attendance (9.1), which was spurred on by nice weather (8.8) and strong advertising (8.9). “Well attended by buyers!” said the low-selling jeweler, and the mixed-media collage artist commented favorably on advertising.

The highest-rated category group included management (9.9), artist treatment (9.9) and artist amenities (9.0), which earned glowing comments from most reviewers. For instance, the mixed-media collage artist called it “...an extremely well-coordinated ... show,” and the low-selling watercolorist was enamored with the “professional staff.”

Next up were quality of work (9.4), balance of mediums (9.5) and prestige of show (8.9). Plus, according to the high-selling jeweler: “The most important thing about this event is that they only allow artists to participate. No [buy/sell] or distributors [are] allowed.”

Finally, while parking (7.4) received one lowest-possible mark, that aspect otherwise matched the exhibitor-pleasing success of layout (9.0) and load-in/-out (8.9). However, no commentary was received on these categories.

An apparent haven for fine artists, the 4th annual Cheesman

42nd Annual Labor Day Weekend ART FESTIVAL



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For Art Festival Information and to download an application visit:
www.commonwheel.com/festival

Application Deadline: June 1

Park Art Fest is scheduled for July 30-31.

► **August 8-9, Ridgway Rendezvous Arts and Craft Festival, Ridgway.** Contact: Kentee Pasek, Weehawken Creative Arts, PO Box 734, Ridgway, CO 81432. Phone: 970-318-8506. Email: artfestivalrr@gmail.com. Website: www.weehawkenarts.org. Application fee: \$35. Space fee: \$225-\$450. Space size: 10x10 to 10x20. 100% outdoors. Exhibitors: 140. Attendance: 5,000 (source: headcounts). Admission: Free.

Compiled from *FastAudit* reports

The 31st annual Ridgway Rendezvous Arts and Crafts Festival was a hit for most if not all of the small number of auditors who were at the show. At the same time, this sample group was fairly tight-lipped about sales numbers, and some confusion surrounded one of the submitted totals, further impacting the usefulness of their findings.

What we do know is that sales rated a 6.4 overall average score (on a 10-point scale), with individual grades stretching from a 3 all the way to a perfect 10. However, the latter score was supplied by a metal artisan with a \$200 average item price (AIP) – who reported his/her total as \$100. Given the high levels of imagination-stretching required to believe that any exhibitor would call his/her take “perfect” after earning less than half of his/her AIP, we can only assume that there’s a 0 or other digit missing from that total.

Sadly, the only other reviewers who shared hard numbers were a jeweler (\$4,000 total/\$25 AIP)

and a second jeweler (\$2,000 total/unknown AIP), but a third jeweler (unknown total/AIP) said he/she enjoyed “good sales.” Conversely, a printmaker (unknown AIP) listed “ugh” for his/her total, and the jeweler with \$2,000 total won’t be back because he/she did “not [make] enough [money].”

Based on the submitted

ratings, it’s safe to say that attendance (7.8), weather (9.0) and advertising (9.2) didn’t stand between these exhibitors and sales success. Unfortunately, though, no one commented directly on these aspects.

They did have much to say about management (10.0), artist treatment (10.0) and artist amenities



ARTIST INVITATION

grand.haven art festival

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Presented by The Chamber of Commerce



grandhavenartfestival.org
616.842.4910
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