

# SHOW REVIEWS

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## Colorado

### ► July 22-23, 2023; Cheesman Park Art Fest, Denver, CO.

Contact: Dash Events, Liz Gore King, Colorado Springs, CO 80904; Phone: 505-550-2471; Email: [liz@dasheventsdenver.org](mailto:liz@dasheventsdenver.org); Website: [dashevents.com](http://dashevents.com); Space fees: \$545 to \$1,190; Space sizes: 10x10 to 20x10; 100% outdoors; Exhibitors: 150; Attendance estimate: 7,000.

#### Compiled from *FastAudit* reports

##### *FastAudit* Scores

(1=lowest; 10=highest)

Sales.....	8.2
Quality of Work .....	9.1
Balance of Mediums .....	9.1
Prestige of Show .....	9.1
Attendance.....	9.1
Weather .....	8.6
Advertising.....	9.3
Management .....	9.8
Artist Treatment.....	9.5
Artist Amenities.....	8.7
Judging and Awards .....	7.0
Layout .....	9.4
Load-In/-Out .....	9.2
Parking .....	7.7

The Cheesman Park Art Fest ranked FA62 in 2023's 200 Best list. Of the artists who reviewed 2023's event, 97 percent said they would exhibit in this art festival again.

An artist whose mediums are fine art and wood reported \$2,500 in sales and would return to this show because it is fun, relatively close to home, and has consistent sales.

A ceramicist who made \$3,000 said it was a good show with a fun crowd.

"Great show," said a mixed media artist who had \$5,000 in sales.

An artist whose mediums are fine art and painting had sales of \$23,000 and said, "One of the best shows in Denver as far as quality, organizing, sales, etc."

An art glass artist who made \$3,900 said it is "always a pleasure working with the Dash Events crew — great communication, professionally run, well organized."

An artist whose medium was painting reported \$2,400 in sales and said, "This is a well-organized show. They treat the artists well with snacks and water. This show has a flow of traffic from beginning to end. Patrons are seeking art to purchase."

A fiber/textile/leather artist who made \$4,300 wants to return.

"Great location and attendance," said an artist whose mediums are fine art and painting. This artist made \$4,000 at the show.

Another artist whose mediums are painting and fine art reported \$10,000 in sales and said, "This show is amazing and consistent, and I can't say enough great things about management, the quality of the buyers and art, and the turnout. It's a wonderful show in every measure — one of my top shows that I'll keep doing every year they accept me. I won't miss this one. It's a great show."

An artist whose mediums are fine craft and mixed media made \$4,000 and would return, saying, "My art was well received, and I had a good time being there."

Sales for an artist whose mediums are metal and sculpture totaled \$3,000, and this artist would also participate again. "Sales were fantastic on Saturday, but Sunday was only 10% of Saturday — probably from the heat," the artist said.

One photographer who made about \$1,100 said the promoter is great but sales were low two years in a row. The artist does not plan to return.

A digital art artist who had \$4,000 in sales wants to do the show in the future. "This event does an incredible job of promoting, organizing, and providing services to its artists. Their thoughtful and expert efforts are evident from every aspect of the event," the artist said.

A jewelry artist who made \$2,000 said, "The weather would be the biggest factor for me going forward. The last three shows I did with them have gotten hotter every time, and it is very difficult to stay cool (even though I had three fans in my booth and stayed hydrated). My phone heated up so much that I had to keep it in my cooler (I use it as my hotspot for my Square register). I could not get good connectivity on the second day, so I had to resort to downloading after hours when I could find a good Wi-Fi connection. Because of this, I did lose payment on one item; fortunately, it was a small sale." The artist would participate again because it is a good show, with great staff and quality art. "It would be great if they could set up a Wi-Fi hub — not sure how feasible that is," the artist said.

An artist whose mediums are fine art, mixed media, and metal had \$3,700 in sales and would participate again. "I really enjoy doing any Dash event," the artist said. "It's usually a very good show — well attended and very well organized, with high-quality art."

Also hoping to be invited back is an artist whose mediums are fine craft and fiber/textile/leather. Reporting \$8,000 in sales, this artist said, "It's one of the top shows based on organization, communication, and advertising for Denver."

Sales for one fiber/textile/leather artist totaled \$12,000. “Cheeseman Park Art Fest is the best art show in Colorado due to the high-end park location and promotional talents. It’s a great art show with wonderful promoters and artists,” said this artist who would do the show again.

## Florida

► **June 10-11, 2023, 21st Annual St. Armands Circle Craft Festival, Sarasota, FL.** Contact: American Craft Endeavors, 270 Central Blvd., Suite 107B, Jupiter, FL 33458; Phone: 561-746-6615; Email: info@artfestival.com; Website: artfestival.com; Application fee: \$15; Space fee: \$325; Space size: 10x10; Hours: 10 a.m. to 4 p.m. Saturday and Sunday; 100% outdoors; Exhibitors: 100+; Attendance estimate: 10,000; Admission: free.

**By Brenda Flynn**

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Medium: *Mixed media, paper mosaic*

The St. Armands Circle Craft Festival is offered by Howard Alan Events (HAE). Although billed as a craft festival, it includes many fine artists who are looking for shows in Florida during the summer.

Shows are few and far between for these artists, unless they travel to New York, Virginia, and other more northern — and therefore cooler — states. I use this show as a lifesaver for making money in June, without having to travel too far.

The last time I participated in it was 2018. I had not returned since then because my profit was dismal, the heat was even worse than I remembered, and there was significant difficulty in traffic management.

The festival took place in a large park area inside St. Armands Circle, which is an extremely busy shopping district. Parking was nonexistent for an influx of artists with large vehicles — no oversized RVs were allowed for any reason.

There was dedicated parking during the day and overnight a few blocks away, but for setting up and breaking down, it was a bit mad.

This is one of the few shows where HAE has a Friday setup, from noon to 5 p.m., with Saturday beginning at 6:30 a.m. Take advantage of the Friday option if you can. You must dolly in your work either way, so be prepared.

There was police security from Friday night through Sunday, but I opted to hang art on Saturday morning.

Managing the festival is a nightmare for the HAE employees, but they kept their cool and managed to help everyone who needed it, from arranging where and how to park for unloading and loading to securing help with tents.

One jewelry artist’s tent had a signpost and a bench directly in her space, but she worked it to her advantage. The HAE employees walked around to make sure most everyone had what they needed.

Foot traffic started early on Saturday, about 8 a.m., as several

breakfast restaurants and most retail stores (high-end) opened around 9 a.m. But it really was mostly joggers and dog walkers, with the crux of the foot traffic beginning at about 11 a.m.

I was really looking forward to this show being a good one, based on the neighborhood and recent conversations with a few artist friends who attended it the past two years. A mosaic artist said, “It really was a great show for me. I plan on doing it again. I just have a conflict this year.”

If you could find street parking, there were some restrictions, but small vans and RVs could usually park and not get ticketed. If you pulled a trailer, you had to park in the assigned parking.

If you were going the hotel route, there were discounted rates on the HAE website. All hotels in the Sarasota area are expensive (\$300+).

The show was curated fairly well, with a smattering of many kinds of art (except, of course, straight buy/sell). I did not notice much being sold on Saturday. Sunday was the better sales day for everyone I spoke to.

Large, framed prints seemed to sell here, as most of the newer residential neighborhoods have large houses that need large art.

A photographer said he “was approached by a local interior design house who wanted me to sell my work at dollars below wholesale. I turned it down.” He mentioned that she left her card with a phone number in case he reconsidered.

A potter was disappointed in her sales, saying, “I did really well last year. I’m surprised at the slow sales this year.”

My sales were barely above my minimum needed for shows. Most of the art pieces I sold were small.

We completely broke down right after 4 p.m. and dollied most of the work out to the vehicle, which we were allowed to park inside the circle, merely because it was easier. We were on the road by 5:30 p.m., which was perfect. You have to love shows that close at 4 p.m. on Sundays.

All in all, Sarasota itself is a paradise to visit. The architecture is heart-stopping and unique. The restaurants of all ethnicities were yummy and surprisingly well priced for artists on a budget. And the weather this time of year, although hot, was clear with blue skies prevailing.

Would I do it again? It all depends. A mediocre festival when you need money is better than no festival. And you cannot predict whether you will have buyers or not.

## Georgia

► **September 2-4, 2023; Marietta Art in the Park, Marietta, GA.** Contact: Creative Event Specialists, Carolyn Morris, P.O. Box 965296, Marietta, GA 30060; Phone: 404-966-8497; Email: info@artparkmarietta.com; Website: artparkmarietta.com; Application fee: \$25; Space fees: \$285 to \$570; Space sizes: 10x10 to 10x20; 100% outdoors; Exhibitors: 170; Attendance estimate: 50,000; Admission: \$25.