

date: April 30th  
show: Crafty Mart  
location: Akron, Ohio  
contact: Juniper Sage and J. Hudson  
phone: Juniper Sage 330-289-9248, J. Hudson 330-858-2376  
e-mail: craftymart@gmail.com  
website: <http://www.craftymart.com/>  
space fee: \$20  
exhibitors: 50  
hours: 10a-5p  
admission: \$0

By Kristina Malcolm  
Ohio Reporter  
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Medium: Silversmithing

Crafty Mart is a great show for the inexperienced vendor as well as the experienced. The goal of Crafty Mart is to help introduce novice vendors to the show circuit. Juniper Sage says "the intent is to provide a location in Akron for a hip, variety filled show for local artists, keeping prices and entry [fees] low in order to get crafters started on the circuit."

Not all the wares were craft oriented though. Crafty Mart hosts artists and crafters alike. Represented at this event were pottery, paper craft, painting, jewelry, silkscreen, apparel, woodworking, and plush.

This was my first year vending at Crafty Mart and I consider myself an experienced, fine artist and I did exceptionally well. Originally I was concerned with the set-up procedures (for the spring show there is a space restriction and for all shows they can't always provide a display wall behind participants says Sage) but the organizers were very flexible and willing to work with my established set-up. Over all the show went very smoothly and I heard mostly from artist that they were having fun and making some sales – although (like at most shows) there were a few struggling to pay for expenses.

There are just over 50 spaces available at Musica (in Akron, Ohio), which hosts the show – so spaces go fast. Parking is also an issue with limited spaces close to the event and paid parking for overflow. But it is well worth it as the show promoters advertise for the show far and wide. They sent a press release to all local papers and radio stations, purchased banner ads on The University of Akron websites, printed ads in 3 local papers, distributed 2500 postcard flyers and posters, used Facebook and other social media, as well as a street team.

This is Crafty Marts second year and I look forward to seeing the show grow into a well established, Akron area art show promoting artists and crafters alike.