

September 17 & 18, Tremont Arts & Cultural Festival, Cleveland. Contact: Scott Rosenstein, c/o Merrick House, 1050 Starkweather, Cleveland, OH 44113 website: www.merrickhouse.org and www.tremontwest.org. Space fee: \$125 plus \$15 jury fee. Exhibitors: 100. Hours: Saturday 11-6, Sunday 12-5. Admission: \$0.

By Kristina Malcolm

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Medium: Silversmithing

As I look back over my season of 2011 shows, the 13th Annual Tremont Arts and Cultural Festival stands out from all the other shows. To me, it was an accomplishment to be in the show after not being accepted to it for years. That was one reason I remember it so fondly. The other was the art savvy community. They knew art and I saw it reflected in my sales.

In speaking to other first year artists, they were happy to be at the show but seemed to not be as excited by their totals as I was. Most vendors stated they were doing “ok” and “good”. Returning vendors said their sales were the same or less than previous years. Scott Rosenstein of Merrick House that hosts the event said that attendance was up to 17,000 in 2011 from 15,000 in 2010. Perhaps the increase could be due to the excellent weather or to Rosenstein’s diverse advertising campaign. All of these factors combined with a strong supportive community means good sales for good artists.

Featuring the “artistic achievements of Tremont and Ohio” (says Rosenstein), the Arts and Cultural Festival draws vendors from throughout Ohio. This festival includes artists representing work in the areas of glass, sculpture, wood, ceramics, photography, textiles, jewelry, drawing, printmaking, metal, and mixed media. Like many shows, it seems to be slightly heavy on jewelry but it didn’t seem to affect my sales. Also, drive to your site unloading and loading is a plus but city parking is difficult for large vehicles. Regarding their jurying process: Rosenstein says “a panel of three local Art Jurors reviews all submissions (digital images and occasionally photographs) and recommends acceptance to the Festival Project Manager and Planning Committee.”