

OHIO

**November 18-19, Arts @ the Center, Broadview Heights.** Contact: Andrea Sack, 7007 Powers Blvd., Parma, OH 44129. Email: [asack@parmahospital.org](mailto:asack@parmahospital.org). Website: [www.parmahospital.org/artsatthecenter](http://www.parmahospital.org/artsatthecenter). Space fee: \$125. Exhibitors: 35. Hours: 5-9 Friday, 9-3 Saturday. Admission: \$0

**By Kristina Malcolm**

*Ohio Reporter*

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*Medium: Silversmithing*

Arts @ the Center is one of the hottest little shows in northeast Ohio. With rumors of this juried show having a rough start, it sure has come about in five years. In 2011, this show was my best per hour sales, hands down, averaging over \$300 an hour on Saturday.

Andrea Sack, the show director, has worked diligently to create an event that is great for artists and customers alike. At the preview party Friday night, artists dined on extraordinary food in a party-like atmosphere, which more than made up for the lack of sales some artists saw. (Most artists reported that Friday night sales were dismal but that they enjoyed the party.) Sponsored by the Parma Community Hospital, the private event is for the employees of the hospital.

Some of these employees did return the next day to make purchases, but the supportive public definitely did just that on Saturday! In fact, most artists reported not having enough time to eat or run to the restroom between sales on Saturday, even with only 1,000 people in attendance.

Drawing exhibitors from as far as Tennessee, Pennsylvania and New York, this highly competitive, indoor show features jewelry, pottery, photography, woodworking, acrylics, watercolor, glassblowing, fiber and enameling. Unloading and loading is a cinch through double doors at the front of the building. Plus, restrooms and in-house food are easily accessible. However, booth sharing is not allowed.

When I asked Sack about her advertising campaign, I was surprised to find out that among the normal news releases, flyers, postcards and posters, she also used billboards. That's the first time I've ever encountered that for such a small show. She also told me, "Our goal for this event is to showcase the amazing talents of artists in the area. Our efforts support community health and wellness."