

OHIO

July 6-8, St. John Medical Center Festival of the Arts. Contact: Ardis Radak, 440-835-8000 or 216-319-1355, 29000 Center Ridge Road, Westlake OH. Website: www.SJMC.org. E-mail: ardis.radak@csauh.com. Space fee: \$300. Exhibitors: 200. Hours: 6-9 Friday, 10-7 Saturday, 10-5 Sunday. Admission: free

By Kristina Malcolm

Ohio Reporter

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Medium: Silversmithing

With a heat index of over 102 degrees for all three days, St. John Medical Center Festival of the Arts in Westlake, Ohio was one of the most brutal shows in my career. Thanks to St. Johns' Marketing Department who places advertisements in print, radio, TV with local signage and hand out materials for artists there was not much of a decrease in attendance. Ardis Radak of the Medical Center reported that "due to the excessive heat our attendance was down from the previous year of 25,000 to approximately 20,000".

Another reason for the attendance to be down was that the event was cancelled in 2011 due to construction at the site. Radak also reported that the 2011 cancellation effected artist attendance "some of our exhibitors were not available this year since they attended various other Fairs and Festivals. We are hopeful that they will be returning now that we are back on track with our 2013 Festival of the Arts."

Still over 200 artists came to exhibit their wares in drawing, enamel, fiber, glass, graphics, jewelry, leather, metalwork, mixed media, painting, photography, pottery, printmaking, sculpture and woodwork. They traveled to the show from all over North America including Canada, Florida, Arizona, California, Michigan, and states surrounding and including Ohio for this three day, juried event.

Despite the heat and the 2011 cancellation, my sales were still good. Most artists reported sales commiserate with prior years although many artists chose to close early due to the heat. I was glad I stayed to support this event.

Now in their 19th year, Radak says, "the intent of our Festival of the Arts is to help fund our Community Outreach Programs at St. John Medical Center. Our Community Outreach Programs helps our community and surrounding counties with a vast variety of helpful programs for everyone from our baby and children programs to our elderly with our Mobil Medical Programs." Throughout the show, the Medical Center offered free health screenings such as blood sugar levels, bone density, and cholesterol levels. Many artists were grateful and took advantage of these tests.

Applications for the 2013 show will be available through the St. John Medical Center website and Facebook page.