

Greetings from Historic Brigham!

We've made changes to the Fine Art and Plein Air components of **Art on Main - Memorial Weekend** in an effort to make things better this year for you and our patrons, and to increase our prize pool and art sales!

Here's what we learned last year:

Foot traffic at the Academy Center did not correspond with growth in overall festival attendance. We are a small, but growing festival, with an estimated 4,000 - 5,000 visitors last year. Surprisingly, the Highway 89 Show saw more actual foot traffic in the center of the festival than did our 8th annual fine art show at the Academy Conference Center.

Art sales were not what we hoped. We sold a few paintings at both venues last year, but overall sales were down. We have done much better in past years.

Exposure time at the Academy is very limited due to high facility costs. Rent at the Academy represents a large portion of our show budget and it really only allows one full day of exposure.

With your input, we've made the following changes:

The Fine Art Show and Plein Air Competition will move to **Hive on Main**, central to the historic district and your work will be hosted for more than a week. For convenience, you may enter studio pieces starting Saturday, May 18th (start of the Plein Air), throughout the week, up to the deadline of Friday, May 24th. The gallery exhibit will remain open through June 1st.

Hive on Main (location of the Hwy 89 Show last year) is a smaller, more intimate space. With careful curation, it will accommodate a similar number of paintings as the Academy, although we may need to limit artwork size and forgo large 3-D pieces. Additionally, all student art will be relocated to the Brigham City Museum as part of a special Smithsonian curated project.

Each artist's work will be hung in a collection, rather than in a random fashion as in years past. You may option a full collection space of 4' X 8' for \$125.00 and hang as many

paintings as desired, or fewer paintings and share a collection space in the gallery. This allocation will be on a first come, first served basis and discourage large size work.

These changes, combined with robust artist participation, will allow us to expand our prize pool. As always, entry fees are returned in the form of prize money, which is supplemented by sponsor funds. The added exposure time will also improve the opportunity for art sales.

A unique feature of this year's festival is **The Smithsonian Exhibit - *Crossroads: Change in Rural America***. Brigham City is the only location in Northern Utah to host this exhibit and a special student art initiative held during the festival will generate significant regional interest. We believe this will translate into a substantial increase in overall festival attendance. Accordingly, little, if any student artwork will be co-located in the gallery exhibit.

A corresponding theme of this year's plein air will be ***Change in Box Elder County***. We encourage plein air work to reflect a contrast between our rural historic roots and emerging technical or structural change.

We hope these improvements will be both interesting and profitable. Thanks for your past support, we look forward to seeing you at our ninth annual show.

David Walker, Volunteer Director
Art on Main