

# KRASL art fair ON THE BLUFF

## Amenities

### AWARDS

#### Best of Category

One award is presented in each category based on the highest score during onsite jurying. Each recipient receives \$100 and an automatic invitation to participate in the 2019 Krasl Art Fair on the Bluff.

#### Krasl Board Choice Award

The Krasl Art Center Board of Directors selects the recipient of this award. The winning artist receives an award, \$100, and an automatic invitation to participate in the 2019 Krasl Art Fair on the Bluff.

#### Round Table Discussion – Sunday, July 14 – 8:15 am

Initiated in 1999, the Round Table provides an interesting forum to discuss proposed changes to the Art Fair. Over the past 20 years, turnout and response have been fantastic. The **Best of Categories** and the **Krasl Board Choice Award** are presented at this event. Please join us in the main gallery at Krasl Art Center. Continental breakfast - provided by artist's favorite Bit of Swiss Pastry Shoppe - will be served.

### WEEKEND HOSPITALITY / FOOD & BEVERAGE

#### Krasl Block Party – Friday, July 12 – 5:00-10:00 pm

Stop by Krasl Art Center's new grounds for live entertainment, food, wine and beer tasting.

#### Artist Breakfast – Saturday, July 13 – 7:00-10:00 am

Join us at **Schu's Grill and Bar** on the corner of **Lake Blvd and Pleasant St.** This is a ticketed event; each artist receives 1 ticket (2 tickets if a collaboration). Additional guests are welcome for \$10.00 per person.

#### Artists' Hospitality Lounge – Krasl Art Center on Lake Blvd.

Drop in anytime during the Art Fair for refreshments and air conditioning! Simply show your artist badge at the Krasl Art Center entrance and head to the **Library** on the **2<sup>nd</sup> floor**. Enjoy coffee or tea from Biggby Coffee along with pastries from internationally acclaimed local baker Tim Foley, owner of Bit of Swiss Pastry Shoppe, Saturday and Sunday from 8:00-10:00 AM. Beverages and light snacks will be served Saturday and Sunday 10:00 AM-5:00 PM.

#### Green Initiative – Please recycle at one of our convenient recycle containers

Visit one of three water stations (shown on your map) for free bottled water throughout the Krasl Art Fair. Please reuse your bottle by visiting KAF Registration for the cold water dispenser.

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## Artist Host Program

Local residents host artists (single/couple only) on Friday and Saturday nights. Contact Dee Hodgson at [ArtFair@krasl.org](mailto:ArtFair@krasl.org) to make arrangements **before June 21, 2019**.

## ART FAIR PROMOTIONS

Our promotional efforts are tailored to attract connoisseurs of fine art who have buying power. The Krasl Art Fair has over \$100,000 in-kind and paid promotional support. Press releases are sent to both print and broadcast media in a three-state area. Paid ads include, but are not limited to, the following publications:

- Harbor Country Visitor Guide
- Herald-Palladium (local paper)
- Shoreline Visitors Guide
- Lake Life Magazine
- Blue Magazine
- Cornerstone Chamber Directory

We are proud to have [South Bend Tribune](#), [MailMax](#), and [98.3 The Coast](#) as media sponsors. We also cultivate free listings on internet sites and distribute 28,000 rack cards. In addition, we conduct an aggressive social media and online advertising campaign.

## KAF Artist Guidebook

This beautiful booklet contains show information, ads, and color images of all 200 artists' works. Thanks to the combined efforts of Holt Bosse and Batson Printing (both premier sponsors), who have created and printed this wonderful edition for our patrons and artists.

## Booth Signage

When you arrive, a Greeter will present you with:

1. Sign identifying you as a participant of the [CAPP program](#) (if you have chosen to participate).
2. Booth Sign(s)
  - Odd numbered booths (street side): You will receive two signs – one for the front and one for the street facing side of your booth. Hang both signs in prominent positions.
  - Even numbered booths (bluff side): You will receive one sign for the front of your booth.

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## Booth Sitters

- Booth Sitters are available to assist if you need a break during the Art Fair. Sitters are available from **11:00 AM - 4:00 PM on Saturday** and **11:00 AM - 3:00 PM on Sunday**.
- **Text** the **Booth Sitter Coordinator** at **269-983-1370** to request a Booth Sitter.
- You may text in advance during the day to schedule a Booth Sitter. Include your **Booth Number** and the **time needed**. Booth Sitters are assigned on a first-come first-serve basis.
- **Please limit your breaks to 20 minutes.**

## Patron Package Pick-Up

- Your registration packet includes **blue patron purchase vouchers**.
- A patron who purchases a **large artwork** is eligible for our package pick-up service.
- Write **your name & booth number** on the form. Ask the patron write **their name and phone number** on the voucher.
- Ask patron to drop off the voucher at the **Krasl Art Fair Registration** tent when they are ready to leave. A volunteer will arrive at your booth to retrieve the art and transport it to Krasl Art Center and meet the patron on **Park St.**

If you have any questions, call Registration (see the number on the back of your name badge).

## Krasl Kid's Zone

**Tent offers free activities for children of artists** (a donation is appreciated for event guests).

**Saturday:** 10:00 AM - 6:00 PM

**Sunday:** 11:00 AM - 5:00 PM

All Krasl Kid's Zone activities are located on Krasl Art Center grounds.

## CAPP (Children's Art Purchase Program)

This program is aimed at children to encourage them to buy art **at your booth** for **\$10.00 and under**. Last year **60 artists** participated in this program. You will receive a CAPP sign to hang in your booth if you choose to participate. (See [Required Artist Information](#))