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The Future of Arts Fair on the Square

The Bloomington Playwrights Project sets out a plan to increase attendance and art sales

The Bloomington Playwrights Project's Arts Fair on the Square
June 18, 2011

10am – 6pm

Monroe County Courthouse

artsfair.org

Bloomington, Indiana: [The Bloomington Playwrights Project](http://www.bloomingtonplaywrightsproject.org) announces its plans for the future of the 31st Annual [Arts Fair on the Square](http://www.artsfair.org), which includes making necessary administrative changes in order to **increase attendance and art sales**.

The Bloomington Playwrights Project (BPP), a local nonprofit professional theatre company, took over the coordination and administration of Arts Fair on the Square this year after the Bloomington Area Arts Council recently announced it was no longer going to manage the event.

“The BPP has been expanding exponentially over the past year to support artists in as many ways possible, including renovating the Bellevue Gallery and inviting 15 new arts organizations into our space by offering the most affordable rental rates in town,” says Producing Artistic Director **Chad Rabinovitz**. “As soon as I heard that the BAAC was no longer able to put on Arts Fair on the Square and that its future was in jeopardy, it just made sense that we should step up and contribute to the artistic community. I’m positive it’s something that we can do well, making significant improvements on the past, and furthering our mission to foster the careers of artists.”

The mission of Arts Fair on the Square, a juried art show featuring over 60 regional and national artists and craftspeople, is to showcase fine art and craft of the highest quality, connect artists with the art-buying community, and promote commitment to the arts through a variety of interactive arts experiences.

“Of course, with change come concerns,” notes Rabinovitz. “I want to quell all those concerns with some detailed explanations of what the BPP is going to be doing to not only maintain the quality of the past 30 years, but to increase the Arts Fair’s success in our first year of control.”

The two main determinants of a top notch Arts Fair are **high-quality artworks** and **plenty of arts patrons** to purchase them. In order to attain the former, the BPP has been consulting with representatives from the **Fourth Street Festival** to best learn what improvements need to be made. A greater effort to reach more artists through publications along with a strong jury will help to ensure the presence of top-level art at the event.

The BPP is also seeking to improve attendance by significantly **increasing the event’s marketing budget** and **maximizing cross-promotion** with **Taste of Bloomington**, another exciting annual event running concurrently with Arts Fair in downtown Bloomington. The BPP has already made plans to collaborate with Taste of Bloomington on the purchase of multiple billboards, newspaper advertisements, feature stories, announcements in national arts magazines, regional target-marketing and yard signs. The BPP has also redesigned a new home for Arts Fair on the web at artsfair.org.

The BPP has built its recent success on collaboration and sees no reason to break the mold with Arts Fair on the Square. Plans are already in place to increase the level of cross-promotion with **Taste of Bloomington**, **Farmer’s Market**, and even **Fourth Street Festival**. For example, plans are being made to purchase a shuttle that will take patrons from the parking lot at the Convention Center to Arts Fair on the Square, Taste of Bloomington, the Farmer’s Market, and back to their cars. Meetings are currently scheduled to explore all possibilities.

The BPP has also improved the Arts Fair on the Square’s relationship with the **Bloomington Convention & Visitors Bureau**.

“We’ve promoted Arts Fair on the Square for many years as part of a great weekend getaway package, especially with the Taste of Bloomington taking place that same weekend,” says **Julie Warren**, Director of Tourism at the Bloomington Convention & Visitors Bureau. “We are very excited that the BPP has taken over the Arts Fair. For many years the BPP has produced quality theatre, created numerous beneficial partnerships with other tourism organizations and initiated some major improvements to the BPP facility and programs. With the BPP driving the Arts Fair, it will only get better and the CVB is committed to helping promote this wonderful event through various marketing channels.”

This year's Arts Fair will take place on **June 18, 2011 from 10am to 6pm** on the picturesque grounds surrounding the Monroe County Courthouse in downtown Bloomington, a town known for its diversity and strong arts community.

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