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## **Arts Fair on the Square Application Deadline: April 2, 2012**

*Bloomington, Indiana:* Artists, please **join us** for the 32<sup>nd</sup> Annual Arts Fair on the Square. Apply now; the application deadline is quickly approaching! Arts Fair on the Square will take place on **June 23, 2012 from 10am to 6pm** on the picturesque grounds surrounding the Monroe County Courthouse in downtown Bloomington, Indiana. The mission of Arts Fair on the Square 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. The Bloomington Playwrights Project invites national and local artists to participate in this juried art show featuring over 65 unique artists and craftspeople. Applications can be submitted through ZAPP at [www.ZAPApplication.org](http://www.ZAPApplication.org) (register for a free account and then search for Arts Fair on the Square), by mail post-marked by April 2, 2012, or delivered to the Bloomington Playwrights Project at 107 W 9<sup>th</sup> St. Bloomington, IN 47404.

Arts Fair on the Square is a program of the Bloomington Playwrights Project, who is thrilled to put on this Bloomington tradition for a second year. Last year, the Bloomington Playwrights Project increased the marketing budget by over 700%, greatly expanded the advertising to include more print media and signage than ever before, added two new art medium categories, increased the artist space to 69 booths, expanded the national artist base to include artists from states as far away as Texas, included additional space on the square for community organizations, and created lasting relationships with local arts organizations. The Bloomington Playwrights Project seeks to continue to improve attendance and sales annually by maintaining and increasing the event's marketing budget and maximizing cross-promotion with local business and events in downtown Bloomington, a town known for its diversity and strong arts community.

Arts Fair on the Square runs in conjunction with the Taste of Bloomington, which offers sampling opportunities from over 35 local and regional restaurants, special music, and children's activities. Together Arts Fair on the Square and the Taste of Bloomington draw thousands of visitors to downtown Bloomington to experience the finest that visual arts and cuisine have to offer. The BPP is working with Taste of Bloomington to advertise for both events with multiple billboards, newspaper advertisements, feature stories, announcements in national arts magazines, regional target-marketing, and additional event signage. The Bloomington Playwrights Project is also continuing its collaboration this year with the Bloomington Convention and Visitor's Bureau, Farmers Market, and Fourth Street Festival of the Arts and Crafts.

But wait – there is more! In addition to providing a venue for artists to showcase and sell fine art and crafts and supporting local businesses and events, the 32<sup>nd</sup> Annual Arts Fair on the Square will also feature art activities for children, artist demonstrations, and performances from local artists such as the Bloomington Community Band and the Windfall Dancers. Don't miss your chance to be a part of the 32<sup>nd</sup> Annual Arts Fair on the Square, **apply today!** For more information about the fair, submission guidelines, and application information, please visit our website at [www.artsfair.org](http://www.artsfair.org).

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