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## **Arts Fair on the Square Call for Artists**

*Bloomington, Indiana:* The Bloomington Playwrights Project invites national and local artists to participate in the 32<sup>nd</sup> Annual Arts Fair on the square, a juried art show featuring 65 regional and national artists and craftspeople. 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, a town known for its diversity and strong arts community. 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.

Arts Fair on the Square is a program of the Bloomington Playwrights Project, now in its second year organizing this Bloomington tradition. Producing artistic director Chad Rabinovitz has already made significant improvements to the fair in an effort to further the BPP's mission to foster the careers of artists. Just last year, the BPP increased the marketing budget of the fair by over 700% to increase attendance and improve art sales. Increased marketing includes reaching out to the Indianapolis and greater Bloomington markets with partnerships, dramatically increased newspaper and magazine advertising, and billboards.

This year, Arts Fair on the Square has adopted a new online application system, ZAPP, in order to make it even easier for artists to apply. To apply, simply register for FREE at [www.zapplication.org](http://www.zapplication.org) and search for Arts Fair on the Square. Applying is easy and quick. New and past exhibitors are encouraged to apply by April 2, 2012. Application information can be found on our website, at [www.artsfair.org](http://www.artsfair.org).

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 local cuisine have to offer. In 2011, Arts Fair on the Square reached a wider audience than in the past and had record attendance. Be sure to get your application in early in order to secure a space and be more likely to receive your preferred booth; requests are taken into consideration on a first come basis. The submission deadline for exhibiting artists is April 2, 2012. For more information about the fair and submission guidelines, please visit our website at [www.artsfair.org](http://www.artsfair.org).

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