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### **Arts Fair on the Square Artist Application Deadline: March 31, 2014**

*Bloomington, Indiana:* Artists, please **join us** for the 34<sup>th</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 21, 2014 from 10am to 5pm** 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 80 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 Bloomington).

Arts Fair on the Square, a program of the Bloomington Playwrights Project (BPP), attracts patrons from all over Indiana, Kentucky, and beyond; draws artists from as far away as Texas, Florida, and Maine; and continues to grow every year! The BPP focuses on fair attendance and sales annually through effective marketing that targets not only the greater Bloomington and Indianapolis markets but the entire Midwest as well as maximizes cross-promotion with local business and events in downtown Bloomington, a town known for its diversity and strong arts community. During its tenure with the Bloomington Playwrights Project, Arts Fair on the Square greatly increased its marketing budget to dramatically expand advertising to include more print media and signage than ever before, added several new art medium categories, expanded the national artist base far beyond the Midwest, included additional space for community groups, and created lasting relationships with local events and organizations to better promote the fair and its artists. This year, the BPP continues to do everything it can to better support YOU, our artists, in order to make this the best fair yet!

Arts Fair on the Square continually strives to foster the careers of artists, give artists a unique venue to present and sell their work, maintain high quality art and craft, and promote the fair and its artists to bring in sales! Don't miss your chance to be a part of the 34<sup>th</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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