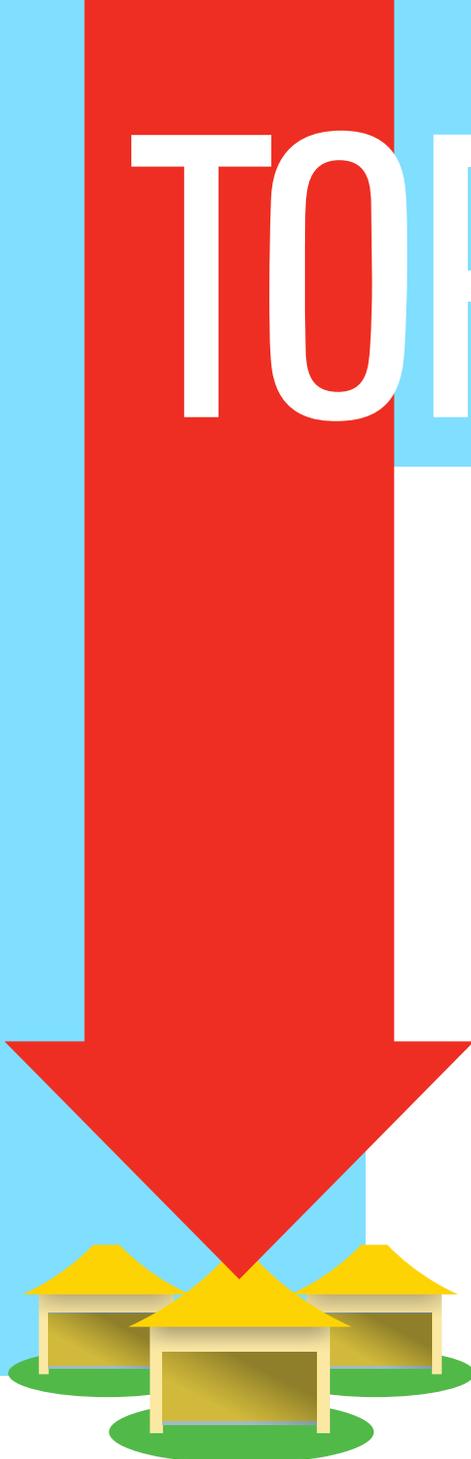


TOP 10 TIPS TO DRAW MORE ATTENTION TO YOUR FESTIVAL BOOTH

By Amy Amdur



Festival season is upon us, which means artists of every kind of medium will be showcasing their creativity throughout the summer months. Although great art is essential to every booth, the way an artist chooses to present their space is key to attracting larger crowds.

Discover 10 tips below for artists to keep in mind when setting up their booth during this year's festival season.

1. Plan Your Booth Well

Use graph paper or a computer layout program. Plan each wall, know the sizes of the work you intend to show. Hang pieces that stack on a vertical midline, and pieces that are side by side on a horizontal midline. Aim for symmetry.

2. Consistent Framing

Try to have harmonious framing so that the public's attention is on your work, not on the frames. Instead of showing one style of artwork, you really want to show a group of work. It could also be by subject matter (the way it was painted). By having one or two frame styles it keeps the focus on your booth.

3. Hang a Large Impact Piece or Two in the Center of Your Back Wall

It can help bring people into your booth and support the sales of your smaller pieces. When people are walking by your booth you have about 5-6 seconds to grab their attention. You want to slow the crowd down by seeing the larger, eye-catching piece towards the back of your booth.

4. Jewelers & Those with Small Pieces

Consider photo blow ups of work on the back wall and the front lower sections of your cases. If the public can easily "see" your work from a distance, they are more apt to come into your booth for a closer look.

5. 3D Artists

Consider multiple display levels, and use pedestals to show your work. A more sophisticated layout is on multiple levels. Consider a vase or a sculpture in this instance.

6. Signage is Important

Consider signage that reflects your art, not just a generic name sign. Velcro backed individual letters on fabric panels are a great to display your name as well. For example, if your palate is a "deep green" find signage that matches your work. You can even take that same look and translate that on business cards. Should not be generic, but specific to you.

7. Include a Ground Cover

Solid color carpet remnants or throw rugs bought at a home supply store are inexpensive. Duct tape down all sides at the festival for safety. People often forget the ground when setting up the rest.

8. Remember to Weigh Down Your Tent

Connect the weights to the upper cross bars of your tent so that your hard work does not blow away. Wind is a force to be reckoned with, and it really doesn't take a lot of wind to ruin your tent/booth.

9. The Tent Itself is Important

A heavy, commercial grade tent with a sky light is best for most artists. A sturdy tent would be best, since they do not collapse in wind or rain. Also, these have strong structure to hold walls without sagging. A sky light allows for a brighter tent area and better viewing of the art work in addition to being able to see the true color and texture better.

10. Use a High Director Chair

Choose a director's chair in a color that works with your booth. Web beach chairs do not belong. Hi-chairs put the artist on face level, not belt buckle level of some customers. The low beach or patio chairs do not look intentional in a booth, especially since the booth is essentially the on-site gallery of the artist.

By following these few simple steps, you will hopefully draw more attention to your festival booth which should in turn, draw more sales!

Amy Amdur is the CEO of Amdur Productions, a nationally acclaimed arts festival production company. For more than thirty years, Amdur Productions has crafted and curated a selection of the country's most prestigious juried art festivals, including the Chicago Botanic Garden Art Festival, Gold Coast Art Fair, and Port Clinton Art Festival. Founded 1983, Amdur Productions attracts thousands of guests to explore and enjoy a showcase of artists' work in a free and fun environment. Several of Amdur Productions' festivals have been selected as Sunshine Artist magazine's top 100 best fine art and design shows.