

► **September 4-6, Meet the Artists and Artisans Labor Day Show, Mystic.** Contact: Denise Morris Curt, The Connecticut Limner, 41 Green Street, Milford, CT 06460. Phone: 203-874-5672. E-mail: ctlimner@snet.net. Web site: www.meettheartistsandartisans.com. Space fee: \$275-\$525. Space size: 10x10 to 10x20. 100% outdoors. Exhibitors: 60. Hours: 10-6 Saturday, 10-4 Monday. Attendance: 18,000 (source: police). Admission: \$0.

Compiled from *FastAudit* reports

This fine art-only show is a favorite among Denise Morris Curt's Meet the Artists and Artisans events. Auditors not only appreciate the exclusive size of this show, the easy setup/tear-down and the rampant advertising; they're also big fans of the management's effort to secure a quality, profitable show. "Denise is truly a great force in helping us be recognized and make us feel really supported by her belief in our creative efforts," one exhibitor said.

Hot and stormy weather threatened the start of the 37th annual show, as meteorologists predicted lots of rain and high winds. However, those threats didn't affect the show much, the exhibitors nor the crowds. "Rainy, windy Friday, [but a] gorgeous Saturday," said an exhibitor. One person said that as long as exhibitors weighted their tents, they were fine.

In fact, the crowds came out in droves all three days of the show, said several exhibitors, resulting in top scores for attendance. Exhibitors attributed these numbers to Curt's spectacular advertising, which includes giant billboards and a multitude of signs in highly populated areas. "[Curt] really knows how to get

customers in," one auditor said. "Sunday saw continual crowds from 9 a.m. till 6 p.m. Seldom have I seen anyone think of everything to bring in so many buyers." As a result, artists gave advertising nearly perfect scores.

Accordingly, artists fared rather well. A potter who makes functional work brought in \$4,800 from \$25 pieces, and an acrylic painter took home \$4,700 from \$750 pieces. An oil painter sold \$4,300 from \$300 items. A photographer was thrilled with a total of \$2,600, granting sales a perfect score. The remainder of auditors gave this category above-average ratings.

Exhibitors exalted other areas of the show as well. They particularly commended Curt for her management abilities. "Denise always puts on a professional show," a wood artist said. "She goes out of her way to place each artist in the best possible location to show

off [his/her] work." Another exhibitor added, "Because I demonstrate at all [Curt's] shows, she always puts me in a location where I can spread out and [am] very visible to the public."

In fact, most auditors were pleased with the show all the way around, but they particularly lauded artist treatment, quality of work and layout. "Quality was spectacular and balance of mediums superb," said one exhibitor. "[Curt] will opt for quality of vendors over quantity, even if it means less for her. Another exhibitor added, "[The] great combination of exhibits made us all look good."

Accordingly, all but one of our auditors hope to return to Meet the Artists and Artisans next year. "Wonderful collection of exhibitors," said one auditor. "[This is a] beautiful-looking show that customers return to year after year."



Yuletide in the Country
December 4-5, 2010

Springtime in the Country
April 1-3, 2011

Christmas in the Country
Ranked #1 in America for 2009
November 3-6, 2011

Christmas in the Country - Erie PA
November 12 - 13, 2011

The 2011 Yuletide in the Country
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