

Planning under way for 2011 Suncoast Arts Fest

Artists' call issued for Pasco's biggest juried show, set for January

BY KLINT LOWRY
 THE SUNCOAST NEWS

NEW PORT RICHEY » There may still be a lot of year left to 2010, but when you're planning for Pasco's biggest arts festival, 2011 already feels like it's just around the corner.

The sixth annual Suncoast Arts Fest will take place Jan. 22 and 23 at the Shops at Wiregrass, 28211 Paseo Drive, Wesley Chapel, where it has been held the past two years. It has become one of the fastest-growing events on the Suncoast.

Last year was the first time the festival was held in January, while winter residents are around, and the move

proved to be a good one. An estimated 101,000 patrons strolled the shopping center's crescent-shaped promenade, taking in the shops and restaurants, the live entertainment and most significantly, the tent displays of 100-plus artists and crafters.

Suncoast Arts Festival organizers are issuing a call for artists and fine craftspeople interested in being part of this year's festivities. Last year, a sidewalk chalk art demonstration was added to the festival entertainment, and it went over big. Chalk artists are encouraged to apply to be part of this year's display.

There are several guidelines for art and fine crafts entries. All works must be original and executed by the art-



Photo provided by Suncoast Arts

Orlando-area mixed-media artist Rolly Ray Reel flashes his Best of Show blue ribbon at the 2010 Suncoast Arts Fest. The 2011 edition of the art festival will be held Jan. 22 and 23 at the Shops at Wiregrass.

ist who is applying. It must be created by hand and not mass produced. This is a public, family-oriented event, so all artwork exhibited must be appropriate for viewers of all ages. The SAF

committee maintains final authority on the suitability of work submitted.

This is a juried art show, with the Best of Show receiving \$2,000, along with cash prizes for the Award of Excellence, Awards of Distinction, Awards of Merit and Emerging Artist.

All applications must be postmarked by the deadline date, Jan. 8, 2011. All applicants must submit four JPEG digital images on CD. The first three images should be representative of the artwork to be presented at the show, while the fourth should be of the artist's booth display.

All festival participants must have their own 10-by-10-foot standard white artist's tent.

Artists who are accepted will be contacted by e-mail. Participating artists will pay a \$25 jury fee, and an artist acceptance fee of \$155 if paid

by Oct. 31; \$175 if paid after.

The Suncoast Arts Fest is a production of the Fine Arts of the Suncoast, a Florida nonprofit, tax-exempt group supported in part by Pasco County and its Tourist Development Council. Its mission is to promote cultural awareness in Pasco County.

Proceeds from the event go to "Art for Kids in Pasco County" and help supplement funding for arts education in schools.

For a complete list of rules, guidelines and an application, go to the Suncoast Arts Fest website, www.suncoastartsfest.com.

Businesses, groups, and individuals interested in finding out about sponsorship, entertainment and volunteer opportunities can also visit the www.suncoastartsfest.com or call 727-247-6182.

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