



Art-in-the-Park

Organized and presented by Allentown's West Park Civic Association.

45 years and still going strong!

Photography courtesy Theo Anderson



Exhibitors' tents sheltered by graceful old trees. Who could ask for better weather? June 15, 2019.

The central fountain and bandshell: beloved West Park icons





Prize Judge Dr. Kathleen Jamieson, Executive Director, Michener Museum of Art, and Dr. Christine Isabelle Oaklander, Chair, Art-in-the-Park



Favorite performers adorn our Bandshell: Repertory Dance Theatre



Annual favorite: **Ronald Demkee** directs the Allentown Band, America's oldest!





Our faithful and fabulous team of volunteers!



Devyn Lenor Briggs
multi-year exhibitor/prizewinner

"Art-in-the-Park is a fun and hassle-free opportunity to show my work to a new and larger audience. The park is shady and beautiful, and the show draws a good crowd of art lovers and artists. The wide range of artistic styles and mediums make it a welcoming and lively event with plenty of quality artwork to see and collect."



New demo artist: Inkhound Press with their mobile printing press



Derek Reynoso
exhibitor for 4 years, college student/prizewinner 4 years in a row

"Art In The Park is an amazing event that I look forward to every year. There's great artists, live music and the community come alive to support the local artists!"



Display of paintings by plein air workshop participants, directed by **Adriano Farinella**



Erin Anderson
prizewinning portraitist, teacher, demo artist



Every year sees new exhibitors as we continually scout for new talent; here **Monica Salazar/Blue Bee Art Studio** illustration



Edna Creelman
high-school student and first-time exhibitor/prizewinner

"As a freshly graduated high schooler, I found Art-in-the-Park to be a truly valuable and exciting experience. Being able to set up next to professional artists was extremely humbling and I enjoyed seeing everyone's work up close. I am definitely going to encourage my artist friends to try and take part of this event in the future."



Rave reviews from another new exhibitor: **Firelight Glass & Design**

"I wanted to say Thank you again to all of the volunteers that graciously gave up their time and energy. They made my first time at Art-in-the-Park a wonderful event. The volunteers made sure you knew they were around, willing and able to help. That is not something I see often at these events. They did a wonderful job of communicating what was going on and where. Thank you for finding me at Riverside last year and inviting me to your event. I had a great day and I look forward to next year's event!"



**Flint Hill Ceramics/Tom Laudenslager
repeat exhibitor/prizewinner**

"We had a wonderful time, and consider it one of the only shows in the Valley that we will return to without hesitation!"



Julie Miller/HaggisVitae first-time exhibitor 2019

"This was my first year at Art In The Park at West Park in Allentown. I wasn't sure how my work would fit in, but I was truly amazed by the response. It turned out to be a perfect day with loads of people coming out to the show. The staff and volunteers were so helpful and had everything perfectly organized. I made so many sales I was truly blown away. Can't wait till next year!"



James dePietro
Demo artist. Multiple award-winner, retired art teacher



Jacqueline Meyerson

long-time exhibitor, Signature member, American Society of Pastel Artists, multiple times prizewinner

"West Park is the most glorious venue to showcase art. With weather permitting, the 100-year-old trees canopy a space where birds sing, dogs enjoy a walk and art lovers take in the creations of diverse artists. Let's not forget the beautiful fountain that leads art lovers in four directions and the band shell that provides a variety of entertainment. I am looking forward to next year!"

Aaron Stone high-school student exhibitor

"My experience at Art in the Park has been nothing but spectacular. I was able to display my art around other very talented artists and being recognized by these older artists felt great!"

At the 2019 Art-in-the-Park, Aaron was noticed by Allentown Mayor Ray O'Connell, who nominated him for the Emerging Artist Award at the annual Arts Ovation Awards Ceremony. Aaron was the much-delighted winner. Can Hollywood be far behind for this talented mask-maker and costume designer?



Improvements/Updates since 2016

- Student participation greatly expanded: from limit of 3 high school students exhibiting for free with no vetting to unlimited high school and college students exhibiting with gentle vetting.
- From no vetting of exhibitors and uneven quality of art and dropoff in visitorship to vetting by a qualified team with concerted effort to raise quality
- From local prize jurors of moderate to low recognition to regional "celebrity" prize jurors typically museum directors and curators.
- From paid publicity limited to the Morning Call newspaper to paid and unpaid publicity into Berks, Bucks, Montgomery counties and into New Jersey and Delaware.
- Significant increase in amount of prize money offered and expansion of prize categories
- Chairmanship of the show turned over from local high school art teacher and spouse to experienced art curator and consultant widely known in the region and beyond.
- Volunteer team greatly expanded and well-organized; formerly the effort had been borderline erratic.
- Fundraising expanded from artist fees that had not changed in years and low-level sponsorships to corporate and individual sponsorships at much higher monetary levels. Artist fees adjusted to reflect comparable shows in the region.
- New logo introduced after many years; each year it is tweaked/updated for a fresh look.
- Visitor and artist surveys introduced for the first time, used two years in a row with corresponding action taken.

Art-in-the-Park–The Future

- Continue to add student exhibitors both college and high school
- Continue to attract new artists, particularly from outside of the Lehigh Valley
- Continue using “celebrity” prize judges, as this attracts quality exhibitors
- Fundraise so we can offer more money for prizes and judge fees, which attracts more quality exhibitors and also turns the event into a money-maker. Formerly it lost money, now we are break-even.
- Explore new marketing/publicity venues/opportunities
- Build our core team so the work load doesn’t rest on just a handful of key workers
- Change up annual “event”–we have offered plein air painting workshop for 3 years, time for something new. Perhaps artist residency?

We need support to achieve our goals!

- We welcome established and new supporters, private and corporate.
- Sponsorship sheet available on request.