

## 50<sup>th</sup> annual Stevens Point Area Festival of the Arts (FoA)

Our mission is to encourage art awareness, support working artists, and contribute to local art education.

FoA Council: Chair: Jessie Fritsch, and Melissa Helene Bossenbroek, Elly Fritsch, Sharon Fujimoto, Erin Prais-Hintz, Diana Hoover, Paul Klein, & Tammy Rae Wolter.

### 1) Give a Brief 50 year history

- The UWSP University Women started planning it in 1971, and the first show was held in 1973 as an evening program for the University Women and their guests in the University Center. Featuring weavers, spinners, potters, painters, and crafts people from the Stevens Point Area.
- As of the 1980's, the show evolved and grown into a juried fine art show.
- The FoA moved the art festival out of the UWSP Noel Fine Art Center in 2020 due to logistical issues. COVID cancelled the art festival 3 weeks before the event and almost bankrupted the organization. With the support of the community and a grant from the Community of Foundation of Central WI the FoA was able to recover and find its new home at Artist & Fare and O'so Brewing Company in 2021.

### 2) Describe some of the major accomplishments of Festival of the Arts

- The Stevens Point Area Festival of the Arts is one of the longest running, high-quality art shows in Central WI. It is an opportunity to talk with the artists, learn about their work, and purchase unique one-of-a-kind pieces of art.
- This art festival doesn't just benefit the exhibiting artists and provide aesthetic enjoyment for our guests. This event benefits the entire community by increasing tourism, supports small businesses like the Mission Coffee House and O'so Brewing Company, and has an overall positive impact on the financial health of our community.
- In the 1980's the FoA began raising funds for young artists and local art education through artwork donated by exhibiting artists. Through our silent auctions and art raffle the FoA has given back over \$60,000 to art education in our community. This year we will be donating \$2500 to local students and art education programs at the Stevens Point Area School District.
- The FoA sponsors the awards and ribbons totaling \$550 for the Riverfront Art Center (RAC) Emerging Artists Exhibit held Friday, Feb. 23 – Sunday, Mar. 17 . This show features local Stevens Point Area School District Students.
  - 4 Best in Show awards: One for 2D, grades 7-9; one for 2D, grades 10-12; one for 3D, grades 7-9; and one for 3D, grades 10-12.
  - 12 Honorable Mentions: Three for 2D, grades 7-9; three for 2D, grades 10-12; three for 3D, grades 7-9; and three for 3D, grades 10-12.
  - Student Awarded Artwork will be displayed at the event in the Artist & Fare Atrium.
  - “ RAC is honored to showcase student work at this event. I'm pleased that we're reviving this tradition” -Shannon Gardner- RAC Director
  - Sponsoring the Emerging Artists exhibition was started by Brenda Gingles, the past FoA Council chair and past RAC director, over 15 years ago.

3) When is the celebration? ( Include date, time, and location)

- **Date:** Sunday, April 7
- **Time:** 10am-4pm
- **Location:** Artist & Fair Atrium and O'so Brewing Company Taproom and Barrel Room. 1800 Plover Road, Plover, WI.
- Free admission.

4) Describe the celebration and some of the things you are expecting to go on at that time

- **Shop 50 artist booths:** Fine Art and Fine Craft Artists showcase mediums such as painting, ceramics, photography, printmaking, sculpture, drawing, basketry, leather, weaving, mixed media, wood-working, and jewelry.
- **Artist Awards:** Six Artist Awards are announced. Best of Show (honoring Dick Schneider), Best 2-D (honoring John Morser) , Best 3-D (honoring Brenda Gingles), and three Award of Excellence. Winners will be recognized with ribbons and cash awards. This year's judge is sculptor Kristin Thielking of Amherst.
- **Art Raffle:** Participating Festival artists generously donate original pieces of art to help raise funds for local art education. Tickets are \$1 each or get 12 for \$10. Winners do not need to be present to win.
- **Kids' Art Zones:** Two kid art zones are free to families during the festival. Taught by local artists Carmen Duran and Erin Prais-Hintz. Sponsored by local teaching studio Buzz in Art Studios.

5) How many people are you expecting to attend?

- 2500-3000 guests.

6) What is one of your favorite memories of working at the Festival of the Arts?

- Our favorite memories are the behind-the-scenes gatherings to create this art festival. Our FoA council is made up of incredibly talented artists and art supporters who spend a lot of time and energy to make this event happen. It takes the FoA Council months of pre-planning to jury in artists, book facilities, advertise, and organize all the essential details to create a successful event.

7) If you could see into the future, what does the next 50 years look like for Festival of the Arts?

- The next 50 years will stay true to our mission to encourage art awareness, support working artists, and contribute to local art education. We hope to see young artists attend the show and

be inspired and motivated to become professional artists themselves. Many people feel art is not a clear career path, but meeting our exhibiting artists hopefully sways that opinion and illustrate that being a professional artist is a possibility. We want to continue to mentor and advise future artists to have their own successful art careers.

8) Additional Details-

- Website: StevensPointFoA.com
- Facebook/Instagram
- Contact: Jessie Fritsch: 715-252-4125

9) Please attach below at least 3 images to be used for design: See media photos. Images taken by Jen Larzarski Photography.

10) Quotes (about the event or organization)

- “It’s surprising, especially in a town of this size, to find 50 professional artists from around the Midwest showing their work.” said Mark Brueggeman, local artist. “It’s a wonderful opportunity to spend your day in the midst of beautiful works of art.” -Mark Brueggeman
- “This art festival was the start of my artist career. I was awarded art education funds raised by the FOA in 2004 while attending UWSP Fine Art Program and graduated in 2006. I exhibited at the art festival for the first time in 2007 and received Best of Show. I joined the council in 2014 and took the council chair position in 2017. Being a working artist is my profession and exhibiting at art festivals is how I make my living. I am honored to be part of an organization that supports working artists but also an organization that brings so much inspiration and creativity to our community.” -Jessie Fritsch- FoA Council Chair
- “It takes a community to make these events happen. Fortunately, our community is ever-so-generous in their support to make this event successful” Marianne Walker-past council member and art patron.

Please reply when received and return all materials back to this address by: February 8th

Thank you