

February 14, 2023

Hello Artist Friends!

Applications are now being accepted for the 2023 Arts Galleria! The Galleria Committee is proud to be an integral part of the annual International Festival, a celebration of the diversity that makes this community special, and we invite you to join us and be a part of this multicultural celebration. This year for the first time we are taking *three* proactive steps to assist artists to increase their chances of making sales during the Galleria show.

- First, we are going to allow artists to sell their displayed artwork during the show. In the past no sales could happen during the day and sales transactions could only be made off property after the show. This year artists are encouraged to utilize digital apps like Venmo and PayPal and to bring and display their business cards and their payment codes, and staff will direct interested buyers to your payment site. After confirmation of the purchase, we will mark the piece as “sold.” Patrons will be asked to return at the end of the day to pick up their purchased art.
- Second, we will have bins available to allow you to sell unframed, plastic wrapped works during the show. We ask that artists inform us in advance of the number of pieces they will be bringing, and to clearly mark their pieces with their prices. Artists can remain on site to oversee sales or can leave their payment app information for volunteers to assist with sales.
- Finally, we are holding a “Small Pieces” art sale! We are inviting any interested artist to display up to ten small works of art, no bigger than 12” x 12”, to be placed on display boards around the Galleria tent and to be offered for sale on the spot. Typically these works should be “priced to move” and would offer an opportunity for patrons to walk away with a little work of art for an affordable price, while allowing the artist to get their work into more people’s hands and to make a little extra profit from their day.

Some other new incentives have been added this year as well! In recognition of the many hours of work that our artists put in to create their artwork, this year we will be offering substantial *cash prizes* to our top prize winners!

- First prize winners in each of our artwork categories will be awarded \$100;
- Winner of the “Best in Show” award will receive \$500;
- The winner of the “People’s Choice” award winner will receive \$500;
- This year we are also incorporating a new category, the “International Festival Diversity Award” and will award \$500 to the piece of artwork that best illustrates an appreciation of the cultural diversity that is intrinsic to the Festival.

We are again requesting that all artists submit their applications via the online portal at: ifestpeabody.com/galleria-application/ This electronic submission process saves us a great deal of time and work- in the past we had to enter every title and piece of information on everyone’s artwork manually into a database and to scan and upload everyone’s artwork. This online system takes the information you enter on the online application and automatically creates a database like magic, so we are trying to get all applications submitted online this year*. The deadline for submitting applications is Thursday, July 28th, 2023.

We hope you decide to join us as we gather again to celebrate you, our artists, on this amazing day!

Sincerely,

Lisa Greene
for the Galleria Committee
(978) 538-5777

**If you have difficulty with getting online or with entering your photos or application info, please feel free to contact me and I can assist you!*