



Rock Financial Showplace Announces **Great Lakes Art Fair - April 17 – 19, 2009**

Novi, MI: The new bi-annual **Great Lakes Art Fair** at the **Rock Financial Showplace** will offer fine artists and craftspeople and their patrons an expansive new regional marketplace. The first GLAF will take place April 17-19, 2009 inside the sprawling “weather-free” Rock Financial Showplace, **46100 Grand River Ave in Novi**. The Great Lakes Art Fair will combine exclusive and desirable works from local, regional and national artists and be supported by an extensive marketing and promotion campaign aimed at creating maximum interest and traffic. Artist applications are being accepted beginning December 15 through January 26, 2009 and are available at zapplication.org. Event updates will be available soon at www.greatlakesartfair.com

The inaugural Great Lakes Art Fair will open on Friday, April 17 from 10 am- 6 pm, and present an opening night benefit reception and dinner Friday evening, beginning at 7 pm. Saturday and Sunday hours are 10 am – 6pm.

The Great Lakes Art Fair replaces the successful touring **Sugarloaf Art Fair**, which has visited the area bi-annually for the past 10 years. “We see this as a prime opportunity to build and expand upon the base that Sugarloaf established in Michigan” says **Blair Bowman, Owner** of the **Rock Financial Showplace**, “The Showplace has become known as a destination venue for patrons of specialty art fairs, and we believe with a more substantial commitment to advertising and promotion, as well as our local relationships, we can significantly expand both the exhibitor base and the event attendance.”

The GLAF will be added to the short list of annual events that are proprietary to the Rock Financial Showplace. **Connie Mettler**, a veteran of the art fair community since 1979, will be consulting the development of the Great Lakes Art Fair. Mettler’s career covers all facets of the industry, including artist management, exhibiting at over 400 art fairs, developing and supervising multiple events including small community art fairs, the **Greektown Art Festival**, the arts component of **Arts, Beats & Eats** in Pontiac, and production manager for **Motown Winter Blast Marketplace** during the **Super Bowl** in **Detroit**. Her website www.ArtFairCalendar.com, has been ranked **#1 by Google**.

Mettler is well-known throughout the national art fair community and has developed strong relationships with artists and art fair professionals. “The timing is perfect for the introduction of this new event,” says Mettler, “The reduction of available event sponsorship dollars is resulting in far fewer large scale opportunities for artists to showcase their work. The Great Lakes Art Fair represents a wonderful addition to the regional art fair schedule that will help to fill that void, and we are making sure that space is affordable for most artists. ”

A fall Great Lakes Art Fair is also slated, October 16 -18, 2009.

For more information, please contact Nancy Schoenheide-Phares, 248.486.3424 nshow@cablespeed.com

Artist mediums and parameters of Great Lakes Art Fair:

Painting – Oil, acrylics and watercolor - Oils, acrylics, alkyd, casein and egg tempera.

Photography - Prints or transparencies must be from original negatives that the artist has processed or directly supervised by a reliable quality service. Photographers are required to disclose both creative and printing processes.

Sculpture - Three-dimensional original work done in any medium will be considered.

Jewelry - All jewelry whether the work is produced from metal, glass, clay, fiber, paper, plastic or other materials must be entered in this category. No commercial casts, molds or production studio work.

Wood - Original hand-tooled, machine-worked, turned or carved work.

Digital Art - Original work utilizing computer technology to craft or manipulate visual images. Work must be printed on archival quality paper and be properly signed and numbered as a limited edition. Traditional photographs taken through a digital media should apply in the photography category.

Metalwork - Non-sculptural and non-jewelry metal work.

Printmaking - Works created for which the artist's hand manipulated the plates, stones or screens and no original exists and which have been properly signed and numbered as a limited edition. Printmakers are required to disclose both their creative and printmaking process.

Ceramics - All original clay work is acceptable in this category (wheel-thrown, slab, etc.). No machine-made or mass produced work is permitted.

Fiber - All work crafted from fibers including basketry, embroidery, weaving, leatherwork, tapestry and papermaking. No machine tooling, machine-screened patterns or miscellaneous forms of mass production are permitted. No factory produced wearable items, regardless of additional modification or enhancement by the artist, may be exhibited.

2-Dimensional Mixed Media - Includes collage and handmade paper.

Drawing/Pastels - Pencil, charcoal, chalk and pastels.

Glass - No molds or miscellaneous forms of mass production are permitted.

3-Dimensional Mixed Media - Includes non-sculptural work as determined by the artist.

Specialty Epicurean Items - We will be allowing a select group of "specialty items" to participate in the fair. Those who have one of these items should contact show management to discuss at 248.348.5600 x 236 or erinw@greatlakesartfair.com.