

THE VERNAL ARTS AND MUSIC FESTIVAL

2015 PRESS KIT

Mission Statement

Each spring, it is the mission of the Vernal Arts and Music Festival to bear witness to the beauty of nature and encourage others to do the same. We will gather local artists together so that they may inspire each other and the community by demonstrating their craft. Programming will be free for all. We hope especially to attract the subconscious artists, the yet-to-be artists, and the children artists from the community.

In respect for the power of experience, all proceeds from this event will be donated to the Alzheimer's Association.

II. Background

Overview

The Vernal Arts and Music Festival will be held on Sunday, June 14th, 2014 from 11:00 a.m. - 6:00 p.m. at Mowry Commons in Smithfield, R.I. by the Vernal Arts and Music Festival Committee, an unofficial group of volunteers and local artists. The event will be completely free and open to the public. The purpose of the event is to gather community members (artists and audience) to work together--enhancing their art and increasing their appreciation of various art forms, such as visual arts, music, and performance art. Artists and attendees are being sought from the eastern portion of Providence county including the following communities: Lincoln, Woonsocket, Smithfield, Pawtucket, Johnston, Cranston and Providence. All proceeds from this event will be donated to the Alzheimer's Association.

History - Year One

The Vernal Arts and Music Festival committee formed thanks to Paul M Cote, a local artist living in Cumberland, RI, and planning initially began in 2013 for a small mixed-media performance at Chase Farm in Lincoln, RI.

Encouraged by local arts organizations and artists, the organizers decided to invite additional artists to perform their own craft, and the event was named the Vernal Arts and Music Festival. Attempting to differentiate themselves from other arts festivals in the area, the committee emphasized interactivity at the festival: attendees had to be able to participate in the art that was created live.

The first year's festival was a great success. There were art and crafts, a scavenger hunt, a painting competition, live music, and action-painting. More than a dozen artists and two hundred participants attended.

Year Two & Revive the Roots

Planning for the second year is ongoing and follows the mission of the first year's festival--to gather artists and attendees to learn and create. This year, the organizers are attempting to expand the festival. Nearly two dozen artists will be attending, and the paperwork to register as a 501(c)3 is in process.

In the interest of expansion for this and future years, the committee has also decided to change locations from Chase Farm in Lincoln to Mowry Commons in Smithfield. The 23-acre property

will allow for larger groups of people, and the cultivators of the property, a non-profit called Revive the Roots, are very excited about the possibility of diverse arts exhibits and perennial installations.

For more information about Revive the Roots and Mowry Commons please see our blog post <http://vernalartsandmusic.com/2015/05/05/our-new-home-mowry-gardens/> or visit their website at <http://www.revivetheroots.org>.

II. Structure of the Event

Artists' Stations

The festival will allow artists and arts organizations to design a station within the grounds of Chase Farm. Part performance, part art class, each station will allow audience members not only to see artists perform their craft, but allow them to participate in it. The subject matter of each station will be left to the designs of each station group.

A typical station would be that of the Artists' Exchange from Cranston from the 2014 festival, who brought pottery materials for adults and children to sculpt. Other examples from the 2014 festival include splatter painting, a drum circle, and a cumulative abstract painting. Unlike exhibits in other RI arts festivals, exhibits must allow attendees to participate in the art.

Though we are still in the process of attracting artists, on the following page is a delineation of potential stations for this year based upon organizations who have expressed interest. Please note this list is liable to change as we are still seeking more artists and exhibits. For a full list of interested organizations and artists please see section five.

Artists' Stations		
<i>Type</i>	<i>Organization/Artist</i>	<i>Station</i>
Music	Sea Urchin	Performance on main stage
	Grain Thief	Performance on main stage
	Vernal Arts Consort	Performance on main stage
	Dayspired	Performance on main stage
	Rhode Island Youth Jazz Band and Ensembles	Performance on main stage
	William Bruno	Drum circle ☺
Poetry	Frequency Writers	Poetry on demand
	URI Poets	Poetry on demand
Visual Art	Quest Montessori School	Kite Construction
	Providence Arts Club & Linda Peterson	En Plein Aire Painting
	Paul M Cote	Cumulative Abstract Project
	Artists' Exchange	Sculpture Tent ☺
	RiverzEdge Arts Project	Custom Cornhole
	Kyle Berard	Graphic Design Display
	Sarah Mango	Splatter Painting ☺
Photography	TBD	Cumulative real-time projected display of attendee photos
Weavers	RI Spinners Guild	Spinning Wheels
	Weavers Guild of RI	Group Weaving Project

☺ indicates a children's specific event

School Art Competition

The School Art Competition will be a continuation of a similar event held at the festival last year. Public schools, private schools, and other children's arts education facilities will be invited to encourage their students to display their art. Depending on weather conditions and volume, art work may be hung from string between the trees or will be positioned on tables. Attendees of the festival will be allowed to walk through the gallery of artwork and vote on their favorites.

So far, the following school districts have expressed interest in participating in the festival this year:

- Lincoln Public Schools
- Cumberland Public Schools
- Woonsocket Public Schools
- Smithfield Public Schools

Food & Beverage

R.I. food trucks supplied food for the event in 2014. Vendors bring their own equipment (tables, etc.) and are responsible for their own break-down.

III. Attendees

Last year we hoped for 200 hundred attendees at the festival, including artists and volunteers. We estimate we had between 150 and 200 at the festival. Since marketing efforts were focused on attracting children and their families, the majority of attendees were families.

This year, we are hoping to grow the number of attendees to 300. We are reaching to potential audience members in the following ways.

- We are inviting diverse artists and arts organizations to create stations. The artists' fans and the arts organizations' networks will be in attendance.
- We will encourage schools from the Northern Eastern RI area to become part of the School Art Competition. Numerous schools and children are interested, and we anticipate competitors will bring their families to vote for their work.
- We are reaching out to the volunteers and advocates of Revive the Roots (the non-profit that cultivates the Mowry Commons).
- We are advertising through public media (with an emphasis on Smithfield magazines, newspapers, our website and social media pages), to attract northeastern RI residents.

IV. Press Release

Tag Line: Explore the Artistic Ecosystem!

Location: Mowry Commons, 374 Farnum Pike, Smithfield, RI 02917

Cost: FREE

Date: Sunday, June 14, 2015, 11:00 a.m. - 6:00 p.m.

Release:

The Vernal Arts and Music Festival is excited once again to join artists from around the state in a free and family-friendly display of interactive art.

All are invited to Mowry Commons, the prize space of the ecological non-profit Revive the Roots, where they may adventure through forest, fields, and gardens. Along the way attendees will discover artists--poets, musicians, weavers, painters, sculptors, photographers, and more--who will perform their craft and reveal their methods. Best of all, attendees will be able to try their hand in group projects from each medium.

In addition to local individuals, artists from the following organizations will be in attendance: Frequency Writer's Workshop, the University of Rhode Island, the Quest Montessori School, the Providence Arts Club, the Artists' Exchange, RiverzEdge Arts Project, the Weavers' Guild of Rhode Island, and the Rhode Island Spinners' Guild. Many local students will also be competing in a painting contest.

For an up-to-date list of artists and other exhibit information please visit <http://www.vernalartsandmusic.com>. The event is family, food, and artist friendly. Grab your camera, dancing shoes, and easels, and come explore the artistic ecosystem!

V. Additional Information

A. Interested Parties

This list is anticipated to grow. Contact information for artists and organizations is available upon request.

Donating Organizations

Costs for this event will be covered entirely by community donations. This year, we have received small promissory monetary and in-kind donations from the following local businesses:

Super Stop and Shop, Cumberland, RI
Navigant Credit Union, Cumberland, RI
Home Depot, Cumberland, RI
Seven Star Bakery, Providence, RI
Displays2Go, Bristol, RI

Artist Organizations

Artists' Exchange	http://www.artists-exchange.org/
RiverzEdge Arts Project	http://riverzedgears.org/
Providence Arts Club	http://providenceartclub.org/
Quest Montessori School	http://www.questschool.org/
Ocean State Creative Writing Conference	http://web.uri.edu/summerwriting/
The Weavers' Guild of Rhode Island	http://www.wgri.org/
The Rhode Island Spinners' Guild	http://fiberarts.org/directories/guilds/Rhode_Island_Spinners_Guild

Bands

RI Philharmonic Youth Jazz Band	http://www.ri-philharmonic.org/
Sea Urchin	https://www.facebook.com/seaurchinmusic
Grain Thief	http://grainthief.com/
Vernal Arts Consort	
Dayspired	https://dayspired.bandcamp.com/track/arlia
Wise Old Moon	http://www.wiseoldmoonband.com/home.html

Individual Artists

Paul Cote	http://www.paulmcoteart.com
Antonio Forte	http://www.antonioforte.org/
Kyle Berard	http://kyleberard.net/
Kyle Farrell	http://handlethebucket.com
Antaeus Jefferson	<i>Multi-Media Artist from Providence RI</i>
Thomas Barkman	http://urienglish.com/author/thomas/
Chas Dodd	https://www.facebook.com/chas.dodd
Linda Peterson	<i>Plein-Aire Painter from Cranston RI</i>
Shannon Casey	<i>Director of Visual Arts and Resources at the Artists' Exchange</i>
Andrew Kiczek	<i>Independent Multi-Disciplinary Artist, Providence RI</i>
William Bruno	<i>Berklee Musician, Jazz Drums Performance</i>

B. Online Resources

Website	http://www.vernalarts.blogspot.com
Facebook	https://www.facebook.com/VernalArtsFest
Chase Farm	http://www.hearthsidehouse.org/chaseFarmHouse/
Film	http://vernalartsandmusic.com/2014/11/30/vernal-arts-and-music-festival-video/
Photos	https://drive.google.com/#folders/0B7BttDjjKk7aUU9ma3h4ckxudVk
Press Kit '14	https://drive.google.com/#folders/0B7BttDjjKk7adjBIVXZ3ZnB4ZmM

C. Selected Media Coverage for the 2014 Festival

Valley Breeze Online Article (4/15/2014)

<http://www.valleybreeze.com/2014-04-15/features/spring-arts>

Valley Breeze Printed Article (6/5/2014, Page 2)

<http://valleybreeze.uberflip.com/i/324519-the-valley-breeze-cumberland-lincoln-6-5-14>

Segment on "The Rhode Show," Channel 12 RI

<http://wpri.com/2014/05/29/arts-and-music-festival-heads-to-lincoln/>

D. Committee Contact Information

Note any general festival concerns can be sent to contact@vernalartsandmusic.com.

Person	Role	Email	Phone
Paul Cote	Artistic	paulmcoteart@hotmail.com	401-226-5296
Antonio Forte	Musical	forte.antonio.forte@gmail.com	401-480-1997
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Kyle Farrell	Marketing/Development	kyle.h.farrell@gmail.com	401-935-2875
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