

## 2 One of a Kind Show & Sale

Chicago; December. Produced by Merchandise Mart Properties.



For the second straight year, the One of a Kind Show & Sale has commanded the #2 position on the fine art list. But in the eyes of many SA readers, this holiday event is the best in the land. In fact, it garnered slightly more overall votes than this year's #1 entry and would have come out on top had it not been for a wider array of reported totals.

All told, about half of this event's voters took in between \$5,000 and \$10,000, and the rest were evenly split between the under-\$2,000, \$2,000-\$5,000 and \$10,000-plus categories. The show's early December positioning certainly helps boost revenue, as many patrons come here to find the perfect holiday gifts for their loved ones.

This four-day event is also massive, being held on one floor of downtown Chicago's expansive Merchandise Mart, which provides plenty of room for approximately 50,000 patrons to explore the works of some 600 exhibitors. It's still an easy, luxurious experience for shoppers, though, thanks to the show's straightforward layout and detailed program.

## 3 Central Pennsylvania Festival of the Arts

State College, Pennsylvania; July. Produced by Central Pennsylvania Festival of the Arts.

True, Central Pennsylvania Festival of the Arts slipped two notches after topping last year's list, but not because Director Rick Bryant or the show's skilled staff dropped the ball in 2013. Rather, Mother Nature literally rained on their parade and as a result, revenue was somewhat muted from what we've come to expect from this traditional sales juggernaut.

Still, "somewhat muted" for Central Penn would make countless shows envious. Nearly everyone who put this rainy edition on their ballots grossed between \$5,000 and \$10,000, and the rest were in the \$2,000-\$5,000 range. Given this event's history, and weather permitting, don't be surprised if reported totals are even higher next year.

The festival, which is set on Penn State's campus and downtown State College area, and traditionally timed to coincide with the college's annual Alumni Weekend, also offers \$17,500 in prize money, further boosting its potential. Numbers like those, combined with the exposure made possible by the estimated 100,000 annual attendees, make it easy to see why Central Penn will always be #1 to numerous artists.

