

Welcome to Rittenhouse Square

On behalf of the Rittenhouse Square Fine Arts Association, welcome to the September 2021 Rittenhouse Square Fine Art Show, now in our 94th year.

PLEASE READ THE FOLLOWING CAREFULLY:

NO REPRODUCTIONS: Reproductions are not allowed. Throughout the weekend, our Director will be inspecting all work to ensure it represents the images submitted for jury, and that there are no reproductions displayed. If you are caught with reproductions (displayed or otherwise), you will be asked to pack up and leave without a refund.

NO FUNCTIONAL WORK: Functional work is not allowed. If you have any work that could be interpreted as functional, please leave it in your vehicle. This includes, but is not limited to, pots, cups, vases, vessels, bowls, plates, mirrors or furniture.

BOOTH LOCATION: Please put your tent between the chalk lines designating your booth location. We require that you put your tent tight to the curb at the rear of your space. There should be 5' (not 4' or 3') between you and one of your neighbors. The other side of your space is right up against your other neighbor.

FENCE: This is very important. **No one, for any reason, is allowed to tie off or secure their booth to the fence surrounding the park.** DO NOT stake anything to the ground, inside or outside the fence. DO NOT store any materials over the fence, or on the ground inside the park. Keep your boxes and supplies on the sidewalk side of the fence, behind or between booths, or better yet, keep them in your vehicle.

TREE BOXES: Nothing may be placed inside the tree wells around the park.



BOOTH SIGNS: Please display this prominently in your space. It helps visitors negotiate the park and read the map more easily..

NAME BADGE: Please wear the provided name badges. This too helps visitors and gives the show a desired uniformity.

RAIN OR SHINE: This show is a rain or shine event. Therefore, you are responsible for protecting your work. In the case of extreme conditions, the Board will decide whether or not to close the show for the day.

SECURITY: We will have 5 off-duty police officers patrolling the park 24/7 to watch over you and your displays. We will also have a uniformed police officer on duty during set up on Thursday and teardown on Sunday. Although some artists leave their work in their booths overnight, we claim no responsibility for lost or damaged work. These guards are here as a deterrent and provide no guarantees.

NOTE: If you have concerns or see someone acting suspiciously, our security team needs to be informed. You can notify them directly (they wear gold-colored security shirts) or contact Steve Oliver immediately.

VALUABLES: We encourage you to be careful with your valuables. Don't leave anything unattended and keep valuables out of sight. If you have to leave your booth, request a booth sitter.

DAILY LOADING & UNLOADING: If you choose to remove your work each night, please contact Steve Oliver to determine where and when you may pull up your vehicle. The show ends Friday & Saturday at 6:00 pm, and Sunday at 5:00 pm. At no time are you to pull up your vehicle before the close of the show. Please use our RSFAA red traffic cones whenever you can. We have a good safety record and don't want to see anyone get injured.

PARKING PERMIT: A parking permit is required and must be used while unloading. This permit will be available at your space location on the fence, or will be handed to you if you are using a color coded loading zone. They should be placed on your dashboard, signifying to local police and RSFAA staff you are with the show. Also, please use the provided orange traffic cones while loading and unloading. They are for your safety. At the end of the show, please leave this permit on the fence.

PARKING APPS: If you want to utilize metered parking. Download these app prior to arrival:

ParkMe.com Parkwhiz [Best Parking](http://BestParking) meterUP

EMERGENCY PHONE NUMBER: In case of an emergency, or if you have any questions, call **610-299-1343**. This is a direct line to our Director, Steve Oliver.

COVID Precautions

As a condition of our permit, we will be complying with any COVID mandates from the City of Philadelphia and the Philadelphia Department of Parks & Recreation.

- We will not be serving coffee or bagels at the Info Tent during this show.
- We will not be setting up our community art project.
- Artist demonstrations are not permitted for this show to discourage congregation.
- Do not come to the show if you are feeling sick, have a fever, or have been exposed to anyone who is confirmed or presumed to be COVID-19 positive within the last 14 days
- Any artists and helpers who are unvaccinated will be required to wear a mask at all times.
- All vaccinated artists and helpers are encouraged to wear a mask when interacting with the public in their spaces.

In addition: We will be providing each artist with a small bottle of hand sanitizer. If you feel you need more, you should bring it with you.

We will keep you updated if we get additional information from City officials.

Restroom Information

We have contracted with the Ethical Society of Philadelphia to make their restroom facilities available to the artists and their helpers. It's important to note that these are not public bathrooms. These are facilities that have been made available as a courtesy to the participants of our show and therefore every effort should be made to follow the few simple rules written below:

1. Please be quiet and courteous while in this building.
2. Access will be given only to artists wearing the show name badge.
3. You should use these facilities only during the hours noted below.
4. When using the facilities, please leave them as clean and neat as you found them.
5. The Ethical Society building is not a place to do work or "hang out" with friends.
6. Please no smoking, eating or drinking in the building.



The ETHICAL SOCIETY OF PHILADELPHIA is located on the corner of South and West Rittenhouse
HOURS: Thursday: 2 pm - 9 pm / Friday, Saturday & Sunday: 10am - 7pm

Use the restroom on the entrance floor as your first choice (for both men & women).

DO NOT go upstairs (women's) or downstairs (men's), unless the restroom on the first floor is occupied.

You are required to wear a mask in this building!

Recap of Publicity

Below is a summary of the various ways the Rittenhouse Square Fine Art Show is promoted. We understand the importance of promoting the show in as many ways as possible, approaching the effort from numerous directions. We consider publicity one of our most important responsibilities and are continuously innovating and finding new ways to bring art patrons to the show.

Marketing: This year's marketing campaign focuses on both the excitement of our return to the park -**#backonthesquare** - and the reason people come to our shows - **#beinspired**. The goal of the conversations we are building with our patrons is to help people feel connected to our show by featuring not just artwork, but the artists' stories. People will come out to meet the artists and see the work in person after learning about them in the weeks leading up to the event.

Website: The Rittenhouse Square Fine Art Show website is an interactive website with detailed artists' pages including direct links to each artist's website.

Social Media:

- **#beinspired #powerofart #backonthesquare**
- Daily **Instagram/Facebook/Twitter** posts featuring artists in the September show.
- **#beinspired** artist stories featured on social media and email
- Sponsored Event page on Facebook
- Video slideshow via Instagram/Facebook
- Produced the Rittenhouse Square Fine Art Show **5 O'Clock Club**, featuring individual RSFAS artists demonstrating their creative processes and conducting Q and A with patrons on the RSFAS **Facebook** page
- RSFAS social media productions are available on the Rittenhouse Square Fine Art Show **YouTube** Channel

Email Campaigns:

- Featured Partner Ad in **Visit Philly**, September 2021 E-mail Blast – 270,000+ Opt-in Subscribers
- Direct Email Campaign of seven RSFAS e-newsletters, August through September 19 to 3400+ **Rittenhouse Square Fine Art Show** Opt-In Email Subscribers

Banners: 2 large scale, double sided banners were designed, ordered and placed at two main entrances of Rittenhouse Square 2 weeks prior to the show. In addition, we have 4 large feather banners to be placed on each corner of the park to improve the show's visibility, and 2 to be placed at our Information and Hospitality Tents.

Program: 5000 programs were printed to guide patrons through the show and also provide contact information for patrons to engage with artists after our show.

Crown Lights: We requested that our art show featured for the 3-night duration of the event in the lights on top of the PECO Building in Center City Philadelphia.

Digital Ads: This campaign involved the purchase of interactive ads directing online visitors to the show. These ads are specifically designed to target our audience, bringing in highly qualified buyers who have a predisposition for collecting works of art.

Placements include:

- VisitPhilly Fluid banner on the September 2021 Events page
- Facebook Sponsored Ads

Event Listings: Postings were placed on multiple sites and community newsletters, listing activities, "things to do", art shows and other cultural events.

Press Releases: Press releases and photos were submitted to thirty-four news sources, including major regional newspapers, television, radio and community news outlets.

Restaurant Discounts

All around Rittenhouse Square you will find numerous places to eat within just a few blocks. The two places below have graciously offered a discount to our artists.

Metropolitan Bakery: <https://metropolitanbakery.com/pages/locations>

- Metropolitan Bakery will provide artists with a 10% discount for all items at its location at 262 S 19th St.
- Artists will need to show their badges to verify that they are part of the show.

262 South 19th Street Philadelphia, PA 19103 215-545-6655

Smile Café:

- Fellow artist Ken Tutjamnong (space 93) and owner of Smile Cafe, will provide a 20% discount for artists throughout the duration of the show (September 17-19, 2021).
- Artists can look the menu online <https://www.smilecafepa.com/>
but you need to order over the phone 215-564-2502 to get the 20% discount
- Smile Café will receive orders **over the phone:**
FOR LUNCH: call between 11:30am to 2pm. They will deliver to your booth or feel free to pickup
FOR DINNER: call between 5pm and 8:30pm. They can deliver to a hotel if it is within 1.5 miles from the location of the restaurant, or feel free to pickup.
- Smile Café is take out ONLY. Sorry, no dine-in at this time.

105 South 22nd Street Philadelphia, PA 19103 215-564-2502

Student Exhibitors – The Tradition Continues

The Student Program: The Tradition Continues

By Lisa Muller

For each show RSFAA reaches out to art colleges in four states to find full time art students interested in understanding more about the world of professional art shows. The jury process is designed to help students find a way to tell the story of their work starting with a well-edited group of images. Students then participate in a crash course on booth display emphasizing all aspects of work presentation in preparation for meeting the public in a professional setting. Represented art programs from Philadelphia and beyond may include Tyler School of Art, Pennsylvania Academy of the Fine Arts, Studio Incammanati, Moore College of Art, University of the Arts, West Chester University of Pennsylvania, Kutztown University of Pennsylvania, Rowan University and Binghamton University. Each school has its own approach to building skill resulting in a mix of media and subject matter. The range of vision is a familiar aspect of student work that never fails to intrigue.

You may know that 94 years ago the Rittenhouse Square Fine Art Show was founded by a group of Philadelphia art students. We are proud of that history and work hard to keep the spirit of innovation alive year after year. Today, as we navigate a complex world unimaginable in 1928, the tradition of featuring student exhibitors continues to add dimension to the show. Visit the student area in the center of the park and explore work that carries our cultural story to unexpected places. We are honored to continue making a place for young artists to strike a path, as they did nearly a century ago.

Sunday Breakdown Procedure

VERY IMPORTANT - All artists must breakdown their displays before going to get their vehicles.

Due to the unusual situations throughout the park, breakdown could take longer than usual for some artists. We are requiring all artists to break down their booths **before** going to get their vehicles. It's going to take all of us working together with patience to accomplish this smoothly.

Spaces 9 - 108: Once you have everything broken down, you can go get your vehicle to load. We will ask that you load and leave as quickly as possible, so others can get their vehicles, load up and get on the road.

Spaces 109 - 143 and 1 - 8: Once you have everything broken down and packed up, we are requiring that you request a loading zone permit from Steve Oliver or another designated show representative to alleviate congestion and potential accidents or injuries. You may **then** pull your vehicle into your color-coded designated loading zone. We will do everything we can to get you a convenient space as quickly as possible.

NOTE: A representative of the show will be reaching out to you prior to breakdown to familiarize you with what will be required of you.

