



**Chain of Parks**  
**ART FESTIVAL**

**21<sup>st</sup> Annual**  
**Chain of Parks Art Festival**

**Media Kit**



*"Kaleidoscope"* by Jim Sherraden



## Chain of Parks ART FESTIVAL

Produced by **LeMoyne Arts**

Presented by **Mad Dog Construction**

Additional Support by **Visit Tallahassee, Leon County, City of Tallahassee, Downtown CRA, and Knight Foundation**

### FOR IMMEDIATE RELEASE:

#### Media Contacts:

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Kelly Dozier, Festival Chair | (850) 544-6399 | [kelly@morethanbuildings.com](mailto:kelly@morethanbuildings.com)

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## The Annual Chain of Parks Art Festival Coming in 2021!

~A modified, free and ticketed event~

**TALLAHASSEE, Fla.** – The **21<sup>st</sup> Annual Chain of Parks Art Festival** will be held on Saturday, April 17 from 10:00 a.m. to 5:00 p.m. and Sunday, April 18, 2021 from 10:00 am to 4:00pm, at the Bloxham, Lewis and Randolph “Chain of Parks,” located in Downtown Tallahassee. Nationally ranked as a Top 100 fine art festival held throughout the country by *Sunshine Artist Magazine*, art patrons to this year’s festival can expect to have a safe, delightful and fun-filled outdoor cultural experience, while experiencing original and one-of-a-kind works of art in an amazing and enviable Southern outdoor setting.

THIS YEAR ONLY, the Chain of Parks Art Festival is asking that only serious art patrons and enthusiasts attend the festival in the parks to support the exhibiting artists, while casual viewers and families sit this one out...**and come back next year!** To control crowd size and adhere to safety guidelines, the festival will be a **FREE ticketed event**. Attendees will need to reserve a ticket online and select a time slot to see the artists in the parks. This new ticketing system will include four decorative barricade entrance and exit locations with a color-coded wristband system. Volunteers will be at each location to check tickets, provide wristbands, direct folks to handwashing/ sanitizer stations, and confirm proper face covering compliance. Free masks will be available and required throughout the festival. The festival will be following CDC guidelines and will have safety precautions visibly placed throughout the event. Family fun activities and focal gathering hubs have been eliminated for 2021.

Expect to have a safe, first-class, fun-filled outdoor cultural experience. View amazing, original, and one-of-a-kind works of art from over 100 fine artists in a delightful Southern outdoor setting. Live entertainment will be available, along with local food trucks, chalk artists, and libations served by Il Lusso at the festival bar.

“For 21 years, LeMoyne—through the Chain of Parks Art Festival—has brought some of the nation’s top fine artists to the Capital City as a way to not only expand on the opportunity for regional art collectors, but to also introduce fine arts to those who may not have ever experienced it,” **said Festival Chair, Kelly Dozier**. “This

nationally recognized festival is “newly expanded” adding safety measures and new cultural experiences for the community to enjoy!”

*The proceeds from the festival benefit LeMoyne Arts’ educational and exhibition programs.*

Under a canopy of mossy oaks, visitors can view and purchase unique works of art from over 100 carefully selected fine artists and enjoy chalk artists, local food vendors, and live entertainment. The festival continues to be a tourist draw and economic benefit for the City. Visit Tallahassee’s 2019 survey of the festival’s economic impact, prior to Covid, showed \$2.4 million generated by festival visitors. The study also showed that in 2019, 6,720 individuals from outside Leon County attended the festival. The event is now recognized as a Visit Tallahassee “Legacy Event” due to its out of area visitor attendance.

### **Newly Expanded Festival Events**

Other exciting news for the 2021 Festival includes the *Zerbe Zelebration*, a tribute to Karl Zerbe, a world renowned expressionist artist who taught at FSU and had a significant impact on the visual arts in our community. The *Zerbe Zelebration, held April 9-18, 2021* is a city-wide collaboration of exhibitions, roundtables, custom Proof beer and social media interactive experiences. More details at [ChainofParks.com](http://ChainofParks.com). Muralist Michael Rosato will be the presenting artist in collaboration with Florida State University’s Opening Nights on Thursday, April 15, and print making workshops with visiting artist, Jim Sherraden, will be held in the gardens at LeMoyne Arts Thursday and Friday, April 15 & 16 (virtual tickets available for Friday only). Please visit the website for ticket information.

### **Safety Procedures during the Chain of Parks Art Festival**

To control crowd size and adhere to safety guidelines, festival will be a **FREE ticketed event**. Attendees will need to reserve a ticket online and select a time slot to see the artists in the parks.

Additional safety procedures include:

- VIP members are allowed stay at the festival all day;
- A maximum of 3,000 visitors per day that will be broken into three 2-hour shifts;
- There will be ground markings with spacing guidelines throughout the festival;
- No focal gathering locations. There will be food vendors and designated eating areas spaced through the parks;
- Additional handwashing stations will be spread throughout the parks; and
- This year, due to Covid concerns and limited attendance, we encourage you to leave your pets and babies at home. Children 4 years old and up will require a ticket to enter the festival and must wear a mask.

### **Juried Art Competition**

During the two-day weekend of artists in the parks, people from around the Big Bend area and southeast region of the country come to see talented artists who have been juried into the festival and compete for more than \$6,000 in awards. Many artists have traveled from around the country to display their original work. On Saturday of the festival, expert judges will review the artists’ submissions in each media category, and winners will be announced at an Artists Award Ceremony on Saturday at 5:00 pm. Winning artists will display their award ribbons and flags in their booths on Sunday.

### **2021 Cover Artist**

The 2021 cover artist is Kansas native, Jim Sherraden. Sherraden has been resident of Nashville, Tennessee since 1977. There he completed his university studies, which included a strong education in printmaking. From

this foundation, he managed Hatch Show Print beginning in 1984 until 2013, overseeing its transition from a cultural survivor to a widely recognized graphic design icon and destination for letterpress enthusiasts.

Through Hatch, his clients included Emmylou Harris, B.B. King, Neil Young, Bruce Springsteen, Fossil Watch Company, Entertainment Weekly, the city of Nashville, and numerous others. In 1992, he began creating individual pieces of art called monoprints. These artworks are based on the Hatch archive and are collected by individuals and institutions worldwide, including the Ayers collection of Tennessee artists for First Bank in Nashville. Sherraden has travelled extensively, both nationally and internationally, conducting workshops and speaking.

In 2005, Sherraden returned to carving his own woodcuts, continuing the work that first led him to Hatch Show Print over 30 years earlier. Six years later he began creating wooden quilts and then paper quilts the subsequent year. For these works of art, the artist readily cuts up his own printed pieces, mixing and matching them on single and multi-dimensional surfaces. His quilts have recently been shown in 2016 at Yard Dog Gallery in Austin, Texas, Middle Tennessee State University's Todd Art Gallery, and the AD 20/21 Boston Print Fair, as well as the 2017 exhibitions HATCH-ed at the historic Belcourt Theatre in Nashville and From Brayer to Brush at the Southern Studies Conference at Auburn University Montgomery.

Jim Sherraden is represented by the Haley Gallery in Nashville, which also exhibits his monoprint work created during his tenure as Master Printer at Hatch Show Print from 2013 to 2017. He is currently the shops archivist for its parent company, the Country Music Hall of Fame, Inc., in Nashville Tennessee. Additionally, Sherraden is on the Artists Advisory Board at the Hamilton Wood Type Museum in Two Rivers, Wisconsin, where he currently serves as their visiting artist.

For more information on the Chain of Parks Art Festival, including photos of past events, please visit [www.chainofparks.com](http://www.chainofparks.com).

Be sure to "Like" us on Facebook at [www.facebook.com/LeMoyneChainofParks](https://www.facebook.com/LeMoyneChainofParks) and follow us on Twitter @ChainofParks.

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### 10-Day Celebration!

**April 9-18- The Zerbe Celebration; April 15- Michael Rosato at Florida State University's Opening Nights  
April 15 & 16- Artist Workshops; and April 17 & 18- Chain of Parks Art Festival**

## History

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Originally started in 2001, the Chain of Parks Art Festival was designed to offer our community an outdoor, fine art experience which was previously not found in our region.

LeMoyne's Executive Director at the time, Mary Beth Foss, began the festival working with a few local artists who were interested in having an opportunity to participate in an outdoor fine art festival. The festival took its name from the beautiful venue in which it is held, the Downtown Tallahassee 'Chain of Parks' along Park Avenue started as a small festival of about 50 local and regional artists. The Festival was not only designed to be a diverse fine art experience, but also to provide a vehicle by which LeMoyne Art Foundation could raise funds for its ongoing exhibitions and art education programs. Over the life of the Festival, it has grown into LeMoyne's number one fundraiser and in 2012 experienced a 50% increase in funds raised over the prior year resulting in \$65,000 of support for LeMoyne's ongoing programs. In 2018 the festival achieved a level of out of area visitors which allowed it to receive significant support from Visit Tallahassee, Leon County, City of Tallahassee and the Downtown Community Redevelopment Agency helping the festival reach its fundraising goal of \$100,000+ annually while significantly increasing its marketing budget.

After eight years of being planned and organized by LeMoyne staff with assistance from volunteers, the Festival was transitioned into a volunteer driven event. Volunteer Chairs were appointed by the LeMoyne Board. Charles and Cynthia Tunnicliff and Kelly Dozier began to take the Festival to new heights bringing more artists to the Festival and broadening the reach through marketing and personal outreach to travelling artists in order to expand the variety and quality of original art displayed in the Festival.

In 2009 Sheri O. Sanderson joined the Festival Committee as Event Manager and has brought her exceptional event management skills and experience to the team. Sheri managed all the intricate behind the scenes with the artist, the Tallahassee Police Department, City of Tallahassee Parks and Recreation Department, Alcohol and Beverage Licensing, equipment rentals, the Festival Program, other printed materials and much more.

Kelly S. Dozier has served as Festival Chair since 2009 and through visiting other art festivals and keeping an open eye to new ideas, has brought a number of initiatives to the festival, which have added interactive opportunities as well as depth to the experience. Some of those initiatives are: The Village - including Community Partners and Children's Art Programs, Jacques Le Moyne Living History Encampment, Greening the Festival, "BetheArt" Photo Opportunities and Pop-up Entertainment. Kelly has also served as Sponsor Chair since 2008 bringing in more than \$75,000 in sponsorships each year. The festival continues to grow in quality and notoriety including being recognized as one of the Top 100 fine art festivals in the country by **Sunshine Artist Magazine**.

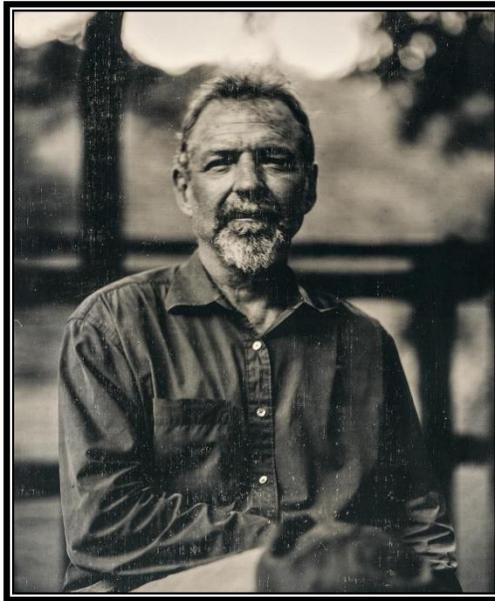
The Festival Mission: The LeMoyne Chain of Parks Art Festival is established to present an outdoor festival of high quality original artwork and entertainment for the enjoyment of our Tallahassee area residents and visitors, while fostering the careers and financial support of local and regional artists and raising needed funds for the operation of LeMoyne Arts.



**10-Day Celebration!**

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## 2021 Chain of Parks Art Festival Cover Artist



**Jim Sherraden**

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Jim Sherraden is represented by the Haley Gallery in Nashville, which also exhibits his monoprint work created during his tenure as Master Printer at Hatch Show Print from 2013 to 2017. He is currently the shops archivist for its parent company, the Country Music Hall of Fame, Inc., in Nashville Tennessee. Additionally, Sherraden is on the Artists Advisory Board at the Hamilton Wood Type Museum in Two Rivers, Wisconsin, where he currently serves as their visiting artist.

# 2021 Chain of Parks Art Festival Opening Night Presenting Artist



**Michael Rosato**

LeMoyne's Chain of Parks Art Festival is bringing Michael Rosato, acclaimed muralist and FSU graduate, to be its presenter for the organization's collaboration with FSU's Opening Nights on Thursday, April 15 at The Moon located at 1105 E. Lafayette Street. Virtual tickets are available at <https://openingnights.fsu.edu/events/michael-rosato/>.

Rosato specializes in designing and painting large-scale murals for public and private spaces. Museums, corporations and individuals have commissioned Rosato to create artworks for display in museum exhibits, corporate headquarters, retail spaces, restaurants, sports arenas, outdoor venues and private residences.

Rosato describes his style as representational realism and he enjoys telling vivid and often emotional stories through his work. His recent mural of abolitionist and conductor on the Underground Railroad, Harriet Tubman, in Cambridge, Maryland, has received international acclaim.

For additional, please visit his website at [www.michaelrosato.com](http://www.michaelrosato.com).



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## Editorial Ideas

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- Kelly Dozier, Festival Chair | (850) 544-6399 | [kelly@morethanbuildings.com](mailto:kelly@morethanbuildings.com)
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### ***Zerbe Celebration***

The ***Zerbe Celebration*** will be a citywide multi-media exhibition of Expressionist Movement artist Karl Zerbe's works as we mark the 50th anniversary of his retirement from FSU. This ***Zelebration*** will Kick off LeMoyne's Chain of Parks Art Festival for 2021! As a world-renowned artist and FSU professor, Zerbe entrusted LeMoyne Arts with the largest collection of his artwork in the world. LeMoyne Arts will be showing eight never-before-seen pieces for the ***Zelebration***, along with hosting lectures and round table discussions on civil rights, Zerbe's art journey, and birding (Zerbe is best known in Tallahassee for his collection of bird lithographs, inspired by his time at St. Marks Wildlife Sanctuary). The Chain of Parks will also be posting multiple engaging social media activities, video interviews, and educational material on their website and social platforms.

### ***The Legacy of the Festival***

Ranked in the Top 100 Fine Art Festivals in the nation for the sixth year in a row by *Sunshine Artist Magazine*, this year's newly expanded event is expected to be a fun-filled cultural encounter under century-old trees in a charming, Southern setting. The festival continues to be a tourist draw and economic benefit for the City. Visit Tallahassee's 2019 survey of the festival's economic impact showed \$2.4 million generated by festival visitors. The study also showed that last year, 6,720 individuals from outside Leon County attended the festival. The event is now recognized as a Visit Tallahassee "Legacy Event" due to its out of area visitor attendance.

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### ***2021 Opening Nights Presenting Artist***

The 2021 opening nights presenting artist is painter Michael Rosato. Rosato specializes in designing and painting large-scale murals for public and private spaces. Museums, corporations and individuals have commissioned Mr. Rosato to create artworks for display in museum exhibits, corporate headquarters, retail spaces, restaurants, sports arenas, outdoor venues and private residences. His recent mural of abolitionist and conductor on the Underground Railroad, Harriet Tubman, has received international acclaim. Rosato describes his style as representational realism and he enjoys telling vivid and often emotional stories through his work. His murals can be seen in venues across the country, including the Oklahoma City National Memorial in Oklahoma City, OK, Texas Motor Speedway, in Fort Worth, TX, the Smithsonian Museum of Natural History in Washington, DC, the Headquarters of Bacardi in San Juan, Puerto Rico, Globe Life Park, home to the Texas Rangers, in Arlington, TX, the U.S. Fish and Wildlife Museum in Cape Charles, VA, the Chesapeake Country Mural Trail in Dorchester County, MD and the National Museum of the Marine Corps in Triangle, VA. Mr. Rosato's studio is located in Cambridge, Maryland. Learn more at [www.michaelrosato.com](http://www.michaelrosato.com).

### ***Artist Workshops***

Take a dive into the print making workshops with visiting artist, Jim Sherraden in the gardens at LeMoyne Arts Thursday and Friday, April 15 & 16. Virtual tickets are available for Friday April 16<sup>th</sup>, while in-person tickets are limited to 20 per day.

For more information about the Chain of Parks Art Festival, visit [www.chainofparks.com](http://www.chainofparks.com) or email [chainofparks@lemoyne.org](mailto:chainofparks@lemoyne.org).



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## 21<sup>st</sup> Annual Chain of Parks Art Festival

*~North Florida's Premier Fine Art Festival ~*

**TALLAHASSEE** – The 21st Annual Chain of Parks Art Festival will be held on Saturday and Sunday, April 17-18, 2021. Visitors can view and purchase unique fine art creations from more than 100 artists from throughout the United States, while safely enjoying a weekend filled with artistic creations, local culinary creations, and live entertainment.

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**WHO:** LeMoyne Arts

**WHAT:** 21<sup>st</sup> Annual Chain of Parks Art Festival

**WHEN:** Saturday April 17, 2021, 10:00 a.m. to 5:00 p.m.  
Sunday, April 18, 2021, 10:00 a.m. to 4:00 p.m.

*Other Events:*

*The Zerbe Zelebration-April 9-18*

*Michael Rosato at Florida State University's Opening Nights- Thursday, April 15*

*Artist Workshops- Thursday and Friday, April 15 & 16*

**WHERE:** Downtown Tallahassee Chain of Parks along Park Avenue, east of Monroe Street

**PRICE: FREE**

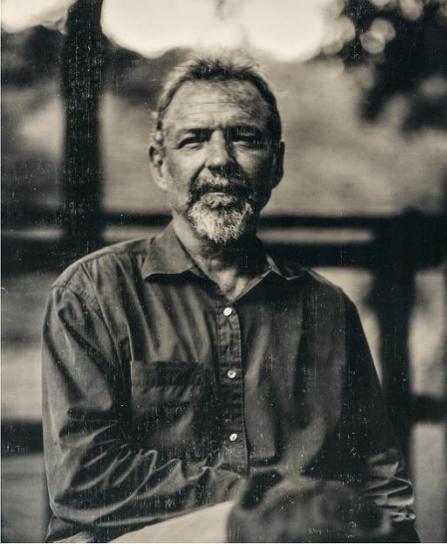
For more information on the Chain of Parks Art Festival events, including photos from past festivals, please visit the website at [www.chainofparks.com](http://www.chainofparks.com). Anyone interested in more information about the festival can follow and engage with Chain of Parks on [Facebook](#), [Instagram](#) and Twitter ([@ChainofParks](#)).

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## Media Files

### Cover Artist Jim Sherraden



### Cover Art Poster



### Chain of Parks Logo

