



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

## Media Kit



*"Wood Whittlers" by Anne Hempel*

*Event produced by LeMoyne Arts*

**April 15 & 16, 2023**

# Festival Background

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

LeMoyne's Executive Director at the time, Mary Beth Foss, initiated the Festival by working with a few local artists who were interested in the opportunity. The event got its name from the beautiful venue in which it is held: downtown Tallahassee's "Chain of Parks" along Park Avenue.

Starting as a smaller event with 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 the 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 No. one fundraiser. In 2012, the Festival experienced a 50% increase in funds raised over the prior year resulting in \$65,000 of support for LeMoyne's ongoing programs. Then in 2018, the Festival's out-of-area visitor level allowed it to receive significant support from Visit Tallahassee, Leon County, the City of Tallahassee and the Downtown Community Redevelopment Agency, helping the Festival reach a 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 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 event and broadening the reach through marketing and personal outreach to traveling artists – this helped 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 exceptional event management skills and experience to the team. Sheri manages 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, adding interactive opportunities as well as depth to the experience. Some of those initiatives include: The Village (including community partners and children's art programs), the 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 recently named the No. 1 Florida art festival and the No. 7 art festival nationwide in the category of Fine Art and Design for 2022, according to *Sunshine Artist Magazine*.

**Festival Mission:** The 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.



# Chain of Parks

## ART FESTIVAL

### FOR IMMEDIATE RELEASE:

#### Media Contacts:

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

## 2023 Chain of Parks Art Festival: Art Lovers Flock to Tallahassee

*LeMoyne Prepares to Host North Florida's Premier Fine Art Festival*

**TALLAHASSEE, Fla.** – LeMoyne's 23rd Annual Chain of Parks Art Festival will be held on Saturday, April 15, 10 a.m. to 5 p.m., and Sunday, April 16, 10 a.m. to 4 p.m., at the Bloxham, Lewis and Randolph "Chain of Parks" in Downtown Tallahassee, Fla. Known as a premier fine art event, visitors can view and purchase unique works of art from more than 150 carefully selected fine artists, while enjoying a weekend filled with interactive children's art activities, diverse outdoor dining options, live entertainment, interactive artwork and local heritage re-enactments. The two-day event is free and open to the public.

"The Chain of Parks Art Festival brings 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 also introduce fine arts to those who may not have experienced it," said Festival Chair Kelly Dozier.

LeMoyne's Chain of Parks Art Festival was recently named the No. 1 Florida art festival and the No. 7 art festival nationwide in the category of Fine Art and Design for 2022, according to *Sunshine Artist Magazine*. Dozier says visitors at the Festival can expect a fun-filled outdoor cultural adventure, while experiencing one-of-a-kind works of fine art under century-old trees in a charming Southern outdoor setting.

The Festival continues to have a positive economic impact on Tallahassee's local community. A recent economic impact study showed that Festival attendees who live outside of Leon County had an impact of close to \$1.2 million dollars on the local community, meaning increased spending at local businesses resulting from tourism dollars. Last year's Annual Chain of Parks Art Festival drew 38,500 total attendees.

### Fresh at the Festival

“Each year, we assess the best way to improve or add elements to the Festival to make it the best experience for attendees and artists,” said Powell Kreis, LeMoyné’s Programming Director and Festival Manager. “We are planning several special additions for 2023 that add to the cultural and natural experiences in our beautiful park setting.”

After a successful inaugural Downtown Pop-up Exhibit of painted rain barrels last year, a 2023 Pop-up Exhibit will feature whimsical Birdhouse Sculptures, created by local and regional artists and placed at the Festival’s downtown sponsor locations for the public to enjoy. The public artwork will be displayed throughout Downtown Tallahassee from March 15 – April 14, and then transferred to the Festival for a Silent Auction.

“We are looking forward to viewing and bidding on these whimsical, creative birdhouses made from sustainable materials in support of our greening efforts,” added Kreis.

The Festival will again welcome four professional 3-D chalk artists to create live street art during the event. To enhance this experience, a favorite in recent years among guests, the Festival is creating a “Chalk Art Oasis,” with the help of local plant nurseries. Attendees will be able to watch the chalk artists work on their creations while enjoying live entertainment and refreshing sweets, and can bid on silent auction items of bird-themed sculptures. On Sunday, visitors will be able to pose and take social media-worthy photos with the finished pieces.

Building on the previous years’ success of the Jacques Le Moyné encampment, “The Village” area will be back with even more interactive local heritage booths recognizing the many groups that have contributed to the culture and heritage of our community.

### **A Juried Fine Art Competition**

Artisans will travel from across the nation to display their original works of fine art for sale, helping to further the importance of fine art in the lives of community members. On Saturday of the Festival, judges will review the artists’ works in each media category and winners will be announced on Sunday, when the winning artists’ award ribbons and flags will be displayed in their booths. Winning artists vie for \$10,000 in awards.

### **About 2023 Cover Artist Anne Hempel**

The title of the Festival’s 2023 cover art is “**Wood Whittlers**” by artist Anne Hempel. Hempel, a Florida State University graduate, has been a full-time artist for more than 15 years. Previously an elementary school teacher, she has also taught English in Japan, and she says she loves being outdoors and volunteering in her community.

Hempel creates all of her work on hand-crafted wood panels built by her husband, a biologist. Her technique includes applying multiple layers of thickened acrylic paint, creating an impasto style that reflects light and adds expressiveness to the painting. The canvas being wood makes it “the perfect surface,” Hempel says, to use a palette knife and various tools to carve into the wet paint, creating “kind of like a three-dimensional sculptural rendering.”

“Listening to music that moves me while I paint is a must and it weaves its way into every painting,” adds Hempel. “I am fearless when it comes to experimenting with color and texture, my technique is always evolving. I also live in a swampy, heavily wooded area with trails and boardwalks leading to endless natural vignettes that offer inspiration.”

### **Learn More**

Proceeds from the Festival benefit LeMoyne Arts’ educational and exhibition programs.

For more information on the 2023 Chain of Parks Art Festival, visit the website [www.ChainofParks.com](http://www.ChainofParks.com). Receive the latest Festival social media updates on [Facebook](#), [Instagram](#) and [Twitter](#).

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## 2023 LeMoyné Chain of Parks Art Festival Cover Artist

*Learn More about Anne Hempel*



*Anne Hempel*

Art on wood. Every painting has a story.  
[www.annehempel.com](http://www.annehempel.com)

*In January, Lemoyne unveiled the Festival's 2023 cover art: "Wood Whittlers" by artist Anne Hempel. Anne paints what catches her eye and heart in nature...flowers, birds, trees, fields, and water. Every Painting has a story.*

Hempel creates all her work on hand-crafted wood panels that her husband, a biologist, builds for her. Most people describe her work as making them feel happy and light, more connected to nature. She applies multiple layers of thickened acrylic paint creating an impasto style that reflects light and adds expressiveness to the painting. She uses glazes and washes in between layers to build rich color and highlight the texture. Her process evokes a time-weathered patina. The canvas being wood makes it "the perfect surface" Hempel says to use a palette knife and various tools to carve into the wet paint, creating "kind of like a three-dimensional sculptural rendering."

“Listening to music that moves me while I paint is a must and it weaves its way into every painting,” adds Hempel. “I am fearless when it comes to experimenting with color and texture, my technique is always evolving. I also live in a swampy, heavily wooded area with trails and boardwalks leading to endless natural vignettes that offer inspiration. Occasionally I like to hide a song lyric in a nest or embed a treasure found outdoors (a leaf, wing, feather, etc.) in a painting to capture my love for music and nature in my work. I fall in love with every painting I create, at least for a moment, feeling pure joy. I hope that comes through to the viewer.”

Hempel, a Florida State University graduate, has been a full-time artist for more than 15 years. Previously an elementary school teacher, she has also taught English in Japan, and she says she loves being outdoors and volunteering in her community.

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# Editorial Ideas

## Media Contacts:

- Taylore Maxey, PR/Marketing Chair | (850) 212-5034 | [taylore\\_m@yahoo.com](mailto:taylore_m@yahoo.com)
- Kelly Dozier, Festival Chair | (850) 544-6399 | [kelly@morethanbuildings.com](mailto:kelly@morethanbuildings.com)

Festival Images and Logos: [View Folder](#)

## Suggested Interview Contacts:

- Kelly Dozier, Festival Chair
  - History of the Festival
  - Sustainability
- Powell Kreis, Programming Director
  - Festival Logistics
  - LeMoyne Mission and Additional Programs

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## ***North Florida's Premier Art Festival Recognized for Excellence***

LeMoyne's Chain of Parks Art Festival was recently named the No. 1 Florida art festival and the No. 7 art festival nationwide in the category of Fine Art and Design for 2022, according to *Sunshine Artist Magazine*. Organizers believe the 2023 event will be one of the best yet.

During the Chain of Parks Art Festival, visitors can view and purchase unique works of art from more than 150 carefully selected fine artists while enjoying a weekend filled with interactive children's art activities, mouth-watering food, live entertainment and local heritage re-enactments.

Learn more about what makes the Festival special:

### ***Chalk Artists***

The Festival will again welcome four 3-D chalk artists to create live during the event. Learn more about the artists bringing art to life as guests stroll downtown:

#### **Carlos Alberto GH**

Carlos Alberto GH is a painter from Guadalajara, Mexico, focused on street art. He has a degree in art conservation, but after he discovered street art in 2010, he began to get more involved, eventually making it his profession. He has participated in festivals around the world, winning awards in international competitions. He has also been recognized by the United Nations, and his works have been included in various printed and virtual publications worldwide.

Carlos says his greatest inspiration is always found in nature, which is why he has been involved in campaigns for the conservation of wildlife and ecosystems. He has collaborated in large campaigns with the United Nations Organization, the WWF and the WSC around the world.

#### **Naomi Haverland**



Naomi Haverland has been painting for as long as she can remember and has been working with chalk since 2011. She specializes in humorous and hyper-realistic portraits. Recognized for her chalk art, Naomi has won seven awards at the Denver Chalk Art Festival in Colorado. She has been invited to travel to many national and international chalk art festivals, including those in Germany, Canada, Mexico and the Netherlands. Her chalk art has been utilized by companies such as Harley Davidson, Blick Art Supply, Amazon, Microsoft, Skittles and 7eleven. Originally from Denver, she currently resides in Florida. In the summertime, she focuses her artistic skills on oil painting in her studio.

As an anamorphic artist, Naomi says her goal is to collaborate with the viewer. She loves to create an optical illusion that captivates those who see it and entices them to interact with it. Once she has completed her artwork on the ground, the "baton of creativity" is passed on to the audience. The meaning of the artwork is dictated by how the audience decides to pose with it. "The possibilities are endless," she says.

### **Jeff Pilkinton**

Jeff Pilkinton is a mural painter and a 2D and 3D street artist with over 10 years of experience. His style is modern, expressive and energetic, focusing on color composition. Over the years, Jeff has created many projects for businesses, high schools, cities and residential properties. Jeff has traveled across the country creating art in street painting festivals. He is a full-time professional artist and says he is living his dream. Jeff says, "doing those kinds of things taught me so much about art and different styles. One of the main things it taught me was people skills and how to please people with art." He currently lives in Fort Wayne, Indiana, but has plans to move to the Sunshine State this year.

### **Jolene Russel**

Jolene is a freelance artist from Sacramento, California, specializing in murals, chalk art and anamorphic (3D) art. Creative from a young age, Jolene followed her interest in art through college, receiving a BA in Fine Art from the University of California, Santa Cruz. She began street painting as a teen, becoming an annual artist at the Marin Street Painting Festival, one of the largest festivals in California. Jolene participates in street painting festivals across the country annually and says she is excited to return to Chain of Parks for her third year.

In recent years, Jolene has focused primarily on murals, working in locations across the United States and Europe. She finds that creating work publicly and allowing the audience to observe the process creates a stronger emotional connection between the viewer and the art. Jolene's work tends to juxtapose well-rendered, realistic forms with flat, graphic or abstract design elements. To bring depth, space and movement, she utilizes perspective, shadow, dynamic strokes and clean lines. Her work tends to be colorful and saturated, and people, animals and the natural world are major themes in her work.

***The Color Green: Chain of Parks Art Festival -- [Learn more!](#)***

**A Sustainable Festival**

Festival organizers say they are proud to celebrate Earth Day again this year through a long-established partnership with Sustainable Tallahassee. The focus will be on four initiatives: education, eliminating Styrofoam, reducing landfill waste and reducing food waste. For more information about the LeMoynes Chain of Parks Art Festival, visit [www.chainofparks.com](http://www.chainofparks.com) or email [chainofparks@lemoyne.org](mailto:chainofparks@lemoyne.org).

***New for 2023***

**Public Art Project: Birdhouse Sculptures**

After a successful inaugural Downtown Pop-up Exhibit of painted rain barrels last year, a 2023 Pop-up Exhibit will feature whimsical Birdhouse Sculptures placed at the Festival's downtown sponsor locations for the public to enjoy. Up to 10 local and regional artists will create the public artworks, which will be displayed throughout Downtown Tallahassee, March 15 – April 14, and then transferred to the Festival for a Silent Auction.

**Jacques Le Moyne Encampment Expands in 2023**

Building on the previous years' success of the Jacques Le Moyne encampment, "The Village" area will be back with even more interactive local heritage booths recognizing the many groups that have contributed to the culture and heritage of our community.

**FOR IMMEDIATE RELEASE:**

**Media Contacts:**

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**\*\*Media Advisory\*\***

**23rd Annual Chain of Parks Art Festival**

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

**TALLAHASSEE** – The 23rd Annual Chain of Parks Art Festival will be held on Saturday and Sunday, April 15-16, 2023. Visitors can view and purchase unique fine art creations from more than 150 artists from throughout the United States, while enjoying a weekend filled with interactive children's art activities, mouth-watering food, live entertainment and local heritage re-enactments.

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**WHO:** LeMoyne Arts

**WHAT:** 23<sup>rd</sup> Annual Chain of Parks Art Festival

**WHEN:** Saturday April 15, 2023, 10:00 a.m. to 5:00 p.m.  
Sunday, April 16, 2023, 10:00 a.m. to 4:00 p.m.

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

**PRICE:** **FREE**

For more information on the 2023 Chain of Parks Art Festival, including photos from past festivals, visit the website [www.ChainofParks.com](http://www.ChainofParks.com). Receive the latest Festival social media updates on [Facebook](#), [Instagram](#) and [Twitter](#) (@ChainofParks).

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