



# Chain of Parks

## ART FESTIVAL



## BRANDING MEDIA KIT

# 24TH ANNUAL CHAIN OF PARKS ART FESTIVAL DOWNTOWN TALLAHASSEE

**APRIL 20 & 21, 2024**

**PRESENTED BY**



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# MEDIA CONTACTS

**Taylor Maxey - Marketing & PR Chair**

(850) 212-5034

[Taylor\\_m@yahoo.com](mailto:Taylor_m@yahoo.com)

**Powell K. Kreis - Festival Manager**, primary contact for interviews

850-445-6367

[Powell@lemoyne.org](mailto:Powell@lemoyne.org)

**Kelly Dozier, Festival & Sponsorship Chair**

(850) 544-6399

[kelly@morethanbuildings.com](mailto:kelly@morethanbuildings.com)

# MEDIA ADVISORY

**24th Annual Chain of Parks Art Festival**

~North Florida's Premier Fine Art Festival~

**TALLAHASSEE** – The 24th Annual Chain of Parks Art Festival will be held on **Saturday and Sunday, April 20-21, 2024**. 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, street art, folk art, and local heritage re-enactments.

**WHO:** LeMoyne Arts

**WHAT:** 24th Annual Chain of Parks Art Festival

**WHEN:** Saturday, April 20, 2024, 10:00 a.m. to 5:00 p.m. and Sunday, April 21, 2024, 10:00 a.m. to 4:00 p.m.

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

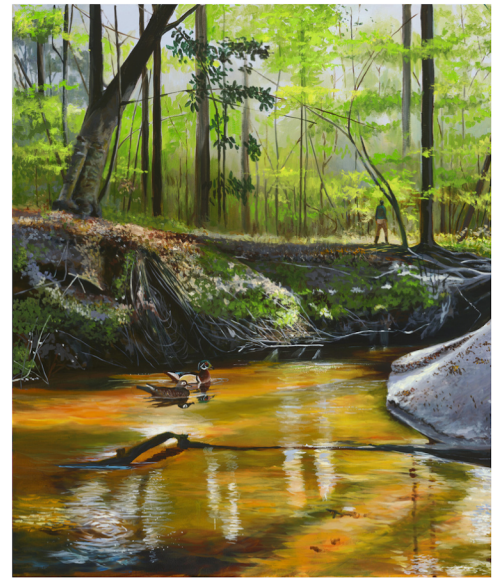
**PRICE:** FREE

For more information on the 2024 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).

# 24TH COVER ART

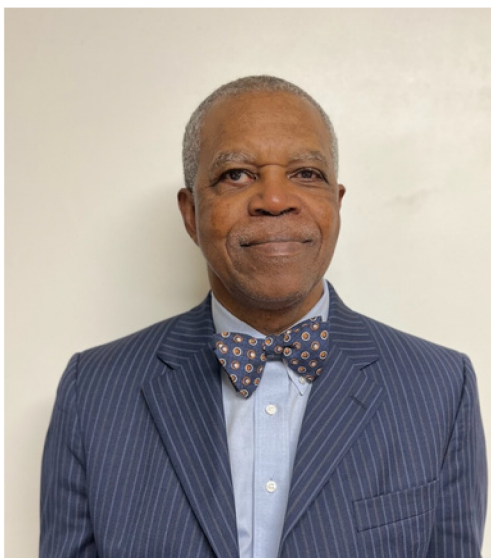


**FULL IMAGE**



**CROPPED VERSION FOR ALL  
PROMTIONAL MATERIALS**

Artist: Eluster Richardson  
Title: "A Walk Along Morris Creek"  
Medium: Oil on Canvas  
Size: 30" x 40"  
Price: \$4,000



Eluster Richardson:  
Headshot  
"Best In Show" at the 2022 Chain of Parks Art Festival



# COVER ARTIST

## **Eluster: Artist Bio**

Eluster Richardson's art strikes a soulful chord. "Uplifting, inspiring, and enlightening" are all words frequently used to describe the experience. Born and raised in Tallahassee, Florida, Eluster began painting as a young child and currently maintains his studio in his hometown. With a fascination of local history and the people and places of North Florida inspiring the body of his work, it has been long treasured by history and art lovers of the region. He is adept in oil and pencil, but his medium of preference is watercolor.

Eluster has earned a well-respected place in the local art community. He is the Artist-in-Residence for the Riley House Museum and Resource Center of African-American History and Culture, which also houses his historical works collection. Eluster has been involved with LeMoyne Arts for several decades and continues to be a cherished partner. He also previously served as President of the Watercolor Society.

He has received numerous awards for his paintings, including LeMoyne's Chain of Parks Art Festival 2022 "Best in Show". His works have been exhibited in a variety of galleries, including the Museum of Florida History, LeMoyne Art Gallery, Florida State Museum of Art, Leepa-Rattner Museum of Art, and Smithsonian Institution in Washington D.C. Collections of his work can be seen at the Custom House Museum in Clarkesville, Tenn., Polk County Museum of Art in Lakeland Fla., Riley House Museum/Center, Gadsden Art Center Museum in Quincy, All Children's Hospital in St. Petersburg, Fla., Florida League in Tallahassee and Leon County Libraries (just to name a few). His most recent series of work includes a Quilting Series and a Forgotten Coast Series of landscapes.

## **Artist Statement:**

It is difficult to explain the spirit that haunts and compels me to draw and paint. My journey of hard work and a passion for the arts is ongoing. In my recent quilting series of paintings, there is something fascinating about patches of colors all placed together and bringing those colors together in the rules of composition. The quilting theme is dear to my heart because the quilts you see in many of my paintings are inspired by my mother's quilts.

I like to explore the beauty of how sunlight seems to travel across the marsh grass in landscapes of the Forgotten Coast, inviting the viewer to see a palette of warm colors. There is an intimate, personal moment of reflection through all of my artwork.

Eluster likes painting people because "people are such a challenge," and he especially enjoys painting children. His daughter Jasmine has been the subject of many compelling portraits.

# FESTIVAL BACKGROUND

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.

Mary Beth Foss, LeMoyne Executive Director in 2001 initiated the Festival by working with a few local artists. The event got its name from the beautiful downtown Chain of Parks in which it is held.

Starting with about 50 local and regional artists, the Festival was designed to be a diverse fine art experience as well as a vehicle by which the LeMoyne Art Foundation could raise funds for its ongoing exhibitions and art education programs.

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 Tunnickliff 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.

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, improving the sponsorship experience and bringing in new sponsors to support the festival.

In 2009 Sheri O. Sanderson joined the Festival Committee as Event Manager and brought exceptional event management skills and experience to the team. In 2019 Powell Kreis joined the Festival as its Festival Manager as Sheri transitioned to Artist Relations Manager focusing on recruitment and management of participating artists. Powell has brought new ideas and partners to the festival as she manages the intricate behind-the-scenes planning, writing and managing event funding grants, working with partners, securing licenses, equipment rentals, PR and marketing and much more.

The Festival continues to grow in quality and notoriety. Since 2015 the Festival has been recognized as one of the top 100 Fine Art Festivals in the nation by Sunshine Artist Magazine, notably #1 in 2017, #5 in 2018, #3 in 2019, top 10 in 2020-2021 and #7 (#1 in Florida) in 2022.

**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.



# 2024 CHAIN OF PARKS ART FESTIVAL PRESS RELEASE

**FOR IMMEDIATE RELEASE: January 16, 2024**

Media Contact: Taylore Maxey | (850) 212-5034 | [Taylore\\_m@yahoo.com](mailto:Taylore_m@yahoo.com)  
Powell K. Kreis, Festival Manager | 850-445-6367 | [Powell@lemoyne.org](mailto:Powell@lemoyne.org)  
Kelly S. Dozier, Festival Chair | (850) 544-6399 | [kelly@morethanbuildings.com](mailto:kelly@morethanbuildings.com)

## **LeMoyne to Host Soiree Highlighting 2024 Chain of Parks Art Festival Cover Artist Reveal for North Florida's Premier Fine Art Festival**

**TALLAHASSEE, Fla.** – LeMoyne Arts is set to dazzle the art-loving community with an evening of excitement and anticipation during the "Sponsor Appreciation & Cover Art Reveal Soiree" on Thursday, Jan. 18, 2024, from 5:30 - 7 p.m. The Soiree, held at LeMoyne Arts on 125 N. Gadsden Street, will unveil the cover art and artist for the 24th Annual Chain of Parks Art Festival scheduled for April 20-21 and presented by Mad Dog Construction.

The Soirée promises an unforgettable evening, featuring live music by Madison Avery, a bar serving exquisite beverages, and culinary delights from beloved caterers Ben Baldwin and Lagran Saunders. Attendees will be the first to see the debut of LeMoyne's new exhibit, Radiant Wonders: Exploring Nature's Brilliance, Featuring Nancy Jefferson, Jim Miller, & Dan Taylor, along with Bicentennial Brew: A Taste of Tallahassee competition in partnership with PROOF Brewing Co.

### **Media Exclusive Sneak Peek**

While the Soirée is an exclusive affair for special guests and Festival sponsors, we extend a warm invitation to local media to partake in the excitement, with important announcements about our upcoming festival and the grand reveal of the cover art scheduled for 6:30 p.m.

### **Top-ranked Festival**

Presented by Mad Dog Construction, the Chain of Parks Art Festival has once again earned its place among the nation's elite, ranking in the Top 100 Fine Art Festivals by Sunshine Artist Magazine for an impressive 11 consecutive years. The upcoming 2024 event, slated for April 20-21 at the Bloxham, Lewis, and Randolph "Chain of Parks" in Downtown Tallahassee, promises an unparalleled artistic experience, free and open to the public.

"The Chain of Parks Art Festival is not just an event; it's a burst of creativity that paints our city with the colors of artistic excellence. As we unveil the cover art for 2024, we invite everyone to join us in celebrating the power of art to unite, inspire, and transform our community," said Festival Chair, Kelly Dozier.

## New Horizons in 2024

"In the tapestry of cultural experiences, the Chain of Parks Art Festival weaves together tradition and innovation. As we embark on the 24th year, expect a mosaic of new additions that elevate the Festival to greater heights, embracing the arts in all their forms and fostering a sense of wonder in our beautiful park setting," says Powell Kreis, Festival Manager.

This year, in collaboration with the **John G. Riley House Center & Museum**, LeMoyne Arts proudly presents a special exhibit celebrating local folk artists, along with creating a new section of the Festival featuring local and regional folk artists, adding dimension to the Festival's offerings. The Festival will showcase a dedicated **Folk Art and Fine Craft** section at Tunnicliff Lane leading to the LeMoyne Arts gallery, where visitors can view the Soulful Feelin': A Folk Art Celebration exhibit.

The Chain of Parks Art Festival is announcing an exciting new public art exhibit and competition leading up to the festival weekend! The **Find Your Chair** Project will offer up to 15 local and regional artists to create upcycled chair sculptures to display throughout Downtown Tallahassee from March 19 – April 19, 2024. All sculptures will be transferred to the Festival for the exhibit's conclusion and silent auction benefiting LeMoyne Arts.

The **Community Corner** is another new feature this year, shifting our Community Partners and Brand Ambassadors to be at a key festival entrance on our Reid Gunn Lane, expanding "The Village" to another area of the festival. This area includes non-profit organizations sharing their mission of education and service to our community with interactive experiences and freebies for festival visitors.

The Festival welcomes the **Retired Art Teachers of Tallahassee (RATT)** bringing in new creative energy and expertise to the **Children's Park** located in Randolph Park. The popular and family-friendly Children's Park provides child-appropriate activities and experiences, including engaging art-making activities, street chalk art, face painting, entertainment, and games. The Jacques Le Moyne encampment and interactive local heritage booths for children and families provide fun educational opportunities bringing the "museum" to the park.

## Exciting Chalk Art Photo Ops!

Engaging Festival visitors at the **Chalk Art Oasis**, professional street artists will create 3D art on the pavement with chalk and temporary paint. These live-action artworks make for great photo opportunities and are made possible through support from Visit Tallahassee. In a nod to the **Tallahassee Bicentennial**, the themes will emphasize local nature, history, and heritage. The Chalk Art Oasis is enhanced through plants donated by our amazing local garden centers and nurseries, giving the Oasis its name. This area, a part of "The Village" at the festival, is packed with activities, including a silent auction of the downtown pop-up exhibit Find Your Chair sculptures, live entertainment, the LeMoyne Arts Information Tent, and local food vendors.



## **Five Years Partnering with Opening Nights!**

In an endowed partnership with **FSU's Opening Nights** and Chain of Parks Art Festival, Opening Nights will feature renowned artist, **Dean Mitchell** as the fifth in an annual series of presenting artists sharing their journey to becoming accomplished artists. Previous artists included Joe Hutto, Michael Rosato, Lana Shuttleworth, and John Ensor Parker, all graduates of Florida State University. Mitchell will discuss "Navigating the Art World: Building Success Against the Odds" on Thursday, April 18, at the Jim Moran Building at 111 S. Monroe Street.

## **Cover Artist: Eluster Richardson, Artist Bio**

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## **Participating Artists Vie for \$10,000 in Awards in Fine Art Competition**

Artists travel from across the nation to display and sell their original works of fine art, bringing a diverse array of fine art for visitors to enjoy and enhance the lives of community members who take a piece of art home. On Saturday three experts in the fine art field, brought in from outside our area for impartiality, serve as judges to identify the best artists' works in each media category. Winners are announced on Saturday afternoon, and on Sunday morning, the winning artists' award ribbons and yellow booth flags are displayed at the festival.

### **Learn More**

The festival continues to have a positive economic impact on our local community. A recent economic impact study showed that festival attendees had an impact of close to 1.3 million dollars on the local community. Last year's Chain of Parks Art Festival drew an estimated 35k attendees to downtown Tallahassee.

For more information on the 2024 Chain of Parks Art Festival, visit [www.ChainofParks.com](http://www.ChainofParks.com). To receive the latest Festival social media updates, follow us on [Facebook](#) and [Instagram](#).

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# EDITORIAL IDEAS

## Folk Art & Fine Craft Addition:

To coincide with an exhibit collaboration with the John G. Riley Center & Museum and LeMoyne Arts, Soulful Feelin': A Folk Art Celebration, the festival is introducing a new category and section focused on the traditions of Folk Art and Fine Craft. Festival attendees can enjoy Folk Art and Fine Craft along the Festival's Tunnickliff Lane leading to the exhibit at the LeMoyne Arts gallery. The exhibit will be on display throughout April.



Detail Photo: Painting by Mary Proctor, who will be featured in the exhibit and at the Festival



Photo of Mary Proctor by Becki Rutta from the Women Among Us: Portraits of Strength Exhibit

## Chalk Art Oasis:

Engaging festival visitors at the Chalk Art Oasis, professional street artists will create 3D art with chalk and temporary paint. These live-action artworks make for great photo opportunities. In honor of the Tallahassee Bicentennial, the themes will emphasize local nature, history, and heritage. The Chalk Art Oasis will also feature local plant nurseries, the Find Your Chair silent auction, live entertainment, and local food vendors.



# EDITORIAL IDEAS

## Find Your Chair Publix Art Exhibit & Silent Auction:

Adding to the Festival's art on display, this year's pop-up public sculpture exhibit Find Your Chair will feature upcycled chair sculptures created by 15 local artists. The sculptures can be viewed in downtown Tallahassee beginning March 19. The installation will conclude with a silent auction during the festival weekend.





**Call-to-Artists**

**FIND YOUR CHAIR**

**Public Exhibit:**  
March 19 - April 19  
**Silent Auction:**  
April 20 & 21

## Children's Park:

The Children's Park gets a vibrant boost with the Retired Art Teachers of Tallahassee (RATTs) supporting engaging art-making activities, decorating, and recruiting new Pop-Up Studios to provide make-and-take crafts for children. The Jacques Le Moyne encampment and interactive local heritage booths for children and families will also be in the area.



**Members of the RATTs, photo by Powell Kreis**



# Chain of Parks Art Festival

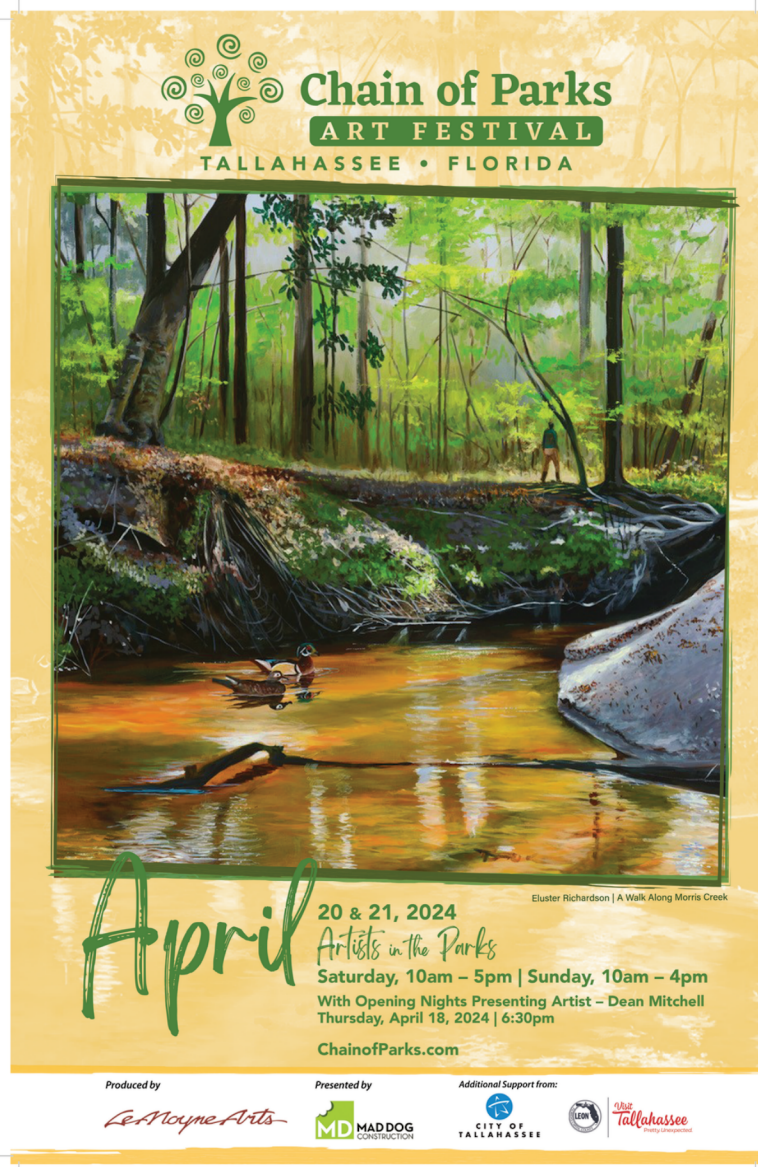
## Logos



**Presenting Sponsor: Mad Dog Construction Logo**



# MARKETING GRAPHICS



## POSTER



## BANNER



## SQUARE



# MARKETING PHOTOS



## Photo Credits from Left to Right:

- Opening Nights Presenting Artist: Dean Mitchell
- Chalk Artist Jolene Russell, Photo by Powell Kreis
- Panoramic photos of the Festival, photo by Bob O'Lary
- The Chalk Art Oasis section of the Festival features street artists who create "3D" masterpieces out of temporary paint and chalk during the festival weekend, creating an interactive artistic experience for visitors. Art piece by Carlos Alberto Garcia Hernandez.
- Panoramic photos of the Festival, photo by Bob O'Lary



# MARKETING PHOTOS



## Photo Credits from Left to Right:

- Student volunteers collecting visitor surveys, photo by Powell Kreis
- Volunteers in the Children's Park, photo by Powell Kreis
- Artist Anne Hempel selling a painting to a happy patron, photo by Powell Kreis
- \$10,000 worth of prize money for artists, photo by Bob O'Lary
- Local entertainment on the Main Stage all weekend long, photo by Bob O'Lary
- Local entertainment on the Main Stage all weekend long, photo by Bob O'Lary



# MARKETING PHOTOS



## Photo Credits from Left to Right:

- The Children's Park offers a variety of Pop-Up Studios for children to create make-and-take crafts with their friends and family. Photo by Powell K. Kreis
- Panoramic of the Children's Park, photo by Bob O'Lary
- Jacques Le Moyne "Be The Art" photo opportunity, photo by Bob O'Lary
- Theater With A Mission in the Jacques Le Moyne Encampment, photo by Bob O'Lary
- Ballet Art Conservatory enjoy free ice cream by Johnny's Ice cream for performing at the Festival, photo by Bob O'Lary
- Festival-goers enjoy exploring the Community Corner, made up of local non-profit organizations. Photo by Bob O'Lary
- Community Partner engaging with the public, Photo by Bob O'Lary