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VisualFringe, August 1 through to August 31, 2008 APPLICATIONS NOW OPEN FOR FOURTH ANNUAL EVENT

The reason IndyFringe exists is to encourage, support and assist independent artists. As the IndyFringe festival moves into its fourth year one of the big growth areas is coming from the visual arts through the VisualFringe. The month long VisualFringe traditionally kicks off at the IDADA First Friday Art Walk and will include the IndyFringe ten day theatre festival, 30 day VisualFringe exhibitions in multiple galleries and spaces; 30 days of shopping, wining and dining on Mass Ave and conclude on Sunday, August 30TH.

New Partnership for 2008:

The VisualFringe has partnered with the the Arts Council of Indianapolis and Cultural Development Commission to support the BeIndydependent/By Indy Art movement. Be Indypendent was designed to encourage people to buy local art. This year VisualFringe patrons will have the opportunity to vote on their favorite artwork to be designated as one of the six new Be Indypendent stickers to be used throughout the campaign. (see www.BeIndydependent.org for last year's stickers) The first five stickers will debut in July, and the sixth will be announced at the conclusion of VisualFringe.

Mass Ave galleries play host to the VisualFringe and each donate a wall in their galleries and return 90% of the any sales to the artist. The remaining 10% is used for expenses associated with running the gallery. Participating galleries are Dean Johnson, The Art Bank, McFee Gallery, Franklin Barry Gallery at The Frame Shop, Mass Ave Wine Shop, GC Lucas Gallery, EuroLoft Furniture, Henry's on East Street. Over \$12,000 has been returned to the VisualFringe artists over the past two years.

The VisualFringe is a series of non-juried exhibitions of work by visual artists accepted on a first-come, first-served basis until the available exhibition space in Mass Ave galleries and temporary spaces are full. Entries should reflect the **Fringe Philosophy** of offering innovative, provocative & original (no reproductions) work to the public. Work may be for exhibit only or for sale. Artists can submit up to three works and are guaranteed to have one exhibited during the month long

Entries open April 15th, 2008 and the closing date is June 30th, 2008. The exhibition is a partnership between the IndyFringe Festival and Big Car Gallery who curate the VisualFringe. See www.indyfringe.org for more information.