Montauk August Show on the Green

Letter from Event Director

Dear Artist:

Thank you for your interest in our Annual Juried Fine Art Outdoor Art Show on the Montauk Green. Our fee for each 12' x 12' space is **$375 as of 2020**. Our advertising, press releases and general promotion insures that all the residents and visitors in the Hamptons know about the show.

For the two weeks prior to the show, we blitz the all the local newspapers and magazines East of Westhampton with ½ page vertical ads in the Southampton and East Hampton Press, the East Hampton Star, The Independent and the Sag Harbor radio, WLNG 92.1. The station runs 6 spots a day for the 2 weeks before and the weekend of the event.

We have become a recognized International Art Market. Our participating artists report that they have very good sales. But sales are never guaranteed. Our jury looks, not only at the quality of the work submitted, but also pays attention to the diversity of subject matter and what can sell in the Montauk to New York City area.

After the show, we send out questionnaires to all our participants. We have paid attention to all who replied. From the mundane...with such an increase in audience, trash cans and porta-pots should be more numerous as well...to the ratio of painters to photographers. One person wanted us to run the show in July because there are fewer shows to compete with, but the money is in the Hamptons in August. We also questioned how the digital designers fit into the whole. Without exception, the thought was that digital photographers are photographers and digital painters are painters. It makes both more diverse.

The quality of the art that has been shown here is amazing. We feel very honored that the best of the best want to be here to show and sell. So again we are running with the momentum of the successes of the past years and we are looking forward to your joining us.

Sincerely,

Anne Weissman, Event Director