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Sunshine Artist 2020 200 Best Announced
**America's Most Profitable Art and
Craft Shows Recognized**



Iola, Wis. — *Sunshine Artist* magazine, www.sunshineartist.com, announced today the release of its 28th annual *200 Best*, ranking the nation's most profitable art and craft festivals based on artists reported sales in 2019.

Launched in 1993, the *Sunshine Artist 200 Best* is split into two categories: Fine Art and Design, for events that focus on unique fine-art pieces; and Classic and Contemporary Craft, for events that focus on traditional or modern craft and production work. This year's number one Fine Art and Design show is the Rittenhouse Square Fine Art Show in Philadelphia, Pennsylvania. The number one Classic and Contemporary Craft show is Old-Fashioned Christmas in the Woods in Columbiana, Ohio. Information on the shows that made our 2020 *200 Best* list is available in *Sunshine Artist's* September 2020 issue.

Artists were able to cast their votes April through June to nominate their highest money-making shows from 2019. The ballot asked artists to list the 10 most profitable art and/or craft shows they exhibited at during the previous year, indicate their level of gross sales at each event, and note whether they consider themselves to be fine artists or craftspeople for each event. The results were tabulated using a weighted scale based on four sales levels to ensure that all events can compete against each other fairly.

Sunshine Artist's 200 Best focuses solely on revenue, because that's the most objective indicator of a show's future success. Subjective attributes such as artist treatment, amenities, attendance levels, management, or even overall quality can certainly impact sales, but they're harder to gauge and therefore have no direct bearing on these rankings.

"For 28 years, *Sunshine Artist's 200 Best* list has been an invaluable resource for countless artists and craftspeople," said SA Editor Melissa Jones. "We encourage all professional makers to secure a copy of the September issue and to participate in *SA's 200 Best* voting each year."

Single copies of *Sunshine Artist's* September 2020 issue, containing this year's complete *200 Best* list, cost is \$15 and can be ordered by calling toll-free 800-597-2573. A [one-year subscription](#) to *Sunshine Artist* is priced at \$34.95 for 12 issues; this will include next year's *200 Best* issue as well as show listings and reviews in each issue. To subscribe, visit our website or call toll-free 855-347-3327.

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About *Sunshine Artist* magazine: [Sunshine Artist](#) is the art and craft show industry's leading publication for exhibitors, promoters, and patrons. Since 1972, *Sunshine Artist* has provided comprehensive reviews of everything from fine-art fairs to small craft shows around the country, focusing on sales, artist treatment, overall quality, and all other aspects of the featured events. Each monthly issue also includes hundreds of art and craft show listings, including contacts, booth fees, application deadlines, and more — as well as timely, informative features designed to

*help our readers maximize their art and craft show experiences. **Sunshine Artist's 200 Best**, spotlighting subscribers' most profitable shows in the preceding year, is published annually.*

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For more information on the magazine, visit www.sunshineartist.com