



8. One of a Kind Show & Sale, Chicago; December. Produced by Merchandise Mart Properties.

Rocketing up five spots over its previous placement, the One of a Kind Show & Sale – the only indoor fine art show in the top 20 – isn’t for the weak of heart, with booth fees that start at \$2,500. But given that astronomical sales totals are obtainable at the show, many artists are quick to rank it as their best of the year.



The four-day event is held on a single floor in downtown Chicago’s enormous Merchandise Mart. This gives the approximately 50,000 patrons plenty of room to explore the work of hundreds of exhibitors. Plus, with the show taking place in early December,

many attendees are on the hunt for the perfect holiday gifts. To facilitate that shopping, event organizers make the layout clear and simple, including a detailed program that illustrates the show’s offerings and specific gift suggestions, creating an event that feels easy and luxurious.

Amazingly, everyone who voted for the 2011 edition reported sales between \$5,000 and \$10,000. While the low end of that spectrum won’t necessarily cover expenses for some booth sizes and locations, it’s lucrative enough to keep many artists coming back.

9. Naples National Art Festival, Naples, Florida; February. Produced by Naples Art Association.

The Naples Art Association has four shows on this year’s fine art list, and the two-day Naples National Art Festival still stands as that empire’s crown jewel. Held during the same month as several other major South Florida shows, it’s nevertheless become a standout in that crowded field and is a must-do show for many of today’s best artists.



One factor that might be helping the event is the organizers’ shrewd sense of timing. Traditionally positioned one week after the Coconut Grove Arts Festival, the St. Stephen’s Art Show and the ArtiGras Fine

Arts Festival, this festival climbed up one notch while the other three dropped. Exhibitors have clearly taken notice: Despite only having 280 exhibitor spaces last year, the festival received approximately 1,000 applications from eager artists.

Even with the show’s savvy timing and prestige, subscribers didn’t quite hit the revenue heights enjoyed at past outings, and some even said that they took in less than \$2,000 for the weekend. However, the majority of the show’s voters landed in the \$5,000-\$10,000 range, which will doubtlessly keep them vying to get into future editions, too.