

OFFICIAL GUIDE



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– presents –

ARTS FEST

A Beverly Main Streets Event

2015



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Festival expands in 13th year

This is the 13th Beverly Arts Fest, but there's nothing unlucky about it.

The event will begin with a reception and Community Art Exhibition on Friday, June 19 from 5 to 7:30 p.m. at the Carol Grillo Gallery at Endicott College.

The featured artist this year is Alyssa Watters, an oil painter and entrepreneur who lives in Beverly and founded artbyalyssa, which sells fine art and a wide range of elegant gifts.

She will have a prominent place at the Grillo Gallery, in a juried exhibition open to all artists who live in Beverly, work in Beverly, go to school in Beverly, or have an affiliation with an arts organization in Beverly.

The creative spirit that Watters embodies, and that thrives in Beverly, will be celebrated Saturday, June



Cuffs made by featured artist Alyssa Watters.

20 with a range of displays on Cabot Street, from 10 a.m. to 4 p.m.

The tents of more than 100 painters, potters, sculptors, photographers, fiber artists and more will line the length of Cabot Street

from Ellis Square to Federal Street.

At past festivals, there have always been more artists than the festival could accommodate, but room has been added this year around Ellis Square.



Cabot Street will be filled with artists, musicians, good food and fun for the children.

Entertainment along Cabot Street will include music all day at the Beverly Main Streets information tent, located at the Pond Street intersection.

The Cabot Theatre, at 286 Cabot St., will screen a free film about local art history, "Working Artists: The Montserrat Mural on the

Cabot," from 11 to 11:30 a.m.

Brett Mason will conduct live painting from 11 a.m. to 1 p.m. across from St. Mary's Church, at 253 Cabot St., and Carla Forte Orr will paint live on the same spot from 2 to 4 p.m.

The outdoor food court will return to the parking lot on Pond Street, behind

Browns of Beverly Bicycles on Cabot Street, with a range of tasty things to eat.

Vendors at the court will include A&B burgers, Anmol India, Fusion Andina — serving Bolivian and Peruvian cuisine — and Joe's on a Roll.

Beverly restaurants Atomic Cafe and Maria's Pizza are along the festival route, along with Winfrey's Fudge.

The kids' area has been moved this year to the Pond Street/Food Court area, and the Rotary Club of Beverly will keep them entertained there with 600 free T-shirts for coloring.

Plenty of other activities and entertainments, from balloon animals and beanbag tossing to screen printing of tote bags, will be featured there as well.

Plenty of new events in store

What's new at Arts Fest Beverly 2015? It's all about the kids this year, when the festival is celebrated in downtown Beverly on Saturday, June 20 starting at 10 a.m.

In an effort to centralize children's activities, the kids' area has been moved to Pond Street, next to the outdoor food court in the parking lot behind Browns of Beverly Bicycles at 278 Cabot St.

Plenty of free activities will be available at this spot, including arts and crafts and entertainment, along with easy access to food vendors and lots of tables and chairs.

Beverly Rotary Club will feature a tent with a free T-shirt coloring activity on Pond Street, where children can sit at tables and use magic markers to color a T-shirt they can then take

home.

"Our initial year at Arts Fest we started with 100 shirts, and this year we ordered 600," said Jeff Dickinson, assistant treasurer of Beverly Rotary. "Each year we've ordered 20 percent more than the previous year, and year we seem to run out around 3 p.m. every year."

In the area of the food court, screen printed Arts Fest 2015 tote bags by Montserrat College of Art will also be offered as an art-on-the-spot activity.

Wicked Art Bar will be at the corner of Cabot and Pond with free, fast and fun painting instruction on 8-by-10-inch canvases (recommended for children 8 and older, and adults).

Some of the other activities at the kids' area include face painting, painted rocks, scratch

art, bookmark and picture frame making. There will also be plenty of games to play, including beanbag toss, and movement meditations.

Entertainment will include Sidewalk Chalk

from 10 a.m. to 4 p.m., free balloon animals from Balloons by Brian from 11 a.m. to 1 p.m., a magic show by Stephanie Beach from 1 to 1:30 p.m. and 2 to 2:30 p.m., and Brady Kenny O'Brien

Dance Academy of Irish Dance from 3 to 3:30 p.m.

Other tent sponsors in the kids' area include TD Bank, with games and giveaways, and Coldwell Banker Residential Brokerage, also with

giveaways.

Putting kids' activities in one place also creates an opportunity for more art, because the festival will be able to add more tents for artists at Ellis Square.



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Montserrat alumna is featured festival artist

This year's featured artist at Beverly Arts Fest is Alyssa Watters, an oil painter and entrepreneur



Alyssa Watters, founder of artbyalyssa.

who lives and works in Beverly.

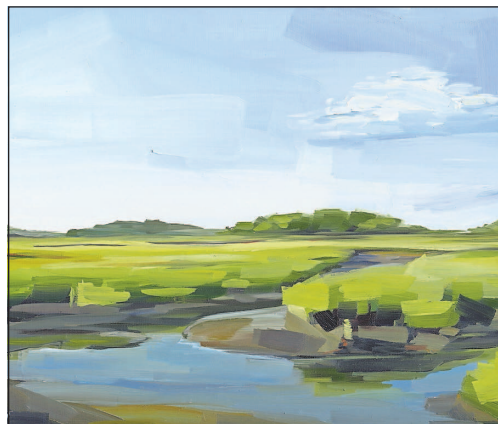
A 2007 graduate of Montserrat College of Art, Watters moved to Beverly from Ledyard, Connecticut,

in 2003, and has been here ever since.

Starting in 2011, Watters gave up her day job to focus on art and started to make the rounds of craft fairs in six states. At the same time, she started a tradition of curating larger solo shows that she puts on twice a year.

The company Watters created at that time, artbyalyssa, now offers a wide variety of beautiful items that she will be selling at Beverly Arts Fest on June 20.

"I will be selling coasters, 2016 calendars, my new cuff bracelets, trivets, recycled wrapping paper, prints,



"Ipswich Marsh, 2015," by Alyssa Watters.

cards and more," she said. "I will also be offering 10 percent off my original art in my studio at 110 Cabot St., if people stop by that day during the same hours."

All of her gift items feature images by Watters, similar to those in her canvases, giving her magnets and calendars the feel of framed originals.

Watters started working in gift shops at the age of 16, and each of these experiences has helped to inspire the delightful items she creates and sells.

Her frequent visits to gift shops around New England have also informed the inviting new studio she recently moved into, where she threw a party on May 2. At the studio, she will operate in a partnership with Holly Stout from The Salty Cottage.

"I am very excited to be a part of Beverly Arts Fest this year," Watters said. "I have recently added some great new products to my line and I can't wait to see what people think."

"I am also excited to be able to meet more locals and tell them about our new studio space on Cabot Street."

Alyssa's original artwork falls into a number of categories, with topics including birds, coastal scenes, and everyday items from dining tables or a child's toy chest.

She also features a number of paintings in a recent series that she calls "A Painting A Day."

"As I continue to grow my wholesale business, I made the decision to take a break from hosting my annual bird show in March," Watters said. "Instead, I spent part of January and February doing a painting a day and posting them for sale online."

There are 36 of these paintings, many of which are still available at her website, and include some of her popular bird paintings. But they also offer images of sports

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equipment, and marine still lifes with starfish and shells.

Watters has also prepared a number of new paintings, including plenty of pastoral scenes and North Shore beaches in her signature rich colors, just for the opening of Beverly Arts Fest.

She will be given a prominent space at the event, which will be held from 5 to 7:30 p.m. on June 19 at the Manninen Center for the Arts, Endicott College, 376 Hale St. in Beverly.

In a recent blog post, Watters reflected on the graduating class of 2015 at her alma mater, and the town she now calls home.

"I am so happy that Andy and I stuck around Beverly to remain a part of the family that is Montserrat," she wrote.

Beverly has in turn benefited from seeing the art that graces her studio windows at 110 Cabot St., and the inspiring example Watters provides as an artist and entrepreneur.

2015

100+ FINE ARTISANS AND CRAFTERS

Art on the Spot

Entertainment

KIDS' ACTIVITIES

FOOD COURT

Info

BEVERLY PUBLIC LIBRARY
 WINTER STREET
 MONTERRAT COLLEGE OF ART
 ESSEX STREET
 OCEAN VIEW AT ELLIS SQUARE
 SAINT MARY STAR OF THE SEA CHURCH
 YMCA
 ARCHER INSURANCE
 BRISCOE ST. PARKING
 HALE STREET
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 ABBOTT STREET
 FIRST BAPTIST CHURCH
 CABBOT STREET
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 PEOPLE'S UNITED BANK
 MONTERRAT COLLEGE of ART
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 THE CABOT THEATRE
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Participating Artists
A House of Suds
Alisa Zalosh
Allison Glick Ceramics
Ancient Echos Arts

Ancient Fire Henna
Andrew Skutnik
AnnaJanessa PhotoArt
Art by Alyssa (featured artist,
Arts Fest)

Art of Nature
Artfelt Creations
Benjamin Stebbings
Beverly Guild of Artists
Beverly High School Launch

Program
Beverly High School students
Bill Laforme Nature
Photography
Bumble Belly Designs
Can't Resist Pillows
Cave Studio Arts
Cedar Street Studio
Celtic Corners
Ceramics by Sibel
Chelsea Fire Hot Sauce
Chikako Designs
Cottage on the Coast
Cozy Cotone
Custom Wood Works
Danvers Art Association
Dasken Designs
Deborah MacFail Designs
Designed by Lainie
Designs in Wool and Wood
Dizzy D Designs
E. Michael Miller Fine Art
Photography
EBDesign
Elizabeth Black
Emmett's Edibles
Erin Moran Designs
Fab Fandangles
Ferruzzi Design
Filosofi Boston
Goodness Remedies
Green Phoenix Threads
Guilday Glass
Half-n-the-Bag
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Handmade For
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Hearth and Harrow
Heavenly Cranes Jewelry

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Jing's Gems
Journey Gems
Just Herbals
Karol Peralta
Kaya's Kloset
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Linda Mahoney
Lisa Made It
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Mason Illustrations
Mei Mei of Lexington
Montserrat College of Art
students
Neil Handler
O The Bliss
On the Horizon
Patrick Zephyr Nature
Photography
Paul Nguyen Photography
Periodically Inspired
Photography by Jeannine
Pelkey
Popek Illustration
Positive Energy
Positive Wire Wrap
Random Acts of Jewelry
RocklenDesigns
Sarah Nenno Art
Sawdust Sisters
Scorpio Jewelry
SeaSalt Design
SeaSchell Design

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at Endicott College
Participating Artists
Thom Adorney
Stephanie Alvarado Ross
Natalie Bacheller
Jane Bates
Molly Blumberg
Johanna Bohoy
David J. Bookbinder
Paula Borsetti
Peter Brefini
Paul Bussone
Clara Carpentier
Kim Codner-Nelson
Express Yourself Inc. and North
Shore Recovery High School
John Farrant

Anthony Gangi
Emily Getchell
Ken Goldstrom
Neil Handler
Victoria Hautala
Carla Felisa Hollett Winthrop
Judith Klein
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Corey Kramer
Ed Krukonis
Robert Larcom
Martin C. Lian
Martha Lincoln
Nino Lombardi
Phillip Lowe
Vivienne Lowe
Toni MacDonald-Fein
Brett Mason
Amy McKenna
Rebecca Merry-Berry
Michael Miller
Brian Murphy
Zachary Naylor
Leighton M. O'Connor Jr.
Chaya O'Grady
Susan Plutsky
Hardy Prince
Ron Pruett
Heather Johnson Reid
Norman "Dugie" Russell
Mary Scannell
Jacquie Spector
Ben Stebbings
Jennifer Toler
Paul Trefrey
Suzanne Ulrich
Lilia Volodina
Alyssa Watters (Arts Fest
featured artist)
Joe Woitkowski
Robert Young

SCHEDULE

FRIDAY, JUNE 19
Opening reception: 5-7:30 p.m., Carol Grillo Gallery, Walter J. Manninen Center for the Arts, Endicott College, 376 Hale St., Beverly. Free and open to the public. Details at www.endicott.edu/centerforthearts

SATURDAY, JUNE 20
Entertainment on Cabot Street
10 a.m.-4 p.m. Music at the Beverly Main Streets info tent (Pond Street intersection)
11-11:30 a.m. Free film at The Cabot (286 Cabot St.): "Working Artists: The Montserrat Mural on the Cabot"

11 a.m.-1 p.m. Live Painting by Brett Mason (across from St. Mary's Church)
2-4 p.m. Live Painting by Carla Forte Orr (across from St. Mary's Church)

Kid's Activities (New location - Pond Street and in the outdoor food court area)

Cabot and Pond streets intersection:
10 a.m.-4 p.m. TD Bank tent - games and giveaways

10 a.m.-4 p.m. Coldwell Banker Residential Brokerage tent - giveaways and more

10 a.m.-4 p.m. Beverly Rotary Club tent - Free T-shirt coloring activity

10 a.m.-4 p.m. Wicked Art Bar tent - free, fast and fun paintings. Recommended for kids ages 8+ and adults.

In the food court area - parking lot behind Browns Bicycles on Pond Street:

10 a.m.-4 p.m. Screen printed "Arts Fest 2015" tote bags by Montserrat College of Art - Suggested donation is \$1 per bag.

10 a.m.-4 p.m. Sidewalk Chalk
11 a.m.-1 p.m. "Balloons by Brian" free balloon animals

1-1:30 p.m. and 2-2:30 p.m. Magic Show by Stephanie Beach

3-3:30 p.m. Brady Kenny O'Brien Academy of Irish Dance

10 a.m.-4 p.m. Free arts & crafts and games provided by:

- Artful Life Counseling Center and Studio
- Friends of the Beverly Public Library

- Greater Beverly YMCA
- Saint Mary School-Beverly

- St. John the Evangelist School
- Waring School

- Zen Center

Outdoor Food Court
Featuring Beverly restaurants, located at the parking lot behind Browns Bicycles on Pond Street

- A&B Burgers - Delicious burgers

- Anmol India - Indian food

- Fusion Andina - Bolivian and Peruvian cuisine

- Joe's on a Roll - Lobster rolls, hot dogs and more

- Atomic Cafe (on Cabot Street)

- Maria's Pizza (on Cabot Street)

- Winfrey's Fudge (cart on Cabot Street)

- Restaurants in the area will also be open
Downtown retailers participating in Arts Fest

- Central Cycle
- Graphic Jam

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- Plum Consignment

- Roost + Company

- The Golden Hanger

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June 20, 2015



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