

## New Art Initiative For Franklin County

The Indiana Artisan Development Project (IADP), has launched a new program which will support and promote Hoosier artisans and handmade products. All Franklin County area artists are encouraged to participate. The project is a joint venture between the Indiana Office of Community and Rural Affairs (OCRA), the Indiana Office of Tourism Development, the Indiana State Department of Agriculture, the Indiana Arts Commission and local visitor's bureau.

*The goals of the Indiana Artisan Development Project include: raising awareness about the availability of hand-crafted and value-added food products made in Indiana; providing artisans, particularly those in rural areas, with access to entrepreneurial support; providing grant funding for artisan business development education and networking; promoting artisan trail development and retail opportunities; and developing branding for Indiana-made goods. Program initiatives are aimed at attracting in- and out-of-state visitors to individual artisan sites and arts-concentrated areas in Indiana.*

**Artisans are being sought now** for participation in the program's adjudication process. Participants include any artisan who, or business that:

- produces a product or creates art that can be purchased and taken by, or shipped to, the buyer;
- creates works/products that contribute to the reputation of the artisan's business and to the brand development of quality Indiana-made/produced arts and food;
- desires their art, craft or product to be part of a set of locally produced goods branded as made in Indiana and carried in retail outlets, as well as sold via the Internet;
- would benefit from entrepreneurial support in the form of education, workshops, and on-site assessment; and/or
- Will participate in locally developed artisan trails promoted to in- and out-of-state travelers interested in place-based arts experiences.

If you are an artist and interested in participating in the Indiana Art Trial, please pick up and fill out a form to register for our database. We would like to add you to our growing list of Franklin County area artists. [www.franklincountyin.com](http://www.franklincountyin.com). For additional information, call the Franklin County Visitors Center at 765-647-6522