

# Economy affects sales

By Josh Bollinger  
FOR THE COLLEGIAN

Arts Fest is now out in full force, and some participating artists say they're worried about the consistency of their sales.

Greg Turco, a photographer from Georgia, has had a booth at the Central Pennsylvania Festival of the Arts for the past four years. He said he first began to notice a decline in sales about three years ago.

"People would buy more regularly before things began to fall apart," he said.

Turco said art is usually the first thing to go when people tighten their budgets — the current economy is especially hard on artists.

"We tend to be the low man on the totem pole as far as what people need," he said.

Virginia Fergus, a painter who also works out of Georgia, said it's becoming increasingly difficult to maintain her business.

"It's not that people aren't interested — it's that they're much more cautious to buy," she said.

Fergus said the sales decline creates larger problems.

"It costs a huge amount of money to do what we do," she said. "Show expenses, booth fees and gas prices have skyrocketed, and that together has made it extra hard. I'm just worried the cost will catch up to me."

But not all artists are feeling the pain of a slow economy. Sue Lances, a New Jersey-based women's clothing designer with 30 years of experience, said things are getting better.

"Every single show I've done has been up in comparison to last year," Lances said. "[Buyers] went through their fear period and now they see things are leveling off a bit."

Lances stressed the importance of buying American-made products from private vendors as a means of getting the economy to move in the right direction.

"Customers are going to help us get the country back," she said. "By shopping with us and by stimulating our economy, we will not allow this industry to evaporate."

Larry Brockman, a leather

purse maker from Arkansas, agreed with Lances.

"If it's not made in the U.S.A., try not to buy it," he said.

In the past two years, Brockman has seen a decline in sales up to 50 percent, but he's still not too concerned about his long-term financial success and job security.

"It's just slowed down," he said. "No reason to worry about it."

Shopper Cindy Powlus, who came to Arts Fest from Bloomsburg, Pa., on a family outing, said she'd be willing to purchase something if it really strikes her fancy.

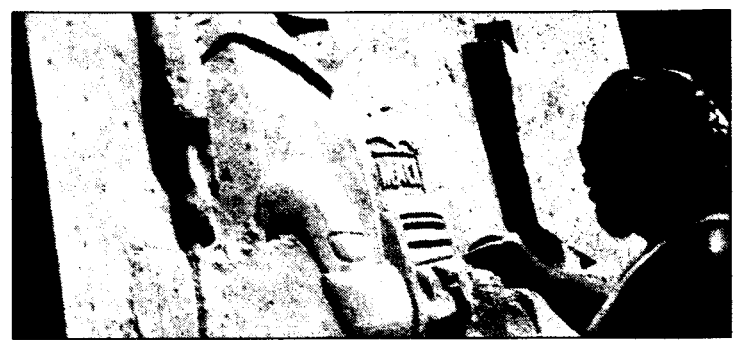
"I've been doing a lot of economizing on a lot of things," she said.

"Some things here are a little out of my pocket range."

Powlus said she would be willing to spend up to \$50 on a single purchase.

But at the end of the day, Powlus predicted that most Arts Fest sales would take place away from vendor booths.

"I think water and ice cream will be the hot seller of the day," she said.



Brad Goll showcases his sand sculpture in Sidney Friedman Park.

# Sand sculptor to share art in park

By Eddie Lau  
COLLEGIAN STAFF WRITER

A Mack truck, an Amish buggy and the PA Turnpike sign — all of these are elements of Brad Goll's famous Arts Fest sand sculpture, made of a 25-ton pile of sand.

The sand sculptor is based in Sidney Friedman Park near South Fraser Street.

Goll, who has been sculpting sand at Arts Fest for 15 years, said he is a full-time sand-sculptor, sand sculpting professionally at fairs, festivals and shopping centers.

Sometimes he has to handle projects overseas, he said.

Goll said he hopes everyone enjoys the art he shares with State College residents and visitors to the Central Pennsylvania Festival of the Arts.

The theme for this year's festival sand sculpture is "Pennsylvania Transportation." Festival executive director Rick Bryant said Goll is invited because of his talent and experience, Bryant said.

Goll has won numerous awards in sculpture contests, he added.

The key to constructing a good sand sculpture is to pack the sand firmly and build a solid base, Goll said.

Then, carefully carve and outline the sculpture with different sizes of decoration knives based on the master plan, he said.

Goll said he started the project on Wednesday.

After working one and a half days, he made some landscapes, pine trees, a bridge, the shape of a Mack truck and Pennsylvania's iconic keystone symbol.

Goll said he plans to add a Harley-Davidson motorcycle and an Amish buggy to his sculpture and have it finished by Saturday afternoon.

Though the sand sculpture is not yet completed, many local residents and Arts Fest visitors stopped by to take a look.

Some stopped by to take pictures, some read the descriptions next to it and some stopped to chat with Goll.

"It's really unique," said Donna Lorah, the mother of a Penn State student and an Arts Fest visitor.

"I always admire when I go to the shoreline where they do it on the beach."

Lorah, who is attending Arts Fest for the first time, said she can see the sculptor stays patient, adding that she understands the whole thing can't be easy — especially in the hot weather.

State College resident Andee Kiraly agreed, saying seeing Goll working was a completely new experience for her.

"It's really cool — I have never seen anyone doing that before," she said.

Kiraly said she and her friend are looking forward to seeing the finished work.

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# Band to rock Old Main lawn

By Paul Osolnick  
COLLEGIAN STAFF WRITER

Six days after its Central PA 4thFest performance, Velveeta will rock Arts Fest Saturday night.

Velveeta, an 80's cover band, has played at the Central Pennsylvania Festival of the Arts several times, said Brent Martin, the band's booking agent.

"It's one of the highlights of the year for us," Martin said. "It's just an incredible atmosphere with lots of people on the lawn, and hopefully we'll have some nice weather."

The band will perform at 10 p.m. on Saturday at Festival Shell Stage located on the Old Main lawn. The performance is scheduled to last about one hour, Martin said.

"We're going to play a more condensed show," Martin said. "We're going to play more of the hits."

Martin said the band should be able to play about 15 to 18 songs during the concert, many of them being popular 80's songs with a few classic rock songs tossed in.

Velveeta's performance will provide a different genre of music



Courtesy of 80scheese.com

Velveeta, known as an '80s cover band, will play Saturday night.

than the other bands playing on Saturday night. Other performers include The Sweetback Sisters, a country music band, and The Rustlanders, a rock, country and R&B band.

The Sweetback Sisters will perform at 9:30 p.m. at the Sidney Friedman Park Stage, while The Rustlanders will perform at 10 p.m. at the Allen Street Stage.

Velveeta plays frequently at local bars throughout the year, but Saturday's performance will provide the band with a few of the perks offered by comparatively larger venues.

Martin said Arts Fest will give the band a larger stage than they are used to — that will mean the band has more room to move around during the show.

While the band usually performs for smaller, college-aged crowds, Martin said the band's previous Arts Fest performances have attracted thousands of people of all ages.

Weather, too, often plays a factor in the crowd turnout, Martin said, as nice weather provides the opportunity for a "packed" crowd.

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# EVENT SCHEDULE

## Friday:

- Downtown State College Improvement District Italian Street Painting Festival**  
10 a.m. to 8 p.m., Heister St.
- Images 2010 Exhibition**  
10 a.m. to 6 p.m., Robeson Gallery
- Pure Cane Sugar**  
12 p.m., Allen Street - Americana
- Eli Byrne and Marvin Horne**  
2 p.m., Allen Street - jazz
- Triple Take**  
2:30 p.m., Shell - classical
- Kevin Neidig Band**  
4 p.m., Allen Street - old-time
- Blue Sky Mission Club**  
4:30 p.m., Shell - folk/roots
- Tri-Fi**  
5:30 p.m., Park - jazz
- Ted McCloskey & The Hi-Fi's** -  
6 p.m., Allen Street - indie rock
- Christopher Dean Band**  
6:30 p.m., Shell - soul/R&B
- Essence of Joy Alumni Singers**  
7 p.m., State College Presbyterian Church - gospel
- Cartoon** -  
7:30 p.m. in the Schwab Auditorium - folk
- Vinegar Creek Constituency**  
7:30 p.m., Park - bluegrass
- Billy Bauer Band**  
8 p.m., Allen Street - acoustic rock
- Simple Gifts**  
9 p.m., State College Presbyterian Church - ethnic folk
- Slimfit**  
9 p.m., Shell - country rock
- Straight Drive**  
9:30 p.m., Park - bluegrass
- The Ultra Kings**  
10 p.m., Allen Street - rock & roll/rockabilly
- Family Brew**  
11 p.m., Shell - sing-a-long

- Penn State Karate Club**  
12:30 p.m. on Old Main lawn
- Zerpoint Big Band**  
1:30 p.m. on the Shell Festival Stage - jazz
- Ruby & the Hunningbirds**  
2 p.m. Allen St. - vintage jazz
- Musicians from Music at Penn's Woods**  
3 p.m. St. Andrew's Episcopal Church - classical
- Chris Ruggiero**  
3 p.m. Park
- Perkasie**  
3:30 p.m. on the Shell Festival Stage - ragtime folk
- Steppin; Razor**  
4 p.m. Allen St. - rock/reggae
- Christine Havrilla Trio**  
5:30 p.m. Park - indie
- Friar's Point**  
5:30 p.m. on the Shell Festival Stage - blues
- Deirdre Flint**  
6 p.m. Allen St. - folk/satirical
- Homecoming Rikshaw Brass Band - Sponsored by Mortgage Source**  
4:30 p.m. Festival Route - scramble band
- Chris Bell & 100% Blues - Sponsored by Penn State Alumni Association**  
7:30 p.m. on the Shell Festival Stage - blues
- Mark DeRose Band**  
7:30 p.m. Park - acoustic rock
- Ferla-Marclinzyn Guitlar Duo - Sponsored by The Village at Penn State**  
7:30 p.m. State College Presbyterian Church - classical guitar
- Eric & the Adams**  
8 p.m. Allen St. - Indie
- David Leonhardt Jazz Group with The Shelley Oliver Tap Dancers**  
8:00 p.m. in the Schwab Auditorium - jazz/tap
- The Sweetback Sisters**  
9:30 p.m. Park - cowgirl
- The Rustlanders**  
10 p.m. Allen St. - rock/blues/Americana
- Velveeta**  
10 p.m. on the Shell Festival Stage - '80s cheese
- Astrofest**  
8:30 p.m. to 11:30 p.m. Wednesday to Saturday, Davey Laboratory

**1** Allen Street Stage  
**2** Fairmount Avenue School  
**3** Festival Shell  
**4** Sidney Friedman Park  
**5** Mintz Family Alumni Center  
**6** NUB-Robeson Center  
**7** Italian Street Painting  
**8** Military Lion Inn  
**9** Old Main  
**10** Palmer Museum of Art  
**11** Patton Library  
**12** St. Andrew's Episcopal Church  
**13** Schwab Centre Region Library  
**14** Schwab Auditorium  
**15** Senior Citizens' Center  
**16** Silent Auction Booth  
**17** State College Municipal Building  
**18** State College Presbyterian Church  
**19** Willard Building

Legend:  
 Young Artists (Wed. Only)  
 Sidewalk Sale  
 Information  
 Food  
 Bus Stop  
 Sales Booth  
 Restrooms  
 Handicap Facilities  
 First Aid  
 Parking

**ARTS FESTIVAL MAY 2010**