

# Philadelphia Gay News

Honesty Integrity Professionalism

## LGBT artists featured at annual arts event

by Larry Nichols

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The nonprofit group InLiquid is hosting its 11th annual "Art for the Cash Poor" from June 12-13. The exhibition and sale is an opportunity for art lovers to discover new local talent and acquire art directly from the artists themselves at very reasonable prices under \$199.

"The whole idea for the event is for people to meet the person who was making something and to have an interaction with them and to have a friendly experience in purchasing art," said InLiquid executive director, Rachel Zimmerman. "The idea for us was that we wanted to create a fun event which was unpretentious, [and] that would allow people to learn, enjoy and find out what's happening. So much about buying art is the experience of buying the art. If you have a good interaction with the person that is selling it or find out something about the piece, it makes it a little more special. A lot of people who are unfamiliar about buying art are skeptical and nervous about doing it, and are afraid to make that type of decision. And this makes it easier."

Zimmerman added that "Art For the Cash Poor" has continued to grow in size and the amount of artists featured in the 11 years since it began.

"It has changed phenomenally," she said.

The first two events were held at Beau Monde, with 25 artists included both years. The next year it moved to the block on which Zimmerman lived with about 40 or 50 artists, and then for the following two years was held in Fishtown with about 70 artists.

The event was traditionally a one-day outdoor Saturday affair until it moved to the Crane Building five years ago.

"When we moved to the Crane Building, we decided we wanted an inside space because some people had photography or certain types of glass that aren't really good to be outside," Zimmerman said. "So what we did was, once we went to the Crane building, we had 50 artists inside the Icebox and we had 20 outside. And then we moved it from a one-day event to a two-day event."

This year's sale feature works from over 120 artists as well as performances by local music groups. Some of the LGBT artists participating in the event include Anna Thompson, Sherman Oberson and Cathey White.

Zimmerman said InLiquid put considerable effort into making sure "Art for the Cash Poor" represents as wide a range of local and regional artists as possible.

"Being a small nonprofit, our marketing budget isn't huge," she said. "For LGBT artists, we send out to the call for artists to every arts organization in Philadelphia. We try to connect with as many different diverse arts groups as we can. The whole idea is if you have 120 artists that are all marketing the same event, you're marketing to multiple groups of people and you're collectively working together to promote the event. We try to partner as much as we can with different organizations to get the word out."

"Art for the Cash Poor" runs from 1-6 p.m. June 12-13 at the Crane Arts Building, 1400 N. American St. For more information, visit [www.inliquid.com](http://www.inliquid.com).

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## 2010 Philadelphia Live Arts Festival Philly Fringe September 3-18

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### Live Arts & Fringe Festival Blog

#### Art for the Cash Poor? Hey, That's Us!

Posted At : June 11, 2010 4:59 PM | Posted By : Live Arts Festival & Philly Fringe  
Related Categories: Visual Arts, Philly Arts & Culture

So, we're going to have a table at this weekend's eleventh annual Art for the Cash Poor event! Come say hi at [Crane Arts](#) and find out more about this year's Live Arts Festival and Philly Fringe.

From what well does this sea of affordable work (all under \$200) from about 120 artists spring, you ask? Eleven years ago, it was the first-ever public event from [InLiquid](#).

"25 artists had 10 pieces each, all under \$50," says Rachel Zimmerman, InLiquid's executive director. "It was free for artists, free for attendees. It was a great way of making a statement."

A NYU/Tisch-trained photographer, Rachel started InLiquid to help promote Philadelphia's visual artists.



"There's this idea that people don't really buy art in Philadelphia," Rachel says. "We need to change that. A lot of people see New York as a place to go in general when they shop. [Philadelphia's] most high-end boutiques are in King of Prussia, not downtown.

"There are major collectors in the city. A big part is educating people that it's OK to buy locally. It's OK that it's not in New York."

As an arts community, Rachel says, "we talk about visitorship and ticket sales, but we never talk about art sales. How do you reimagine it and get more buy-in? There's not a lot of arts press in Philadelphia. When something gets acknowledged [elsewhere] people take it more seriously."

Art for the Cash Poor has emerged as a social event as well, with visual artists, art buyers, musicians (six bands are performing this year), neighborhood residents, and arts fans from throughout the region catching up over the weekend. Rachel says that the social aspect also lowers perceived barriers to buying art.

"It's not so hard to buy art. It's not that scary." And with prices under \$200, Rachel says, "It's not a frightening amount of money."

Part of the motivation for Art for the Cash Poor was Rachel's own experience with the challenge of selling work.

"I was so tired of throwing away photos. I do a lot of palladium and platinum prints. Instead of these things sitting in a box, maybe somebody would want them."

But this isn't an inventory of cast-offs. The likes of fiber artist [Amy Orr](#), Space 1026 member [Justin Myer Staller](#), and glass artist [Marina Borker](#) will peddle original works. Rachel wants you to come (and we want you to hang out with us), and also take your involvement in the arts to a new level.

"We want people to buy artwork, put it in their homes, and give it a good place to live."

--Nicholas Gilewicz

Encaustic photo by [Leah MacDonald](#), who will be selling at Art for the Cash Poor.

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