

Art enthusiasts spend, enjoy color on gray day

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Irondequoit resident Carlene Taft arrived at the Memorial Art Gallery with the mission of finding new art for her kitchen.

Dan and Sue Cory were scouting jewelry and prints to decorate their Irondequoit home.

And Debbie Ryan from West-

If you go

The Clothesline Festival continues today from 10 a.m. to 5 p.m. at the Memorial Art Gallery, 500 University Ave. General admission is \$5. Children younger than 10 are free if accompanied by an adult. For details, call (585) 276-8900.

400 artists.

But the weather was not the only concern.

The economy was heavy on the minds of organizers, attendees and artists.

field, N.J., tried on a hand-knit hat in shades of purple with a flower accent.

On opening day of the 52nd annual Clothesline Festival, thousands of art enthusiasts braved overcast skies and drizzling rain to browse the works of some



WILL YURMAN staff photographer

Ka'iulani Visiko of Pittsford brings a touch of Hawaii, dancing the hula at the Clothesline Show at Memorial Art Gallery.

In an effort to attract more people in a challenging economic climate, Memorial Art Gallery lowered its admission price this year to \$5 — \$2 less than last year.

"With the economy the way it is, a lot of people would like the savings," said Patti Giordano, marketing manager at the gallery. Memorial Art Gallery has also been

promoting Clothesline as a staycation destination, as price-conscious consumers stay closer to home for entertainment, Giordano said.

Clothesline Festival is the largest fundraiser for the gallery, bringing in more than \$200,000

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Clothesline

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annually for the two-day show and accounting for almost 6 percent of its annual operating budget.

Last year, the gallery fell \$29,000 short of its fundraising goal of \$238,000 for the festival mainly because of bad weather on the last day of the show.

On Saturday, shoppers were watching their budgets, and some vendors were anxious about sales.

"We decided to accommodate the economy by going small," said Brighton photographer Dolores Seagren, explaining that all of the work she and photography partner Nancy Richards are exhibiting this year is in smaller sizes costing \$25 to \$50.

That strategy has paid off as business remained stable, she said.

Paul Martin, 69, a watercolor painter from Walworth, Wayne County, saw his sales fall by almost 50 percent at two other art shows this year.

He is hopeful people will be attracted to his paintings of Adirondack scenes that sell for \$100 to \$500.

"Of all the art shows, if peo-