

May we suggest

Arts Trail is latest innovation to guide visitors to the unique gifts the County has to offer.

As a destination the County offers much to see and do — but the sheer size of the place can pose a challenge to visitors trying to discover its attractions. For this reason innovative approaches such as the Taste Trail, and now the County Quest and the all new Arts Trail, are guiding visitors through the byways and to every corner of this large island. By doing this they are attracting and rewarding those visitors who might have only known the County for its beaches.

The latest of these self-guided tours is the Arts Trail, launched last month. The Arts Trail winds through 200 kilometres of County beauty, drawing visitors to 22 participating galleries and artists.

The Arts Trail is the first of its kind in Ontario. It comprises road signs, a brochure/map and a website. It links studios of painters, sculptors, potters, blacksmiths, glassblowers, jewelry makers, stained and fused glass artists, and a photographer who still prints by hand with a handful of multi-artist galleries.

For Joanna McFarland the Arts Trail is already a success. The Wellington artist shows her work infrequently and so relies mostly on collaborative rack cards and other artists to refer potential buyers, something she does regularly as well. But since the Arts Trail was launched, visitors have begun to seek out her work.

“Normally the five of us on the rack card refer customers to each other in the village,” explained McFarland. “But this is the first time people have come to Prince Edward County just to see my work. So far, since we did our soft launch a few weeks ago, I have already had six people through with the Arts Trail book in their hand.”

McFarland is among seven Wellington artists on the Arts Trail. She thinks this is because the village’s artists and galleries have had to work together to be successful.

It is meant to attract potential buyers to the County and to your door.

“We are all pretty excited about the fact that seven stops on the Arts Trail are right here in Wellington — eight when you consider Vanessa Pandos’ Shattered Glass gallery a few miles north of Wellington. Marketing is very expensive it’s a great thing to share this expense among us.”

And for McFarland it’s working. She says one couple from Cobourg came across the Arts Trail brochure at a



PHOTO: KATHLEEN SABYAN

A combined force: Members of the Arts Trail in Wellington are (front row L-R) Margaret McFetridge, Carol Gander, Dean Monroe and Joanna McFarland; (back row L-R) Mark Armstrong, Maggie Murdoch, David Drown and Michael Deyell.

Chamber of Commerce office in their town. As they glanced through the booklet they were attracted to McFarland’s unique landscape paintings. Over the next few days the couple returned to the Arts Trail website (artstrail.org) featuring images of each of the artists’ works, including McFarland’s.

A few days later the couple showed up on McFarland’s door to see her work. Later they took a piece back to Cobourg. “This didn’t happen before the Arts Trail,” said McFarland.



PHOTO: KATHLEEN SABYAN

Arts milestones: For the 33rd year ceramics artist Pearl Rose White-Pile (right) exhibited her work at Art on the Fence. The event celebrated its 35th anniversary on Sunday at the Ameliasburgh Museum and Pioneer Village and those who attend-

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