



Greg Lawler's  
**Art Fair SourceBook**<sup>T</sup>  
Serving the Art Fair Industry for 30+ years

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December 31, 2024

**Since 1993**, I have had the privilege of authoring the **Art Fair SourceBook (AFSB)**, the most comprehensive guide to juried fine art and craft shows on the planet. Created out of necessity by a weary, itinerant artist—myself—who was tired of wasting time, money, and energy on unprofitable art fairs, the AFSB has since become a trusted resource for more than **20,000 artists**.

Over the past 30 years, this guide has helped exhibiting artists and event organizers navigate the art fair world with confidence and success.

**Sometimes, however, life gives us signs that it's time for a good thing to come to an end.** For me, the signs have been clear:

- The **2020–2021 pandemic** profoundly disrupted the art fair landscape.
- Keeping the AFSB operational beyond 2025 would **require major and costly software revisions**.
- The **unexpected loss of Barbara Jean Yankee**, my longtime Research Assistant and Customer Support Guru, left a void that cannot be readily filled.

After careful reflection, **I've decided to sunset the Art Fair SourceBook at the end of 2025**. While bittersweet, it feels like the right time to close this chapter.

## What This Means for You

During this final year, I remain committed to supporting the AFSB community with the following adjustments:

- **Focus on the Best Events:** The AFSB website will feature a curated list of the best-performing events, with updates including 2026 data throughout 2025.
- **Subscription Adjustments:** All subscriptions, new or renewed after 12/31/24, will expire on December 31, 2025, with pricing prorated accordingly.
- **Event Weekly Newsletter:** The **AFSB Event Weekly** will continue to be published throughout 2025.
- **Final Top Ten Release:** The last **AFSB Top Ten Event Lists** will be released in early **January 2026**.

## A Personal Note

As I close this chapter, I'm filled with gratitude and reflection:

- I'm **grateful to the more than 20,000 artists** who supported the AFSB with their subscriptions over the past 32 years.
- I'm **proud to have helped** artists map out successful art fair strategies and schedules.
- I cherish the **countless artist friends** I've made over the years, the 500 art fairs I schlepped through, **the exercise I got** doing so, and **the 2 million miles I've flown to bring the SourceBook to you these past 32 years**.
- I'm thankful to have supported a family of five and put three kids through college, thanks to the AFSB's success.
- I'm a bit **sad to leave the art fair world** behind after more than 35 years as both an exhibiting artist and editor/publisher of the SourceBook.
- I'm **excited about spending more time** with my grandkids, exploring the world, and discovering what the future holds.

To our loyal subscribers, artists, and event organizers: thank you for your trust, support, and inspiration over the years. Your belief in the AFSB and its mission has been the cornerstone of its success.

Warm regards,

**Greg Lawler**

Creator, Editor, & Publisher

Art Fair SourceBook