

Press Release – For Immediate Release
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Art on the Prom Celebrates 20 Years with Exciting Opportunities for Artists and Visitors Alike

Art on the Prom is delighted to announce that registrations are now open for artists and craftspeople across East Anglia, as the event celebrates its landmark 20th active year on Sunday, 6th September 2026.

This much-loved and now iconic event will once again transform Felixstowe's Promenade into a vibrant open-air gallery, welcoming over 100 talented artists and makers to showcase and sell their work. What began as a volunteer-led community initiative has grown into a professionally curated, high-quality art and craft fair, firmly established as a highlight of the region's cultural calendar.

Each year, Art on the Prom attracts between 9,000 and 11,000 visitors, generating over £60,000 in sales for participating artists in a single day. With traders travelling from across East Anglia, from Lowestoft to London, the event continues to champion regional creativity while bringing significant economic and cultural value to the town.

Investing in a Stronger Future

As with many events, rising production costs have presented challenges. Despite continued support from East Suffolk Council and Felixstowe Town Council, as well as efforts to secure additional funding, organisers have made the necessary decision to increase participation fees this year.

"We explored every possible avenue, from grant applications to reconnecting with past sponsors," says co-director Iona Hodgson. "This decision was not taken lightly, but it ensures we can continue delivering a high-quality, sustainable event for artists and visitors alike."

Since relaunching the event in 2022 following a three-year hiatus, co-directors Iona Hodgson and Nichola Adams have brought over 50 years of combined experience to elevate Art on the Prom into a professionally managed event. Their commitment to excellence has led to investment in skilled teams across design, marketing, production, and essential services such as health and safety, security, and first aid.

The result? A thriving, dynamic event that is widely regarded as a "must-attend" for both artists and art lovers. A busy, engaging, and successful event from start to finish.

What's New for 2026

This year, organisers are investing further in marketing to grow visitor numbers even more, creating greater opportunities for artists to sell their work. While participation costs now start at £105 for a half pitch, the cost of taking part remains highly competitive compared to similar high-footfall art fair style events.

To support accessibility, more half pitches will be available on a first-come, first-served basis, and the team is actively encouraging applications from artists beyond the immediate region to broaden the event's reach and diversity.

Get Involved

Artists & Craftspeople

Applications are now open for artists and makers selling original art and handmade work. Apply via: <https://www.artontheprom.uk/>

Young Artists

Emerging artists aged 18–25 living in Felixstowe (IP11 postcode) can apply for one of a limited number of free hal-pitches. Submit images of your work along with a short statement explaining why you'd like to take part.

Sponsors

With an audience of up to 10,000 visitors, Art on the Prom offers a unique platform to showcase your business or brand to a highly engaged, art-loving community. Sponsorship opportunities are still available, please get in touch to find out more.

Contact

All enquiries: felixstoweartontheprom@gmail.com

Save the Date

Art lovers and visitors are invited to save the date for this vibrant celebration of creativity on **Sunday, 6th September, 10am–5pm.**

Enjoy free entry and explore an extraordinary range of work from painters, potters, photographers, jewellers, textile artists, woodworkers, and more. The Promenade, from the Pier to the Spa Gardens will come alive with colour, craftsmanship, and creativity.

Alongside the art, visitors can enjoy charity showcases and a variety of food stalls, making it a perfect free day out for families and friends. Whether you're looking for a unique gift, a statement piece for your home, or simply a day of inspiration by the sea, there is something for everyone.

Celebrating 20 Years of Boosting the Creative Economy

Since its beginnings in 2002, Art on the Prom has grown into a cherished annual tradition bringing together artists, residents, and visitors in a joyful celebration of creativity and community.

With its 20th year set to be the biggest yet, Art on the Prom promises another unforgettable day supporting local talent and showcasing the very best of East Anglia's creative talent.

Join us and be part of something truly special.