



The Jury is Back!

BRACEBRIDGE, ONT – Art in the Heart is back for another great season with over 20 new and emerging artists appearing on the roster. The Town of Bracebridge, along with its partners Muskoka Arts and Crafts and Muskoka Small Business Centre are thrilled to present a range of new and returning artists for the 2010 season. The accepted artists can be found on the streets and alleyways of downtown Bracebridge on weekends between July 3rd and August 1st.

Cheryl Kelley, Director of Economic Development for the Town said, “Once again, the jury was extremely pleased with the calibre of artwork submitted. We have submissions from many different mediums from painters to photographers, wood workers to beaders and potters.” Kelley went on to say, “It’s not surprising to us that Muskoka has such a multitude of exciting new artists just waiting for an opportunity like Art in the Heart.”

The 2010 Art in the Heart Artists will include:

- Paintings by Leah Amosow, Pat Hillcoat (returning), Dayna Barley-Cohrs, Janice Feist, Tammy Gravina (returning), Mary Ann Gonneau and Brynn Higgins-Stirrup;
- Sketching by Marike MacDonald;
- Jewellery by Kathleen Atkinson-Hindle, Shelby Crook, Kimberley Campbell, Gladys Pentland and Peter Ricker;
- Basketry by Jane Braden;
- Beading by Henrike Clement (returning);
- Photography by Karen Longwell (returning) and Susan Morrison,
- Pottery by Joyce Butler and Carmen Somerville,
- Wood carvings by Mark Robinson, and,
- Metal work by Steve Smith.

According to Deena Brock, the Managing Consultant for the Muskoka Small Business Centre, “We have already held three days of workshops designed to help the artists hone their exhibit and sales skills to ready them to sell to the public. The workshops were really well received and encouraged our artists to move forward.”

About Art in the Heart: In 2008, Art in the Heart was launched as a two-weekend pilot with 15 artists and in 2009, 21 artists displayed their works over six weekends. The program offers new artists business training as well as the opportunity to showcase and sell their work in the alleyways and public spaces along Manitoba Street in Bracebridge. In addition to offering an opportunity for new artists, another the goal of the partners, Town of Bracebridge, Muskoka Small Business Centre and Muskoka Arts and Crafts, is to create a new static attraction for Bracebridge. Visitors are encouraged to come downtown to check out the changing artist line-up every weekend. More information on the program is available at www.artintheheartbracebridge.com.



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Elene Freer, Curator/Coordinator for Muskoka Arts and Crafts indicated that Art in the Heart organizers are continuing to accept applications for the program. Freer said, "This is our third year of program and we've come to realize that this sector of the arts community needs a lot of support and guidance when applying for their first show. If there are artists out there still thinking about the program, new applications will be accepted until June 30."

This year, the outdoor art market will encompass 5 weekends beginning July 3rd until August 1st. Art in the Heart 'happens' in the alleys and public spaces along Manitoba Street and the public is encouraged to come out and meet the artists and view their artwork.

More information on the program is available at www.artintheheartbracebridge.com.

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