



Art in the Heart Returns this Weekend

BRACEBRIDGE, ONT – July 3rd is the kickoff for Art in the Heart’s third annual outdoor art market, which will continue every weekend until August 1st. Each Saturday and Sunday, new and emerging artists will display their artwork in booths set up in alleyways and public spaces in Downtown Bracebridge.

“The artists have already spent one day this week setting up their booths in a practice run and there was a lot of excitement about it. We’ve learned that it is both exhilarating and a little frightening for a new artist to bring their work, which is very personal to them, and display it for the public to see,” said Cheryl Kelley, the Town’s Director of Economic Development. Added Kelley, “We believe this year’s participants will get a lot of positive feedback, because from what we’ve seen, the quality of work is excellent.”

For five weekends the public will have an opportunity to discover works from over 20 artists, with the first weekend featuring jewellery by Kathleen Atkinson-Hindle and Peet Ricker, metal art by Steve Smith, sketching by Marike MacDonald and paintings by Leah Amosow, Mary Ann Gonneau and returning artist, Tammy Gravina. Each uses a different approach to their work and creativity, be it realistic or something more obscure. The artists are inspired by found objects, the pull of yin and yang, by nature or, a smiling face; the creations are as unique as the artists themselves.

The Town of Bracebridge has contracted Janice Feist as the 2010 Art in the Heart Coordinator. Janice will be on-site during each of the weekends in addition to providing the upfront administration of the program. Kelley added, “This year will be unique because not only is Janice the Coordinator, but she is also a participating artist during one of the weekends. She is providing genuine experiential support to our group of artists”.

Everyone is encouraged to join the excitement of Art in the Heart - take a trip downtown each weekend to meet the changing roster of artists in Bracebridge, The Heart of Muskoka. More information on the program is available at www.artintheheartbracebridge.com

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For further information contact:
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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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