



Discover Emerging Artists in
Downtown Bracebridge

**MEDIA RELEASE
FOR IMMEDIATE RELEASE**
March 7, 2011

Calling all Jewellers, Woodworkers, Painters and Weavers!

BRACEBRIDGE, ONT The Town of Bracebridge, along with partners Muskoka Arts and Crafts and Muskoka Small Business Centre are pleased to announce that the “Call For Entry” into the 2011 Art in the Heart Program is now available. Participating artists are provided access to a myriad of information through specific workshops followed by the opportunity to display and sell their works in the alleyways and public spaces along Manitoba Street on Saturdays and Sundays from July 9 until August 7. The call for entry is available at the Program’s website www.artintheheartbracebridge.com or, through any of the partners.

This initiative, launched in 2008, is designed to assist up and coming artists by providing them with an opportunity to showcase their work while providing them with the basic skills necessary to be successful in business. The program also creates a new attraction and another exciting reason to visit the downtown core of Bracebridge.

“It is not just an art exhibition!” exclaimed Shelby Crook, a Bracebridge jeweler who made her Art in the Heart debut during the 2010 season. “Art in the Heart sets up emerging artists for success by conducting relevant seminars in preparation for the show, and hands on support throughout program days. I can’t say enough great things about Art in the Heart and look forward to returning this summer.”

Open Houses are planned during the week of March 20th in Bracebridge, Gravenhurst and Huntsville to enable those thinking they might be interested to ask questions and receive information about the program. Cheryl Kelley, the Town’s Director of Economic Development said, “Attracting new and emerging artists is a surprising challenge of the program. Despite the number of talented artists we have living in Muskoka, many are intimidated or uncertain about presenting their work publicly.” Kelley went on to add that, “Through the Open Houses and face-to-face contact we can take the time necessary to explain how the program works and answer the questions of artists and if need be even help with completing the application”.

One of the most unique components to the Art in the Heart program continues to be the business support that the artists receive through the Muskoka Small Business Centre. Dave Connell, Managing Consultant for the Muskoka Small Business Centre said, “We are able to provide these new and emerging artists with coaching and guidance in submitting their applications. Once approved, artists will be exposed to a customized workshop to ‘ready’ them for presenting themselves and their art to the public. The response to these training sessions has been incredibly positive.”

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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. In 2009, 21 artists displayed their works over six weekends with the programming growing in 2010 to include 23 artists. Participants in the program receive 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 where 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 is an exceptional and innovative program that nurtures and encourages new and emerging artists to take the next step in their development." Freer went on to add, "These artists represent the future of our artistic community in Muskoka and Art in the Heart provides them with the essential skills to realize their potential."

Deadline for applications is April 15, 2011. More information on the program can be found at www.artintheheartbracebridge.com. Open Houses take place on: March 21 at Your Independent Grocer in Huntsville; March 23 at Your Independent Grocer in Gravenhurst; and March 24, and, Your Independent Grocer in Bracebridge. All sessions run from 6:30 p.m. to 7:30 pm.

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For further information contact:

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2010 participating artist - Shelby Crook

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