

## **And the Heat Goes On!**

**Bracebridge, ON** - This past weekend, artists armed with shade umbrellas, hats, sunscreen and water to keep cool, took to the streets again to show off their artistic creations. Art in the Heart, a juried outdoor art market, modeled loosely after the Rue du Tresor in old Quebec City, is a collection of new and emerging Muskoka artists that display and sell their work in Downtown Bracebridge. The program, now in its fourth year, is a partnership between the Town of Bracebridge, Muskoka Arts and Crafts and Muskoka Small Business Centre.

"The pattern of visitors this weekend was different than the steady stream of foot-traffic experienced in the past two weekends", said Janice Feist, Program Coordinator. "We saw many people late in the day on Saturday and again on early Sunday morning as our visitors made their way to Town before or after the heat of the day". The weekend was extremely successful with numerous sales made by many of the artists, a connection with a gallery by one artist, and an opportunity to teach being explored by another artist.

MP Tony Clement, MPP Norm Miller and Mayor Graydon Smith were among the first visitors to the outdoor art market venue to meet the artists, and talk about the Art in the Heart program. "These dignitaries took the time to talk to our artists about their work", said Cheryl Kelley, the Town's Director of Economic Development. "Our goal was to ensure that our lead politicians were aware that Art in the Heart is about much more than just setting up exhibits along the street. They were genuinely surprised to learn about the business training that goes along with the program", she added.

Henrike Clement, an artist that has perfected the traditional native craft had created a quill box made of birch bark and authentic porcupine quills with a bright Muskoka chair motif. This piece was presented to MPP Tony Clement as a strategy to market her art as genuine pieces of Canadiana making them excellent gifts for corporate/government gift-giving.



MP Tony Clement with artist  
Henrike Clement

For many artists, Art in the Heart is their first experience talking about their work to people other than family or friends. "I am very pleased to talk about my jewellery-making process," responds Chantale DuBois, "and the reason I choose to work with copper. It is a warm metal so that when you put it on, in only a few moments it absorbs body heat and doesn't feel like you are wearing jewellery at all." Chantale creatively wraps wire around and through semi-precious stones and other treasures to create necklaces, pendants, bracelets, bangles, rings, pins and earrings. Her work has an earthy quality to it and also works with gold and sterling silver. The bracelet which adorns her wrist looks beautiful. "It makes me feel like a Gypsy," she states, with a glint in her eye.

**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](http://www.artintheheartbracebridge.com)



Discover Emerging Artists in  
*Downtown Bracebridge*

**MEDIA RELEASE  
FOR IMMEDIATE RELEASE  
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A little further along Manitoba Street, Shelby Crook, goldsmith, offers a showcase of dazzling pieces including intricately pieced rings, necklaces and bracelets, earrings of hammered silver or gold. She adds precious and semi-precious stones to her work and obviously loves doing it. "What I like most about the outdoor art market", reflects Crook, "is that visitors can take their time, walk leisurely and visit all the artists while they tour downtown. There is no pressure of the city here in cottage country. Sometimes I have to remind people that they don't have to rush, they can breathe and enjoy the Muskoka experience."



Shelby Crook, Bracebridge goldsmith

On the long weekend, July 30<sup>th</sup> and 31<sup>st</sup>, take a break and visit downtown Bracebridge. Returning artists Jessica Dursley, Sonya Grabowski, Joseph Brunner, Michael Zablony, Shanandoah Kidd, and Chantale DuBois, will showcase their photography, jewellery, painting, print making and textile art for you to enjoy, purchase or wish for.

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For further information please contact:

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