



Discover Emerging Artists in
Downtown Bracebridge

**MEDIA RELEASE
FOR IMMEDIATE RELEASE**
August 3, 2011

Last Chance to Visit Art in the Heart for 2011

Bracebridge, ON - Glorious weather brought a multitude of visitors to downtown Bracebridge during the long weekend to meet and greet new & emerging artists at their booths along Chancery Lane and on Manitoba Street. The last showing of Art in the Heart's five weekend event for 2011 takes place August 6 and 7th. Once again, the program has assisted 19 artists in displaying and selling their work in Downtown Bracebridge. The program includes an extensive training and coaching along with the sales opportunity. Over 70 Muskoka artists have participated in the program since inception in 2008.

Mike Zabloutny showed off his edgy graffiti-inspired work, which captures his youthful exuberance. His work is diverse, bold and thoughtful, a reflection of himself. Mike's laid-back personality welcomed both the young and mature audiences easily as he talked about each piece, "I used to spend a lot of time doodling on paper at school because I was bored", he says with a big grin, "and I like graffiti, so that's what I do. I really like the idea of decay and rust; that's what graffiti feels like. It has both a sense of decay and vivid colour, a transition of sorts." Mike considers graffiti as being a product of aggression or destruction. "I think my first work might have included some aggression, but it's moved forward from that. I like the use of words." said Zabloutny. His style of lettering is on a variety of surfaces, old parking signs, pieces of wood, a skateboard, canvas. He added, "I learned that my grandfather was a sign-painter – it makes me feel good that we're connected in that way."



Mike Zabloutny in his booth on Manitoba St.



Jessica Dursley's colourful aprons & bags
Visitors to Chancery Lane were welcomed by Jessica Dursley's colourful aprons and bags as they bounced on the clothesline at her booth. Right away you just want to see what they look like up close. "I use a heavy canvas or cotton with a lot of starch, a very hot iron, sewing machine and lots of Imagination to create them", says Jessica while pointing to a scene with a very red fox and pink squirrel, "each one is different. I love using different patterns and colours." Jessica has been sewing since she was 10 years old. She began making clothes for her younger sister without any pattern by draping material and pinning before sewing. Since then, she has designed and created an eclectic collection of candy wrapper dresses which include Skittles and Double Bubble. They are bold and colourful and you can see Jessica's influence in the choice of fabric for clutches and bags. "I love bright colours. They are happy and fun-looking, not at all drab!" exclaimed Dursley.

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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While enjoying a cold scoop of ice cream, a group of shoppers revelled at Chantale DuBois' jewellery display, watching each other try on bracelets and necklaces. "I'm so happy this event is happening in Bracebridge because I have my family here from England, and they love to see what the local area has to show off!" stated one shopper.

The final weekend for Art in the Heart happens on August 6th & 7th, Saturday 9 – 5 and Sunday 10 – 3. It will be your last chance for this summer to discover new & emerging artists in the heart of downtown Bracebridge. Visitors to the street can expect to see some mixed media artwork, wood marquetry, lithography, painting and photography, jewelry, upcycled art and wearable art. Check out Chancery Lane and Manitoba Street – an event not to be missed!

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For further information please contact:

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