



Discover Emerging Artists in
Downtown Bracebridge

MEDIA RELEASE
FOR IMMEDIATE RELEASE
April 3, 2009

WANTED: New and Emerging Artists!

BRACEBRIDGE, ONT – Are you a new artist who is wondering how to sell your art? The Town of Bracebridge, along with partners Muskoka Arts and Crafts and Muskoka Small Business Centre, has the answer! Art in the Heart is a pilot program designed especially to assist new and emerging artists acquire valuable business skills while at the same time offer them a venue for gaining public exposure for their art. It is open to both visual and performing artists who reside permanently or seasonally in Muskoka.

“In the spirit of doing whatever we can to support new and emerging artists, we have decided to offer a second Call for Entry for visual artists interested in Art in the Heart”, said Cheryl Kelley, the Town’s Director of Economic Development. “We’ve been approached by a number of artists who have indicated that they need more time to prepare their application. This is a learning process for us as well as the artists who are applying. Due to the length of the program and the fact that it is new and emerging artists that we are dealing with, a staggered Call for Entry just makes good sense. It is obvious that these up and coming artists have different needs from those of more established artists.”

“In many cases, I have spoken with a number of talented individuals who think that no one will be interested in their art,” said Deena Brock of the Muskoka Small Business Centre. “Once I explain the Art in the Heart program, the artists are more confident about applying and are excited about the opportunity to ease into the business of art.”

Elene Freer, Curator/Coordinator of Muskoka Arts and Crafts concurs and recognizes that budding artists need extra support in order to launch their careers. “Art in the Heart is the perfect program to give these emerging artists an opportunity to learn more about the business, and to gain experience in selling their art to the buying public,” remarked Freer.

The success of last year’s Art in the Heart has resulted in many new artists applying for this outdoor event that is held on the streets and alleyways of downtown Bracebridge. “Once again, all the partners for Art in the Heart were pleased with the calibre of applications received and reviewed during the first round of jurying,” said Freer.

Discovering the emerging artist means that the organizers for Art in the Heart have to employ a variety of ways to promote the Call for Entry and to assist people fill out their first entry application. To further support the second call, two Open House/Information Sessions have been planned. These informative sessions will provide practical advice about participating in Art in the Heart. The South Muskoka session will be held on April 21st at the Chapel Gallery located at 15 King Street in Bracebridge. In North Muskoka, the Open House will take place on April 23rd in the Community Room at Your Independent Grocer. Both sessions will occur from 5:30 pm –7:30 pm and anyone interested in learning more about the program or who need assistance with the application process are encouraged to attend.

This is the second season of Art in Heart. In addition to assisting new visual and performing artists by providing them with an opportunity to showcase their work, the program also creates a new attraction in the core of Bracebridge. The call for entry is available through any of the partners or their websites. The deadline for applications from performing artists is April 27, 2009 while May 15, 2009 is the deadline for the second call for visual artists. A direct link to the program website is found at www.theheartofmuskoka.com, and follow the link on the Art in the Heart logo.

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About Bracebridge – The Town Bracebridge is Muskoka’s fastest growing urban municipality with a current population of over 15,600 that increases to over 30,000 during the summer months. Bracebridge, “the Heart of Muskoka”, offers citizens unique quality of life through its location in the centre of Muskoka, a world-renowned pristine natural environment. The community has a diversified economic base with numerous educational, social, recreational and cultural resources. The Town is positioned on the 45th parallel, halfway between the Equator and the North Pole, and is recognized as Santa’s summer home.



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