



FLORIDAcraftsmen
a statewide association for fine craft art

Florida Craftsmen, Inc.
501 Central Avenue
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FOR IMMEDIATE RELEASE

Director

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CraftArt 2010

“CraftArt 2010 ... the Culture Coast at its Best!”

**Florida Craftsmen's *CraftArt 2010* Returns to Central Avenue & Fifth Street,
Downtown St. Petersburg, November 20 & 21**

(May 18, 2010, St. Petersburg, FL); Florida Craftsmen's *CraftArt 2010* returns to the great outdoors on Saturday, November 20 & Sunday, November 21, just outside the doors of Florida Craftsmen Gallery, at the crossroads of Central Avenue and Fifth Street North in beautiful Downtown St. Petersburg. St. Petersburg has been voted the #1 Arts Destination for mid-size cities in American Style Magazine.

“CraftArt 2010 ... the Culture Coast at its Best!” is an invitation to out-of-town and local visitors to make November 20 and 21, a fun-filled Florida weekend. Visitors will be delighted by the work of some of the nation's best fine craft artists, artist demonstrations, dining and can round out their “staycation” with the best cultural venues on the west coast of Florida. Florida Craftsmen is proud to announce that this year's juror is John Cram, the owner and founder of the Blue Spiral 1, New Morning Gallery, Bellagio and Bellagio Everyday. Cram has often been credited with initiating Asheville's renaissance in the 1980's.

For the third year, *CraftArt*, a juried fine craft art show and exhibition, will be held at the cross-roads directly in front of Florida Craftsmen Gallery, located at 501 Central Avenue. One of the most eagerly anticipated arts events each year by collectors and patrons, as well as by locals and visitors who plan a long weekend around the show, *CraftArt* features some of the nation's best established and emerging fine craft artists with handmade works in clay, fiber, glass, metal, paper, mixed media, original woodcuts and lithographs.

CraftArt is only the beginning. Florida Craftsmen has secured *CraftArt* special rates at world class hotels, discounts to local museums, restaurants and parallel events. "This year, it is all about enjoying the fullness of Florida experiences," says Diane Shelly, Florida Craftsmen's executive director.

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Come for the Craft... *stay for the Fun*
Florida Craftsmen's CraftArt 2010

If you are a fine craft artist interested in participating in *CraftArt 2010*, go to www.zapplication.org to apply. Participating out-of-town artists may take advantage of reduced rates at nearby lodging, specially negotiated by Florida Craftsmen for the weekend of *CraftArt 2010*.

To learn more about "*CraftArt 2010 ... the Culture Coast at its Best!*" *CraftArt 2010*, visit www.floridacraftsmen.net, or contact Janie Lorenz at janie.lorenz@floridacraftsmen.net,

Florida Craftsmen, Inc. is Florida's only statewide non-profit organization representing thousands of established and emerging fine craft artists. For fifty-seven years, Florida Craftsmen has advanced and celebrated Florida's fine crafts, in St. Petersburg and throughout the state, through exhibitions, workshops, and educational programs, making it Florida's most important destination and primary authority for fine craft art. Our mission is to empower the Florida fine craft artist, enrich the community, and engage the next generation. Visit Florida Craftsmen at 501 Central Avenue in Downtown St. Petersburg or at www.floridacraftsmen.net

