



FLORIDAcraftsmen
a statewide association for fine craft art

Florida Craftsmen, Inc.
501 Central Avenue
St. Petersburg, Florida 33701

FOR IMMEDIATE RELEASE

Director

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CraftArt 2011

**Florida Craftsmen's *CraftArt 2011* Returns to Central Avenue & Fifth Street,
Downtown St. Petersburg, November 19 & 20**

(March 29, 2011, St. Petersburg, FL); Florida Craftsmen's *CraftArt 2011* returns to the great outdoors on Saturday, November 19 & Sunday, November 20, just outside the doors of Florida Craftsmen Gallery, at the crossroads of Central Avenue and Fifth Street North in beautiful Downtown St. Petersburg.

"CraftArt 2011" is an invitation to out-of-town and local visitors to make November 19 and 20, a fun-filled Florida weekend. Visitors will be delighted by the work of 130 of the nation's best contemporary craft artists, artist demonstrations, dining, craft beers 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 Beth Ann Gerstein, the Executive Director of The Society of Arts and Crafts in Boston, Massachusetts.

For the fourth year, *CraftArt*, a juried fine craft art show and exhibition, will be held at the crossroads 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, jewelry, metal, paper, mixed media and original woodcuts. The weekend will include artist demonstrations, make and take activities and craft beer tastings.

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 richness of

the downtown St. Petersburg experience. We're excited to bring the country's finest contemporary craft artists to the "best" coast for this not to be missed event" says Diane Shelly, Florida Craftsmen's executive director.

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If you are a fine craft artist interested in participating in *CraftArt 2011*, 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 2011*.

To learn more about "*CraftArt 2011*", 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 established and emerging fine craft artists. For fifty-eight 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 fine craft artists of Florida, enrich the community, and engage the next generation. Visit Florida Craftsmen at 501 Central Avenue in Downtown St. Petersburg or at www.floridacraftsmen.net

