



For Immediate Release

**Indio Chamber of Commerce
24th Annual Southwest Arts Festival® 2010**

Contacts: Ellen Paris
760-413-0471
Eparis312@yahoo.com

Indio Chamber of Commerce Announces Final Artists' Acceptance for 24th Annual Southwest Arts Festival® 2010.

(Indio, CA – January 12, 2010) The Indio Chamber of Commerce recently released the final artists' acceptance list for the upcoming 24th annual Southwest Arts Festival®. This year's Festival held on January 29, 30 and 31 will showcase 255 artists exhibiting and selling their work at the one of the country's top rated venues, The Empire Polo Club in Indio.

This is one of the area's largest art shows. The 2010 Festival is more diverse than ever. All types of fine works of art and quality crafts are featured from traditional to contemporary and abstract. This includes; sculpture, paintings, photography, custom metalwork, crafts, custom jewelry, pottery, ceramics, fine art, silk art, watercolor, glass blowing and wood working.

The Festival is well respected and noted within the art world with artists traveling from New Mexico, Arizona, Colorado, Utah, Oregon, Florida, Indiana, Nevada, Washington, Idaho, Minnesota, Wisconsin, Oklahoma, South Dakota and California. Artist, David Aaker who has exhibited at the Festival for eight years is debuting two new custom handmade southwestern pieces at this year's Festival. "Our participation has created valued return customers year after year. The broad based event promotion and sterling organization from staff and volunteers makes it a truly rewarding Festival. "

Laurent Martres whose "Chapel at Dusk" photograph taken while visiting Arequipa, Peru is the winning 2010 Festival poster is very much looking forward to the Festival. Laurent has been exhibiting there for seven years. "The Southwest Arts Festival is a very important festival for me. It is the first big festival of the season in the Coachella Valley. Although there are smaller shows in the fall, none are as large and have the level of quality represented. The Festival draws patrons and collectors not only from the affluent Valley communities but also from a large swath of Southern California. The Empire Polo Club is an outstanding venue and the show's simple layout makes it very easy to visit without missing any artists. Access for people with disabilities has got to be one of the best in the country. It is very well organized and it ranks as a favorite among the artist community for the great treatment they receive." Laurent's poster with its contemporary style boldly reflects this year's diverse Festival.

This is a destination art festival with a variety of food specialties and entertainment all in an atmosphere of fun and culture held at the unique Empire Polo Grounds. Last year's attendance topped 16,500 with purchases totaling over \$1 million in fine art, crafts and jewelry. More than 350 volunteers assist with ticket and poster sales, traffic control, hospitality, artist sales, event set-up and breakdown.

This year's Festival features a new Kids Kreations event run by the S.C.R.A.P. Gallery, (The Art Museum for the Environment) for children to work on small art projects they can take home. There is no additional charge for this. This is a family festival offering a cultural experience for children of all ages.

www.southwestartsfestival.com:

760-347-0676