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**FOR IMMEDIATE RELEASE**

**25<sup>th</sup> Annual 2011 Southwest Arts Festival Poster Unveiling Friday, October 1, 2010**

(Indio, CA – September 28, 2010) The Indio Chamber of Commerce announces the unveiling of the 25<sup>th</sup> Annual 2011 Southwest Arts Festival<sup>®</sup> Poster at the Chamber offices on October 1 @ 10:30 am. Poster Artist, Richard Curtner of Cathedral City will be on hand Friday signing 250 posters and available throughout the Festival to personally sign posters. “The Indio Chamber of Commerce is thrilled to offer this striking poster as it will make a remarkable addition to any office, living space or personal collection. The posters have a long history with collectors dating back to 1987,” explains Joyce Donaldson, Indio Chamber of Commerce CEO. The posters will be on sale at the Chamber office for \$35. All previous years signed posters are also available for \$10.

Curtner is skilled in numerous mediums of art. His preferred body of work is in Textual Collage (word collage) presentations. He has been practicing this self developed new medium for over ten years. The collages are a pictorial of written text focused on a subject matter creating realistic visual images.

This green art allows people to enjoy his works on two levels; the stunning visual images that provoke thought combined with the many literary poetic messages within. “As an award winner of the 2010 Southwest Arts Festival<sup>®</sup>, I was invited to submit art for the 25th anniversary poster competition. Every artist covets being the poster artist. My art for this year’s poster tells both a visual story as well as a very literal one. The use of text throughout the piece allows me to add another dimension to the art. The words within the art give context to the scene you are viewing. The piece for the Festival is a very stunning image, romantic, colorful and about making life extraordinary. This is a piece very complimentary of the Festival because this Festival is very colorful, visually stunning, and far from the ordinary.”

Curtner is a unique artist whose museum quality works display his talent. As a self taught artist yearning for skills of mastership, his path of study led him to the tutelage of Stephen Baumann, the internationally renowned American painter recognized for his landscape and western paintings. Curtner continued his studies in the Dominican Republic, with famed artist Guillo Perez, known internationally for his landscape art. Curtner’s work has been featured in museum exhibitions, galleries, and festivals as well as publication in national and international magazines, books, and other media.

The 2011 Southwest Arts Festival® is taking place January 28, 29 and 30, 2011. Celebrating its 25th Anniversary, the Southwest Arts Festival® will once again be held at the world-renowned Empire Polo Club in Indio, California.

Last year over 255 acclaimed artists showed traditional, contemporary and abstract fine works of art and quality crafts. The Festival is a major internationally recognized cultural event. The Festival's reputation for first-class quality and professional integrity make it one of the finest throughout the country. As the Indio Chamber's largest annual fundraiser, the chamber is exceptionally fortunate to have over 300 community leaders and volunteers contributing numerous hours to make certain that the Festival is successful.

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