



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

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Indio Chamber of Commerce Announces Award Winning Festival Poster On Sale For Upcoming 24th Annual Southwest Arts Festival® 2010.

Indio, CA – The Indio Chamber of Commerce just released the award winning 2010 Southwest Arts Festival® Poster. They are now on sale at the Chamber offices. “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 are currently available at the Chamber office for \$35.00. All previous years signed posters are available \$10. Poster artist, Laurent Martres will be signing 750 posters on January 15th at a special event at the Chamber office. Signed posters may be purchased during the Festival at the Empire Polo Club. Post Festival they will once again be sold at the Chamber office.

Laurent Martres was born in Paris and attended school in Germany, Spain and the U.K. His development as an artist over the past two decades, has evolved into a distinctive technique combining his unique combination of professional and artistic talent. Laurent is the author of four highly-praised books: *Land of the Canyons* and three volumes of the *Photographing the Southwest* series. Over forty five thousand photography enthusiasts from around the world enjoy his books and are inspired by his images.

Laurent’s style evident in the poster is more akin to Maxwell Parish’s glazing than to photography with its combination of bold colors, unique textures and striking sense of depth. Its contemporary style boldly reflects this year’s diverse Festival featuring over 250 acclaimed artists showing traditional, contemporary and abstract fine works of art, and quality crafts. These include; painting, drawing, photography, jewelry, sculpture, printmaking, textiles, and craft.

The 24th Annual Southwest Arts Festival® will be held Friday, Saturday and Sunday, January 29, 30, 31, 2010 at the Empire Polo Club in Indio, CA.

www.indiochamber.org-760-347-0676

