



For Immediate Release

Indio Chamber of Commerce  
24<sup>th</sup> Annual Southwest Arts Festival® 2010

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**24<sup>th</sup> Annual Southwest Arts Festival Winning Poster Artist to Sign 750 “Collector” Posters at Indio Chamber of Commerce Friday, January 15, 2010**

**(Indio, CA – January 13, 2010)** International artist, Laurent Martres is personally signing 750 of his winning 24<sup>th</sup> annual Southwest Arts Festival posters on Friday, January, 15 from 11:00 to 2:00 at the Indio Chamber of Commerce office. Posters will be available beginning at noon. Laurent’s signature makes these posters true collector pieces. The posters will be available at the Chamber office for \$35.00. 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.

“The festival poster is based on my “Chapel at Dusk” photograph. I took this picture in April of last year while visiting Arequipa, Peru. I scouted the place in mid-afternoon and decided to return at dusk when the incandescent street lights were lit and the sky was getting dark. This combination, together with a tripod-based long exposure, yielded the beautiful warm tonalities that make the photo stand out, Laurent explains.

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

[www.indiochamber.org](http://www.indiochamber.org)-760-347-0676

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