

Celebration of Fine Art



Scottsdale, AZ ~ USA

For Immediate Release

**Contact: Susan Morrow Potje
Jerry Richardson
Phone: 480-443-7695
E-mail: info@celebrateart.com
www.celebrateart.com**

CELEBRATION OF FINE ART FACT SHEET

What is the Celebration of Fine Art?

The Celebration of Fine Art is a fusion of the best of art galleries, art studios and art shows. A juried, invitational show, it features 100 of the finest artists from the United States, Canada and United Kingdom who work in an intimate studio setting, showing and selling their art to visiting art lovers.

When does it happen?

This year, the 20th year, the Celebration of Fine Art opens January 16th - through March 28, 2010, seven days a week. Hours are 10 a.m. to 6 p.m. The show runs for 10 weeks.

Where can I find it?

Celebration of Fine Art happens under the big white tents at Scottsdale Road and Loop 101 in north Scottsdale, Arizona. From the 101, Take Exit 34 and head south 1 block to Mayo Blvd.

How big is the exhibit space?

40,000 square feet of exhibit space is under roof in the big white tents. In addition, a landscaped sculpture garden, nearly an acre in size, showcases sculpture created specifically for use outdoors, in a garden, patio, pool area or corporate or public environment. The show is protected from the weather, so rain or shine you can enjoy the artists and their artwork.

How many people attend?

Average annual attendance is 50,000.

What is the entrance fee?

Visitors pay \$8.00, Seniors and Military \$7.00 and for children under 12 there is no charge. This fee purchases a season pass that allows unlimited reentry. Parking is free.

- more -



What kind of art is represented?

The Celebration of Fine Art is a juried, invitational show. It is juried for quality and for variety to ensure that it exhibits a full spectrum of fine art and fine craft in various media and styles. The show and sale showcases oil paintings, watercolor, pastels, sculpture, assemblages, glass, ceramics, furniture, stone, jewelry and more. Works range from realistic to impressionistic, western realism to contemporary, portraits to still life. Only work created directly under the supervision of the artist is accepted. Manufactured goods of any kind are not allowed.

How much art is sold?

Average annual sales are between \$4,000,000 and \$5,000,000. A recent survey indicates that the Celebration of Fine Art generated \$41,000,000 in economic impact for the city due to off-site spending by out-of-town visitors. Sales have consistently increased each year.

What do visitors say about the Celebration of Fine Art?

98% of all visitors rate the show and sale as a 9.8 on a scale of 1 to 10.

96% of all visitors say they will recommend it to a friend.

87% of out-of-town visitors say they will return next year.

60% of all visitors have attended the show and sale for two or more years.

What do others say about the Celebration of Fine Art?

The Celebration of Fine Art has been called “*One of the West’s Premier Art Events*” by *Art & Antiques* magazine.

“I’ve been coming to this show for the past six or seven years, and it always has the best mix of artists with a wide array of mediums and visions.” a resident of Phoenix, Arizona

“Love this Show! We always get into trouble, as we have this year!” a visitor from Danville, California

“I bring friends all the time. This is just the best event. There is truly something for every taste.” a visitor from Scottsdale, Arizona and Chicago, Illinois

“Best variety of art and of the highest caliber I’ve seen in one place!” a visitor from Florida

###

Celebration of Fine Art * Scottsdale, AZ

480.443.7695 info@celebrateart.com

www.celebrateart.com

