



## **FOR IMMEDIATE RELEASE**

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## **Downtown Boulder's 32<sup>nd</sup> annual ArtFair celebrates the arts July 17 & 18 on the legendary Pearl Street Mall**

### **Annual festival attracts 120 artisans and includes the additions of a culinary demonstration by Hosea Rosenberg, kids' activities & Fringe Festival performances**

**Boulder, Colorado (July 8, 2010)** – Celebrating its 32<sup>nd</sup> anniversary, this year's Downtown Boulder's ArtFair will be held **July 17** (10 a.m. – 8 p.m.) & **July 18** (10 a.m.- 5 p.m.) on historic Pearl Street between 10<sup>th</sup> and 16<sup>th</sup> streets. Throughout its three decades, ArtFair (produced by Downtown Boulder, Incorporated) has attracted local, national and international artisans. This year's juried event will host 120 artists whose works span mediums from watercolor, acrylics, photography and jewelry to large sculptures and works of fiber. In addition to returning artists including Sue Daniels (photography) & Will Day (painting), the event will feature some first time attendees including Boulder's own Shawn Agresto (drawing) & Betsy Lehdorff (jewelry). For a complete schedule of artists visit:

<http://www.boulderartfair.com>.

"ArtFair is one of our most popular events," said Sean Maher, executive director of Downtown Boulder. "Not only does it draw huge crowds down to Pearl Street to enjoy the artists and their offerings, it also brings attention to our beautiful district and all of the fantastic shops, restaurants and galleries that call downtown home. While exploring ArtFair, we invite people to stroll into the businesses, not only along the bricks but also throughout our East and West End, as well as adjacent streets."

New to ArtFair will be a special culinary demonstration (summer soup) by Bravo TV's Top Chef Season 5 winner, Hosea Rosenberg on Saturday, July 17 from 11:30 a.m. – 1p.m. Rosenberg's StrEat Chefs' airstream trailer will be serving fast, delicious food, made with top-quality, local ingredients throughout ArtFair weekend. Also new this year is a kids' activity tent hosted by Boulder's own Clementine Studio. On Saturday (July 17) between 10 a.m. – 3 p.m. kids can participate in a recycled materials sculpture project and on Sunday (July 18) between 10 a.m. – 3 p.m. kids can explore a variety of ways to make portraits including collage & deconstruction. For a complete schedule of events, visit

<http://www.boulderartfair.com>.

Also throughout the weekend, ArtFair attendees will enjoy a sneak peek at this year's Boulder International Fringe Festival. Fringe performers will entertain crowds with live poetry readings, music, painting and performance art. "This year, we wanted to enhance ArtFair by adding some new elements. Locals who have enjoyed the event year-after-year will be treated to some nice surprises with Hosea's culinary demonstration and the impromptu Fringe performances," said Anna Salim, ArtFair director. "The additional elements will give new attendees more of a flavor for all that Downtown Boulder has to offer."

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More than 90,000 people are expected to attend this year's event. While strolling artists booths, attendees are encouraged to stop by the Downtown Boulder Refreshment Booth on the 1100 block, the Visitor Information Center on the 1300 block or the KBCO booth on the 1600 block to pick up a 10 percent discount coupon valid ArtFair weekend at some of Downtown Boulder's best shops and restaurants. For more information, please call 303.449.3774 or visit <http://www.boulderartfair.com>. ArtFair is sponsored by Millstone, Toyota, City of Boulder Parking Services, KBCO FM, 9News, Camera & 5280 Magazine and produced by Downtown Boulder, Inc.

#### **About Downtown Boulder Incorporated**

Downtown Boulder, Incorporated (DBI) is a non-profit organization, founded in 1984, dedicated to continued preservation, promotion and enhancement of Downtown Boulder as the heart of the greater Boulder community. With a mission to maintain Downtown as the center of commerce, government, culture, and leisure, DBI's membership supports the overall vitality of Downtown through public advocacy, political involvement, and by producing year-round community events that enhance the Boulder experience for residents and visitors. ([www.boulderdowntown.com](http://www.boulderdowntown.com))

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