



MEDIA RELEASE

AUGUST 2, 2010

SUCCESSFUL ARTS PROGRAM OPENS AGAIN FOR 2010 *Yarra Valley Open Studios*

More than 70 artists in 56 studios across the **Yarra Valley** are opening their doors to the public on the weekend of **September 17-19, 2010** for the second annual **Open Studios**. Visitors are invited to visit local artists in their personal studios and immerse themselves in the creative environments that nurture some of the finest artistic talent in the country.

A combined exhibition of work from all artists involved will also take place at **Sticks Winery** in **Yarra Glen** over a two-week period from **September 5-19, 2010**, with styles and media throughout the event ranging from oils and pastels through to jewellery, glassblowing and much more.

"The Open Studio weekend is a brilliant opportunity for artists throughout the region to gain exposure not only throughout the artistic community, but the wider community also," said Marketing Co-ordinator Mike Emmett. "All those involved are wonderful artists in their own right and it's great to see an event like this where so many of these individual works are not only in the same place, but people can head out to the studios and get the full experience."

Jenny Reddin, a participating artist from Long Gully stated, "Being part of the open studios program here in the Yarra Valley is a phenomenal experience for the artists. Instead of our work being on display in a rarefied gallery or showroom, visitors actually come into our inner sanctums, the places where we do our creative work. We have a unique opportunity to not only display our work but to share that creative experience with people who are genuinely interested. It is a very affirming experience."

Organisers are particularly pleased to see the return of Open Studios in 2010 is bigger and better than ever. The 2009 event was a spectacular success with over 22,000 studio visits recorded across the Open Studio weekend despite the Black Saturday fires impacting heavily on local artists. Participants from the **Kinglake Visual Arts Alliance** and **Steel's Creek** are being hosted in two locations so they can participate despite the loss of many studios in their areas due to the 2009 fires.

With so many individual artists on show the main problem tends to be choosing what to go to and how to get there. To help with this organisers have again produced a comprehensive guide-book with maps and summaries of each of the artists. The group exhibition at Sticks Winery is also provided to give a firsthand taste of what to expect in order to make forward planning that little bit easier.

Guidebooks are available at Yarra Valley information centres, selected shops, cafes, and service stations from the end of July.

For more information please visit www.yvopenstudios.net.au

INFORMATION RELEASED BY:

Leanne Tyrrell
PR Consultant
Tyrrell Publicity & Promotions
PH: 03 9629 7000

FOR FURTHER COMMENT:

Mike Emmett
Marketing Co-ordinator
Yarra Valley Open Studios
PH: 0418 990 813