



## **Contact**

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**NEWS RELEASE—June 19, 2008**

**For immediate release**

**ArtFest MidWest “The Other Art Show”  
June 28-29, 2008**

**\*\*\*\*\*PDF of show poster being sent as an attachment to a separate email.**

## **Our 2008 Show Poster!**

ArtFest Midwest was initiated in 2003 as a response to several local artists' requests for a show that would include Iowa artists. The show is always held the same weekend as the downtown outdoor art show and will celebrate its sixth year this June. It is offered as an alternative, affordable art show—a complement to the downtown show.

### **Poster details!**

- The work of local Des Moines palette knife style painter and featured artist, Brandi Powell, is featured.
- PDF of show poster being sent as an attachment to a separate email.
- Poster design by Kim Jones, Kimbuck2 (Urbandale)

### **Show details!**

- Iowa's largest fine art show!
- Sixth annual juried show!

- June 28-29, 10-6 Saturday & 11-5 Sunday
- Iowa State Fairgrounds, Varied Industries Building
- Same weekend as Des Moines Arts Festival
- Affordable, alternative indoor show
- 225 artists—approximately half from Iowa, 90% from Midwest!
- Expanded outdoor “ARTIST DEMONSTRATION AREA”—including spectacular traditional glassblowing, metal sculpture, live caricatures, handbuilt pottery, paper folding, lampwork glass jewelry, silver jewelry design & construction
- Free admission, parking and shuttles to downtown show—park at the Fairgrounds for both shows!
- Enlarged indoor Iowa artist demonstration area
- Expanded “KidzDuArt” fun!
- Chosen as a “Show-Stopping Startup” in 2003 and described as “overall this show is a hit” by Sunshine Artist Magazine
- Estimated attendance 2003 (by Sunshine Artist Magazine): 30,000

## **About ArtFest Midwest THE OTHER ART SHOW**

ArtFest Midwest THE OTHER ART SHOW began in 2003, after several local Des Moines artists expressed concern about being excluded from the annual downtown art show in June. Stookey Companies is a Des Moines-based family-owned and operated business that has been in existence for 15 years. Stookey Companies also promotes a fine art show at Valley West Mall in West Des Moines, Iowa.