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**FOR IMMEDIATE RELEASE:**

**Call for Artist Submissions for the Juried Art Show *Landmarking Historic 89A*:  
Walkin' on Main Festival -- An Official Arizona Centennial Event.**

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**Photo Credit:** Ellen Jo Roberts. *Clarkdale Park*. Winding down after a concert by Major Lingo -- everyone dances to Major Lingo. Roberts is a local artist and photographer who documents life along Historic 89A.

Verde Valley, AZ – The City of Cottonwood announces a call to artists for its 4<sup>th</sup> Annual Juried Art Show entitled *Landmarking Historic State Route 89A*. The art show is a part of the November 12, 2011 Walkin' on Main Festival, an Official Arizona Centennial Event in Old Town Cottonwood. This street fair is a celebration of Historic 89A and will commemorate the state of Arizona's 100th anniversary.

Arizona inspires the promise of the American West and the Verde Valley sees it through. The area's heritage has been formed by cultures as diverse as the Yavapai, Apache and Sinagua - whose ancient ruins still stand – to the adventurous spirit of early prospectors and farmers. All embraced Arizona's rugged and rich environment to forge a unique life in the Southwest. That spirit remained as the area shifted from booming mining and mercantile towns to almost abandoned ghost towns. Today, those same towns stand revitalized on a foundation of rich history, natural beauty and high quality of life. Their distinctive historic buildings now house fine art, antiques, jewelry, books, music, food,

wine, and other unique merchants and services. Thanks to a small community's collaboration, the Verde Valley is once again an Arizona destination.

The art show's theme of *Landmarking Historic 89A* celebrates Arizona's Centennial by exploring traditional and contemporary artwork inspired by one of America's most scenic routes - Arizona's Historic State Route 89A.

"We are finding new ways to highlight artists who work and live in the Verde Valley. And we invite participation from visiting artists who appreciate the area for however long they're here," explains festival coordinator Hezekiah Allen. "This year we expanded art categories to include photography, added a monetary prize, and coordinated the possibility for selected artists to display their work longer."

The show seeks artwork and images about, on, near or related to Historic State Route 89A. The following media are eligible: oil, acrylic, water, pastel, mixed-media, photography and printmaking. Traditional and digital photographs are accepted. **Deadline for Artist Submissions is October 20th, 2011.** Selected artists will be sent notice on **October 27, 2011** and must deliver framed artwork by **November 8, 2011.**

The *Landmarking 89A* Juried Art Show will be held on **November 12, 2011** as part of the Walkin' on Main Street Festival in Old Town Cottonwood. The art show and festival run from 11am – 5pm in Old Town Cottonwood. Walkin on Main is one of the Verde Valley's largest annual events. Main Street in Old Town fills with art tents, live music, local specialty foods, historic tours, and festival goers. Verde Valley winemakers and vineyards host an outdoor wine tasting where visitors can sample award-winning selections from Arizona wine country. Local shops, restaurants, galleries and tasting rooms host their own special events throughout the day. The streets are closed to vehicles, allowing pedestrians ample space to flow between festival activities.



Photo Credit: Lars Romig. Evening Caffeination. Volkswagen Bug & Karmann Ghia in Old Town, part of the oft-seen local Ghost Wagons Club. Photographer Romig is a Verde Valley native, outdoorsman and digital darkroom dweller. When he is without a camera, he is fighting fires full-time. [www.perspectiveparadigm.com](http://www.perspectiveparadigm.com)

Special emphasis will be placed on the theme of *Landmarking Historic 89A*, which is intentionally broad. This year's jurists are: Patt Manheim, former professor and founder/director of Manheim Gallery; Michelle Craven, founder and co-owner of Tilt Gallery; Rachel Woodburn, Art Department Chair of Scottsdale Community College and intermedia artist; and Donna Chesler, owner of Gallery 527 and founding member of Jerome Art Walk.

Artist entry fee is \$30 for the review of five images. Additional images can be submitted for \$10.00 per image. The jury will select works to be included in the *Landmarking Historic 89A Juried Art Show* at the Walkin' on Main festival. They will also choose one work to receive a \$350 prize. In addition, at the option of the jury and selected artists, the one-day festival art show will be followed by a Fall 2011 Exhibition at sponsoring Old Town Cottonwood galleries. Both Manheim Gallery and Maison Fine Art and Antiques will offer exhibition space for chosen artwork from November 19<sup>th</sup> – December 30<sup>th</sup>.

For information about the juried art show and the Walkin' on Main Festival, visit: [www.cottonwoodaz.gov/parksrec/walkin](http://www.cottonwoodaz.gov/parksrec/walkin). Galleries and businesses may sponsor individual artists using the submission form. For other sponsorship opportunities, contact Hezekiah Allen at the City of Cottonwood: 928-301-2596.

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