



## NEWS RELEASE

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For Immediate Release:

Announcing “CreativiTea”: The first annual collaborative art exhibition during the 41<sup>st</sup> Annual KPFA Art & Crafts Fair, Dec. 10-11, 2011

Interpretative Art Competition incorporating Tea and/or Tea Bag(s)

Berkeley, CA – The love for beautiful art and the appreciation for a good cup of tea unite Bay Area dwellers and people the world over, and it is these two uplifting elements that have inspired KPFA Crafts Fair Director Jan Etre to present the first annual competitive juried art exhibit: **CreativiTea**, to be mounted at the 41<sup>st</sup> Annual KPFA Crafts Fair this December 10 and 11 at the Concourse Exhibition Center, 635 8<sup>th</sup> Street and Brannan, San Francisco, CA.

The exhibit will be comprised of works of art that incorporate tea and/or tea bags, and will therefore engender a common earthy element that inspires all kinds of interpretive results in celebration of the enduring allure of both art and tea..

The KPFA Crafts Fair is collaborating on **CreativiTea** with the esteemed ACCI Gallery, (Arts & Crafts Cooperative Inc.) [www.accigallery.com](http://www.accigallery.com), which will mount the exhibit from March 9 through April 8, 2012 at their location in Berkeley, CA.

“We are entering our fifth decade,” enthuses Etre. “We see this commissioned exhibition as an appropriate way to recognize the boundless creativity of artists within the Bay Area and the western region.” Etre hopes that **CreativiTea** will become an integral part of the KPFA Crafts Fair, a Bay Area institution that champions the work of artists, artisans and craftspeople and benefits listener sponsored KPFA 94.1 FM.

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Details of the “CreativiTea competitive exhibition are as follows:

**SIZE RESTRICTION**

Finished work, ready to hang (all methods acceptable), must not exceed 16”w x 16”h x 4”d. No standing work. **JURY FEE** \$10, up to 2 works.

**HOW TO SUBMIT YOUR IMAGES & APPLICATION**

Images must be **JPG or PDF**, 300 dpi, and be compatible with Mac computers

**CALENDAR for Submissions:**

- Mailed or Emailed Entries: Due by November 15
- Notification of Jury Results: Emailed by November 25
- Shipped Work: Due by December 5
- Hand Delivered Work: Due by December 7
- KPFA Crafts Fair: December 11 & 12, 2011
- ACCI Gallery Exhibition: March 9 through April 8, 2012
- Opening Reception: March 9, 6 to 9 pm
- Closing Reception: April 7, Noon to 6 pm
- Pickup Hand Delivered Work: April 9 & 10, Noon to 5 pm
- Shipped work Return-Shipped: April 10

**MORE on ACCI Gallery:**

The Arts & Crafts Cooperative (ACCI), Inc was established in 1957 and is the oldest arts and crafts cooperative west of the Mississippi. The gallery is highly regarded as an established venue for collectors as well as a destination for purchasing treasured gifts. The gallery welcomes challenging and traditional media and encourages its artists to explore their creative boundaries.

**MORE on KPFA’s Craft’s Fair**

Started in 1970 in the midst of the countercultural revolution in Berkeley, and indeed the entire nation, the KPFA Crafts Fair has for 4 decades showcased juried, original work in all media. Now located in San Francisco, this thriving event features 220 craftspeople and artists. Beloved by thousands of people, many of the fair’s most loyal attendees are listeners of KPFA 94.1 fm, the nation’s first listener-sponsored community radio.

# CALENDAR LISTING & QUICK FAIR FACTS

**WHAT:**

**41st Annual KPFA Crafts Fair**

Returning patrons and first-time visitors will have the opportunity to experience an intimate and relaxed holiday shopping experience in the midst of artisans offering unique items designed for home and body adornment.

**WHO:**

**KPFA-FM**

**WHEN:**

**Saturday and Sunday, Dec. 10 and 11, 2011, 10am-6pm**

**WHERE:**

**Concourse Exhibition Ctr. (635 - 8th Street at Brannan), San Francisco**

**COST:**

**\$10 for adults, \$8 for persons 65 and over & persons with disabilities  
FREE for children under 17**

**CONTACT:**

**510.848.6767, ext. 243, [events@kpfa.org](mailto:events@kpfa.org), web: [www.kpfa.org/craftsfair](http://www.kpfa.org/craftsfair)**

## **EXHIBITORS**

220 artists are selected by a jury of peers and feature original and contemporary handcrafted items in all media, including:

### **BODY ADORNMENT**

Jewelry	Wearable Fashion	Decorative Textiles	Weaving
Leather	Accessories	Body Care Products	

### **HOME ADORNMENT**

Ceramics	Glass	Metal	Furniture and Lighting
Painting	Paper	Printmaking	Mixed Media
Sculpture	Toys	Wood	Gourmet Food Products

### **TRANSPORTATION**

The Fair makes it easy for Green Travel providing complimentary shuttles from the Civic Center BART/MUNI Station, 8th and Market MUNI bus stop, and the Caltrain station at 4th and King Street.

### **About KPFA**

KPFA 94.1FM is the nation's original listener-sponsored, noncommercial, public radio station founded in 1949. The mission of KPFA is to encourage cultural diversity and pluralistic community expression; to contribute to a lasting understanding between individuals of all nations, creeds and colors; to promote freedom of the press and to serve as a forum for various points of view, and to maintain an independent funding base.

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