



NEWS RELEASE

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What Do 200 Artists Have in Common? KPFA FM Crafts and Music Fair Brings Together Artists of Heart and Mind

BERKELEY, CA—October 15, 2009—As KPFA gears up for its 39th annual [Crafts & Music Fair](#), to be held on **December 12 and 13 at the Concourse Exhibition Center** (635 Eight Street in San Francisco), fair organizers are excited to gather more than 200 artisans, artists and crafters from near and distant locales. Many of the featured exhibitors are “returning favorites” who have participated in the station’s juried holiday crafts fair for multiple decades; for others, this will be their first time exhibiting. At this year’s showcase, fair organizers have an enhanced appreciation for the dedication of this unique group of artists who continually make personal sacrifices and pour their hearts into the creative process to produce one-of-a-kind works of art.

“This is an event that showcases two incredible groups,” said Jan Etre, fair organizer. “We are fortunate enough to work with extremely passionate artists who work in a broad range of media and raise the bar each year with their originality and commitment to their art. We pair them with crafts enthusiasts who embrace social consciousness and global/eco-awareness. As such, this event engenders a spirit of conscious consumption, and serves as a joyful exchange for artist and patron alike.”

Among the more than 200 featured artisans are three artists who are united in their appreciation of the annual Crafts & Music Fair as an innovative gathering that brings together: social sustainability clothing designer, Nicole Markoff; woodworker, Guillermo Martinez; and potter, Sally Jaffee.

Bringing “Garment Truth” to the Masses

East Coast native Nicole Markoff became inspired to pursue a career in clothing design after working in a NYC-based fashion design house as well as with Bay Area hip hop groups. She was disturbed by how much marketing merchandise, primarily T-shirts and hoodies, were left unused to become “deadstock.” After embarking upon a fabric journey that led Markoff from New York City to San Francisco to villages in Northern Thailand, she founded her clothing design company,

Nicacelly, in 2003. Markoff's socially progressive line boasts eco-organic sweatshop-free garments and handwoven products. Specializing in locally-produced remixed dresses, locally sewn & cut bamboo hoodies and reconstructed gowns & tops and for women, Nicacelly is redefining today's fabric experience.

Markoff notes how exciting it is to be a part of an emerging new aesthetic that is gaining momentum as more socially-conscious shoppers embrace sustainability in fashion. She is pleased to be a returning exhibitor and to interact with the event's intuitive customers.

"I'm a supporter of KPFA, and I believe in the truth they are bringing to the table," said Markoff. "In the same vein, my aim is to bring garment truth to the table and to elevate awareness around fair production in fashion design. The attendees are consumers who appreciate having some control in terms of purchasing choice."

A Sacred Art: Creating the "Voice of the Soul"

Guillermo Martinez, a Modjeska Canyon, CA resident, works in the medium of wood, creating a mélange of Native American musical instruments, specializing in Aztec and Mayan flutes and drums. Martinez says he is drawn to the flute in particular, as it is regarded throughout the world as the "voice of the soul."

"Native instruments are unique in that they have mystical significance attached to them," explains Martinez. "Lots of instruments are used by health practitioners for sound healing and they are also used in different ceremonies. In other instances, these instruments are a vital part of promoting healing and recovery for individuals struggling with addiction as well as grief."

As a young man, Martinez became a traditional Native dancer, and it was during this time that his love affair with drums began. Over the course of several years, he apprenticed under a renowned instrument maker while also developing his talent as a musician. As a result, he was able to enjoy a complete immersion into his craft, while also earning a living wage. His experiences gave birth to a love of public radio programming and world music.

"The KPFA Crafts & Music Fair audience is my audience; they are extremely socially aware." Martinez goes on to explain, "They are aware of the impact on the Earth and that their actions make a difference. This aligns with the core beliefs of the Native American tradition that one should leave as little impact on the Earth as one can. This audience is fond of world music and interesting happenings around the world; they speak my language."

Martinez has been an exhibitor for the past six years.

When Art Chooses You: A Journey in Ceramics

Lake County, CA resident Sally Jaffee has been a potter for the past 35 years. Drawn to Japanese culture, Jaffee's ceramic designs incorporate bold imagery—usually in red, black and white—and features cross-cultural iconography such as geishas, crows, turtles and elephants. Despite the uncertain economic climate, Jaffee says that business is good and that consumers are really connecting to what her art is expressing.

"People are spending more time at home, and they want to be surrounded by beautiful things, whether it's a small bowl or mug," said Jaffee. "This is a very special time for me, artistically, as the indigenous cultures are coming forth and speaking, and I'm listening. My art is my way of expressing what I'm listening to."

With nature as a primary source of inspiration, Jaffee—who swims or hikes daily—has a simplistic approach to creating works of utility, peace and beauty. She calls her work her "sacred art," and maintains a deep faith that her craftsmanship will sustain her—financially and spiritually.

"I feel that I have been successful because I work from my heart," she effuses. "Art chooses you, you don't choose it. If you stay true to yourself, your artistic expression, and create with integrity...it's a wonderful journey."

A Look Ahead

Today, discriminating consumers are seeking one-of-a-kind items that combine an appreciation of art and the challenges of today's economic climate. Fair organizers confirm that their commitment to creating a unique holiday season experience has not been lost on the planning of this year's crafts and music event and they are focused on satisfying enthusiasts who are more selective about their purchases. Organizers are excited to welcome back their loyal patron base and reach new audiences.

"Our Crafts & Music Fair is about offering Bay Area residents access to high quality work that represents diversity in art and inspiration," noted Lemlem Rijo, General Manager, KPFA FM. "The crafts—along with the music—are energizing to the senses. More importantly, this gathering is a wonderful opportunity to support this cadre of deserving artists."

QUICK FAIR FACTS

2009 EXHIBITORS

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

Accessories	Leather
Body Care Products	Metal
Ceramics	Mixed Media
Children's Items	Painting
Fashion – Wearable	Paper
Textiles – Decorative	Printmaking
Furniture and Lighting	Sculpture
Glass	Toys
Gourmet Food Products	Weaving
Jewelry	Wood

HOURS

Saturday, December 12, 2009 (10 a.m. - 6:00 p.m.)

Sunday, December 13, 2009 (10 a.m. - 6:00 p.m.)

WHERE:

Concourse Exhibition Center, 635 - 8th Street at Brannan in San Francisco (*location is wheelchair accessible).

TICKETS

Admission is \$10 for adults, \$7 for persons 65 and over and persons with disabilities.

The event is Free for children under 17.

TRANSPORTATION

The Fair makes it easy for Green Travel providing complimentary shuttles from the Civic Center BART 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.

For more information, please visit: <http://www.kpfa.org/craftsfair/> call or email Jan Etre, Fair Organizer: 510.848.6767, ext. 646, events@kpfa.org.

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