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Little Armonk, Big Name in the Art World

Outdoor Art Show Turns 50

Armonk, June 23, 2011 – Fine artists flock to outdoor art shows in important cities around the country -- Miami, San Francisco, New Orleans, Chicago's Gold Coast. They also come to a pinpoint on the national map, Armonk, a hamlet of 4,300, to participate in the Armonk Outdoor Art Show, sponsored by the Friends of the North Castle Library, which this year is celebrating its 50th anniversary September 24 and 25. Armonk is a magnet for artists and shoppers alike. Among the thousands of outdoor shows nationwide, *Sunshine Artist* ranks the Armonk show in the top 100 for fine art and design and number two in the NY Metro Area.

Hundreds of Artists, Thousands of Visitors

This year 188 fine artists and fine craft artists are coming from 27 states, Israel and Canada. Susan Geffen, an Armonk resident and a principal organizer for many years, reports the Show attracts 8-10,000 people in the two-day period. Steven and Cheryl Ward of West Dundee, IL, first prize winners in the mixed media category last year, explain the appeal: "We do shows from Miami to Park City, Utah, and have tried most of the major art fair events in the U.S. There are bigger shows but not necessarily better shows than Armonk.... Out of 35 shows a year, Armonk typically ranks in the top eight for us."

Artists come to Armonk because they know they will find "a very knowledgeable and enthusiastic art crowd," said Steven Potts of Palmetto, Georgia, a best-in-show winner last year. Mark MacKinnon, a photographer who crisscrossed the country to 25 shows in 2010, says that "Armonk was one of my best... upscale, sophisticated patrons."

To ensure a high level of quality, the Friends jury each artist's work before acceptance. Judy Moniz, Registration Chairperson for 25 years, says the 2011 show had a 44% acceptance rate. Over the years the show has grown in size and diversity and includes eight categories: oils/acrylics, watercolors, mixed media, printmaking/drawing/pastels, sculpture, wearable art, fine crafts and raku. All the art is for sale at prices ranging from less than \$100 to several thousand dollars.

Town to Celebrate for a Week

The five experienced co-chairs -- Marian Hamilton, Debbie Heidecorn, Stan Berman, Sylvia Rogers and Stacy Wilder – have planned a weeklong celebration beforehand of entertainment and activities. Local merchants and restaurants will join in with special promotions celebrating "50 Ways to Love the Art Show."

Having outgrown three locations, the event now involves over 300 Armonk residents, all volunteers, who delight in the community rite of autumn that has doubled the size of the library and funds a rich program of lectures, classes, theatrical productions and children's activities year round.

The show is held on North Castle's spacious Community Field, part of a 23-acre gift from IBM. Take exits 3/3S on I-684 to Rte. 22-S. and 200 Business Park Drive. Free parking, children's activities and food court. Free anniversary shuttle bus service runs from the show to town shops and restaurants.

Hours are 10:00 am to 5:00 pm Saturday and Sunday, rain or shine. No dogs, please. Admission is \$10 for adults, \$8 for seniors, children under 18 free. For further info and discount coupons, consult ArmonkOutdoorArtShow.org.

50th Anniversary Celebration of the Armonk Outdoor Art Show *benefiting the North Castle Public Library*

Sat. & Sun., September 24th and September 25th, 2011
10:00 am – 5:00 pm, rain or shine.

Ranked among the top “fine art and design shows” in the New York metropolitan area by *Sunshine Artist Magazine*, this year’s **Armonk Outdoor Art Show** is a celebration of **50 successful years of showcasing art outdoors**. This year 188 juried artists will be featured, including over 44 new to this year’s show, displaying their creations in a broad spectrum of media: watercolors, oils/acrylics, photography/digital art, sculpture, mixed media, printmaking/drawing/pastels, jewelry, raku, and baskets.

The anniversary show will also feature emerging artists from Purchase College, artist demonstrations, docent tours and entertainment.

Look for a week-long, town-wide celebration to mark this special anniversary. The kick-off begins on **Sunday September 18th** with a community 5K run and reception at the North Castle Public Library. The week will include special programs, entertainment, and children’s activities.

Local businesses and restaurants will be offering anniversary specials all week, incorporating the theme, **“50 Ways to Love the Art Show.”**

Free parking, children’s activities and food court. Free anniversary shuttle bus service runs from the show to town shops and restaurants. Sorry, no dogs allowed.

Admission price: \$10.00, \$8.00 for seniors, children under 18 free. For further information and discount coupons, visit www.armonkoutdoorartshow.org.

Community Park@ Business Park Drive, Armonk, N.Y. Exits 3/3S off Route I-684, 10 miles north of I-287 and I-95, 5 miles from Merritt and Hutchinson Parkways, 20 minutes from the Tappan Zee Bridge.