



Left top: Lee Zieke, Diane Liepa, Rose Schutte
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Hello,

Please run this as a Public Service announcement and/or Press Release and include it in any suitable calendar of events or press venue. This is a free event by a 504a non-profit organization. Any coverage you give the Tour is greatly appreciated by the Artists and the surrounding community.

View or Email for more images at www.lowaArtTour.com

Thank you,

Darla Ellickson, NIAST Inc. Director

2017 NIAST Press Release

Radio or TV Announcement - Bulletin Board Text:

20th Annual Northeast Iowa Artists' Studio Tour

Oct. 13, 14 & 15, 2017 - 10am to 5pm. Free. 51 Artists at 38 locations.

Self-guided driving Tour all within 40 miles of Decorah.

Preview Exhibit at ArtHaus in Decorah Aug. 10 - Sept. 29.

1-800-463-4692 www.lowaArtTour.com

Press Release - Medium Version:

20th Annual Northeast Iowa Artists' Studio Tour 2017 – "Celebrate the 20th Annual NE Iowa Artists' Studio Tour on Oct 13-15 • Iowa's Largest, Longest running Studio Tour PLUS the Pre-Tour Preview Exhibit 8/10-9/29 at ArtHaus"

On October 13, 14 & 15, 2017, 51 artists at 38 locations will open their doors for a behind-the-scenes studio view not usually offered to the general public. The annual event will feature many well-known award-winning national caliber artists displaying and selling pottery, paintings, woodcuts, baskets, jewelry, woodworking, kaleidoscopes, sculpture, photography, collage, fiber arts and more. Tour participants can set their own pace while driving from studio to studio.

Preview a sampling of one of Iowa's favorite studio Tours! A Special Show of the newest works created by this Fall's Tour Artists, currently on exhibit at ArtHaus in downtown Decorah, open from August 10 through September 29. Opening reception is Thursday, August 10, from 7 to 9pm. This is a unique opportunity to preview the work in-person to help plan your studio hopping route for the 20th annual Northeast Iowa Artists' Studio Tour. The Artist's work on exhibit may also be purchased online through ArtHaus at www.arthausdecorah.org.

Check the website in early June for the updated 2017 information. The full-color brochure features a map with GPS and lodging and dining along the route. Directions, maps, GPS coordinates and lodging/dining will be available as web downloads. The tour is free of charge and sites are all within 40 miles of Decorah. Workspaces are open from 10 a.m. to 5 p.m. all three days. **The Northeast Iowa Artists' Studio Tour (NIAST Inc.) is Iowa's first and longest running tour of artists' studios in the state.**

For more information or for a brochure, visit www.iowaarttour.com or email tour@iowaarttour.com, or call Winneshiek County Convention & Visitors Bureau (WCCVB): 800-463-4692.



Press Release - Long Version:

20th Annual Northeast Iowa Artists' Studio Tour 2017 – "Celebrate the 20th Annual NE Iowa Artists' Studio Tour on Oct 13-15 • Iowa's Largest, Longest running Studio Tour PLUS the Pre-Tour Preview Exhibit 8/10-9/29 at ArtHaus"

October 13, 14 & 15, 2017, 51 artists at 38 locations will open their doors for a free behind-the-scenes studio view not usually offered to the general public, open daily from 10am to 5pm. Many spaces are open to the general public only during this annual event, among them numerous top caliber, award-winning, nationally traveling fine artists. Decorah is the central community from which the tour radiates no more than 40 miles in any direction. **The Northeast Iowa Artists' Studio Tour (NIAST Inc.) is Iowa's first, largest and longest running tour of artists' studios in the state.**

Traveling into the rural area, one discovers photographers, painters, basket weavers, quilters, metalsmiths, woodcarvers, fiber artists, light-painted photography, kaleidoscope makers, sculptors, and more. Each

artist's studio space and techniques are as individual as the artist, and experiencing, these first-hand, is the foundation of the Tour itself.

Preview a sampling of one of Iowa's favorite studio Tours! A Special Show of the newest works created by this Fall's Tour Artists, to be on exhibit at ArtHaus in downtown Decorah, open from August 10 through September 29. This is a unique opportunity to preview the work in-person to help plan your studio hopping route for the 20th annual Northeast Iowa Artists' Studio Tour. The Artist's work on exhibit may also be purchased online through ArtHaus at www.arthausdecorah.org.

Information about all the Artists, images of their art, handicap accessibility, plus map, GPS and lodging and dining information are available in the Tour brochure. Maps, GPS coordinates, Brochures and lodging/dining information will be available as web downloads starting in late May. Additional detailed directions will be available as a download shortly before the tour to allow for current road construction information at www.iowaarttour.com.

Many Artists will be holding raffles for their work in their studios affording you an opportunity to Win Art! Visit with the actual creator, sign up and have the chance to win direct! For more information on participating Artists and the artwork offered, click on the Artists and their Win Art! button at the web-site.

This free-to-the-public event is self-supporting, funded by artist entry fees, sponsors, grants, donations, and advertising businesses. An opportunity this year is to be a "Business for the Arts" which includes an event listing on the Tour website and Facebook. For more information on how you can support the Arts and Culture as a sponsor in NE Iowa contact tour@iowaarttour.com.

The Tour is funded in part by the Decorah Hotel Motel Marketing Committee in partnership with the Country Inn & Suites, Hotel Winneshiek, Quality Inn & Suites, Super 8, and Fairfield Inn and Suites. The Major Studio Tour sponsor is KDEC Radio FM 100.5/AM 1240. More Tour Sponsors are: Darla and Glen Ellickson of Ellickson Jewelry Studio & Gallery, Dave and Brenda Carlson, New Albin Savings Bank, D.Art.Co (formerly known as the Decorah Regional Arts Council), Decorah Bank and Trust, Bank of the West of Decorah, Inspire(d) Media, KCZQ Radio, The Pilate's Loft, and Viking State Bank/Waukon State Bank. Friends of the Arts on the Tour include: Douglas Cole - Art Pottery, Nate and Hallie Evans of Allamakee Wood-fired Pottery, Paul Corbin - Pottery, and Citizens State Bank - Spillville. In-kind Tour sponsors: Winneshiek County Convention and Visitors Bureau (WCCVB), Trevor Huinker Solutions, and Julie Strom Photography, plus ad support from area hotels, cabins, B & B's and restaurants. This special Preview exhibit at ArtHaus is sponsored by: Agora Arts in downtown Decorah - Gail Bolson. Brochures are distributed through area businesses, participating artists' client mailing lists and at art shows on a national level.

This is your a chance to share into the artist's world of creativity; an opportunity to see new work, works in progress, demonstrations and to visit with the artist and connect with Art at its creation in scenic NE Iowa.

Check the website in June for the 2017 brochure, maps and online information. To obtain a brochure with the Tour map, call Winneshiek County CVB at: 563-382-2023 or 1-800-463-4692 or email: tour@iowaarttour.com. For more complete information about the artists and ongoing events, view the official Tour website: www.iowaarttour.com.