

3.19.2025 For immediate release • Public Service Announcement • Press release

Contact:

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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.iowaArtTour.com

Thank you,
Darla Ellickson, NIAST Inc. Director

2025.3.19 NIAST Press Release

Radio or TV Announcement - Bulletin Board Text:

"Discover the Driftless on your Art Treasure Hunt • 28th Annual NE Iowa Artists' Studio Tour Oct 10, 11, & 12"

Oct. 10, 11 & 12, 2025 - Open daily 10am to 5pm. Free. 36 Artists at 29 Studio Locations!

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

Website features an interactive Google map, plus brochure with map to print.

563-382-6061 www.iowaArtTour.com

Press Release - Medium Version:

"Discover the Driftless on your Art Treasure Hunt • 28th Annual NE Iowa Artists' Studio Tour Oct 10, 11, & 12 • Iowa's Largest, Longest running Studio Tour"

Join us for the 28th Annual Studio Tour on October 10, 11 & 12, 2025. This year 5 new Artists will join many of last year's exhibitors for 36 artists total. They will open their doors for a behind-the-scenes studio view not usually offered to the general public, at 29 studio locations. Drive-yourself around the scenic driftless and experience many well-known award-winning artists displaying and selling pottery, paintings, woodcuts, baskets, jewelry, woodworking, sculpture, collage, fiber arts, and more. Tour participants can set their own pace while driving from studio to studio.

Check the website in June for the updated 2025 Tour information. The website features an interactive Google map to studios, plus the full-color brochure with map, GPS, and lodging and dining along the route. Separate download-to-print, letter-size maps, GPS coordinates and lodging/dining will also be available as web downloads. The tour is free of charge and sites are all within 40 miles of Decorah, in Iowa. 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, call **Winneshiek Development and Tourism 563-382-6061**, visit www.iowaarttour.com or email tour@iowaarttour.com.

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Press Release - Long Version:

"Discover the Driftless on your Art Treasure Hunt • 28th Annual NE Iowa Artists' Studio Tour Oct 10, 11, & 12 • Iowa's Largest, Longest running Studio Tour"

Join us for the 28th Annual Studio Tour on October 10, 11 & 12, 2025. This year 5 new Artists will join many of last year's exhibitors for 36 Artists total. They will open their doors for a free behind-the-scenes studio view not usually offered to the general public, at 29 studio locations, 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, fine artists. Decorah is the central community from which the tour radiates no more than 40 miles in any direction, in Iowa. **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 sculptors, painters, basket weavers, metal-smiths, woodcarvers, fiber artists, woodworkers, and more. Each artist's studio space and techniques are as individual as the artist, and experiencing this first-hand, is the foundation of the Tour itself.

The website features an interactive Google map to studios! The full-color brochure features a map with GPS and lodging and dining along the route. Separate letter-size printable maps, GPS coordinates and lodging/dining will also be available as web downloads.

In 2024, 17,000 brochures were distributed through area businesses, participating artists' client mailing lists and at art shows. 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 in June. Additional information will be available online shortly before the tour to inform of any updates at www.iowaarttour.com.

Some Artists will be holding raffles in their studios for a chance to Win Art! Visit with the actual creator and sign up. For more information on participating Artists and the artwork offered, click on the Artists and their Win Art! button on the web-site.

This free-to-the-public event is self-supporting, funded by artist entry fees, sponsors, grants, donations, and advertising businesses. Another opportunity this year is to be a "Friend of 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.

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

For a brochure with the Tour map, call **Winneshiek Development and Tourism 563-382-6061** or email: tour@iowaarttour.com. For more complete information about the artists, ongoing events, and downloads view the official Tour website: www.iowaarttour.com.