



# Dec. 2016 | Feb. 2017

## Off The Beaten Path Florida Arts Tour

*a free, self-guiding tour through Central Florida to artists' studios and cultural venues...*

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*"...treating patrons to the artistic equivalent of dining at the chef's table."*

*Gary McKechnie, Visit Florida writer/National Geographic author*

## FACT SHEET

Off The Beaten Path Florida Arts Tour is a grass roots event created by a federation of practicing artists and community patrons, with shared purpose and vision...

### MISSION STATEMENT

To showcase and increase awareness and appreciation of Central Florida's finest professional\* and emerging artists, as well as cultural institutions that are "off the beaten path".

### VISION STATEMENT

To be recognized both nationally and internationally as a premier cultural adventure for art lovers and collectors by offering fine work for acquisition and providing educational and interactive experiences in unique and creative working environments. We focus on social, cultural and economic development by creating and nurturing ties between the artists and their communities, thus aligning with the tour slogan: "Community, Camaraderie & Commerce".

*\*A professional visual artist is defined as "a skilled practitioner in the visual arts possessing serious intent and ability, with an original self-conceptualized body of exhibited work which has been recognized by institutions, critics and peers as being of professional caliber."*

## AT A GLANCE

- WHO:** Professional artists, emerging artists, cultural institutions
- WHAT:** A free, self-guiding tour through Central Florida to artists' studios and cultural institutions that are "off the beaten path"
- WHEN:** 2016 Dec. 3 & 4, Lake & Seminole Counties | Sat. 10-5pm, Sun. 12pm-5pm  
2017 Feb. 25 & 26, Greater DeLand Area | Sat. 10-5pm, Sun. 12pm-5pm
- WHERE:** Central Florida: Lake County, Seminole County, Greater DeLand Area
- HOW:** Free, STUDIO GUIDE book with self-guiding maps, Tour stop information, contacts, artists' featured image, GPS info.  
Pick up your GUIDE at any Tour stop location during event weekend or download PDF version at: [FloridaArtsTour.com](http://FloridaArtsTour.com)
- WHY:**
- ~ visit with artists in their unique, private studio environments
  - ~ browse more work than typically available in retail venues
  - ~ develop a new patron and artist relationship
  - ~ purchase or commission work
  - ~ learn about cultural institutions and their mission of art, artists and community involvement
  - ~ broaden your art knowledge via demonstrations, presentations, and exhibitions
  - ~ explore Central Florida and discover "roads less traveled"
  - ~ a family friendly cultural adventure

## OFFERINGS

Featuring professional artists' studios, emerging artists and cultural institutions that are located "off the beaten path" ~ the Tour offers a rare glimpse inside the private studios of painters, sculptors, printmakers, potters and photographers. Several Tour locations host guest artists' as well as offering demonstrations and class/workshop information. Cultural institutions on the Tour offer in addition to current exhibitions, information about their mission of art, artists and community involvement.

Disciplines and mediums include: sculpture: metal, wood, clay ~ painting: abstract, Plein Air, mixed media ~ pottery: functional, sculptural ~ illustration ~ printmaking ~ jewelry ~ photography.

## A CULTURAL TOURISM EVENT ~ HIGHLIGHTS

- ~ Off The Beaten Path Florida Arts Tour is a cultural expedition, especially enjoyed by the roads less traveled enthusiast
- ~ The Tour is a cultural experience in addition to Florida's theme and state park offerings
- ~ The Tour spans 3 counties and currently has a waiting list for additional Tour areas beyond Central Florida
- ~ The Tour is best enjoyed by selecting a couple studios and institutions vs trying to visit each location
- ~ Sightseeing along the Tour route offers postcard views of Florida's rich abundance of natural flora & fauna
- ~ We're always interested to learn about creative partnerships between local Tourism and Regional/National resources, please contact us below.

## LOOKING AHEAD

Interest from neighboring counties to expand the Tour include Polk, East Volusia, Orange and Marion. Currently the Tour group is working with a seasoned public arts volunteer (and patron to several artists on the tour!) to define and manage the growth vision of the event as it expands throughout Florida.

## COMMENTS FROM THE TOUR

*"This tour, featuring many of our areas premier artists, is one of the Southeast's finest studio tours. The tour is a self-guided stop-by-stop series of visits to the studios of a number of really fine painters, sculptors, ceramicists, printmakers, and much more. I can't recommend this to you and your readership enough. And, the Lake Eustis Museum of Art is stop #3 on the tour."*

*–Richard D. Colvin/Director, Lake Eustis Museum of Art*

*"A couple of the studios are so far off the beaten path, we had to hunt for them like following a treasure map. We had a great time and will be back again next year." –Anonymous*

## HISTORY

Off The Beaten Path Florida Arts Tour evolved from an annual holiday open house at Brenda Heim Studio in Umatilla, Lake County. Three years of diligent efforts by Tour founders Brenda Heim, Kace Montgomery and Doug Hays transformed the solo studio event into a county wide cultural Tour to include additional studios and esteemed cultural institutions. Officially launched first weekend of December, 2011, this year, 2016, includes three Tour areas ~ Greater DeLand Area, Seminole County, and Lake County. Three words sum up the founding vision . . . Community, Camaraderie & Commerce

## CONTACT

**For Media hi res Downloads: [FloridaArtsTour.com/Media](http://FloridaArtsTour.com/Media)**

**For Media inquires: Brenda Heim ~ [brenda@HeimArt.com](mailto:brenda@HeimArt.com), 352-357-4838**

**For Sponsorship: Brenda Heim ~ [brenda@HeimArt.com](mailto:brenda@HeimArt.com)**

**For Artists and Communities How to Join the Tour: Ken Naigus ~ [knaigus@cfl.rr.com](mailto:knaigus@cfl.rr.com)**

**For General Information: [info@FloridaArtsTour.com](mailto:info@FloridaArtsTour.com)**

*Studio visits other than Tour weekend may be available by appointment, please contact Artist directly.*

### **2016 - 2017 Florida Arts Tours Sponsored in part by...**

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