

FOR IMMEDIATE RELEASE

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The Society of Arts and Crafts Presents:

**THE 11TH ANNUAL CRAFTBOSTON SPRING
WHAT'S NEW? LOTS!**

The 11th annual *Craftboston Spring* is finally here, and in the spirit of the season, is featuring new membership benefits and lots of new and notable exhibitors.

The Society of Arts and Crafts (SAC), which presents *Craftboston Spring*, is now offering all current SAC Member's a 50% discount off of one admission to the show. Membership is the backbone of SAC's programming and the new admission discount is just one of the ways SAC acknowledges membership support. If you are not yet a member, it's never too late. Contact Nancy Galluzzo at 617-226-1810 to join. If you are already a member, be sure to mention it when you buy your *Craftboston Spring* admission ticket!

Once inside, you are sure to be wowed. *Craftboston Spring* features 200 of the most outstanding artists of our time. Approximately 33% of this year's exhibitors are new to the show and 6 exhibitors are international – some coming from as far away as Israel and Ireland.

Craftboston Spring 2012 will also be welcoming two new artists as part of the Artist Mentor Program. The Artist Mentor Program is a 2-year program where artists receive guidance in marketing, legal & insurance issues, portfolio development, pricing, selling and booth design in conjunction with the show. The first year participants for 2012 are Alison Cannon and Ashley Conchieri. Sophie Hughes will be returning to complete her second year of the program.

New and certainly notable is the addition of "Steampunk Sunday," in conjunction with "Modvic's Full Head of Steampunk" exhibit. If you are not familiar with the Steampunk aesthetic, exhibitor Bruce Rosenbaum will be giving a "Living Steampunk" lecture on both Saturday and Sunday. "Steampunk Sunday" will also include demonstrations to teach you "The Art and Craft of Steampunk Bikes", "How to Steampunk Your Clock" and much more! Additionally, wear your best Steampunk outfit for a \$5 discount at the door!

Show Dates and Hours:

Friday, March 23, 10am-6pm
Saturday, March 24, 10am-6pm
Sunday, March 25, 11am-5pm

Location:

Seaport World Trade Center
200 Seaport Boulevard
Boston, Massachusetts, 02210

For more information, please call 617-266-1810 or visit www.craftboston.org
For digital images contact Alyce Delbridge at 617-266-1810 or show@craftboston.org

Craftboston Spring is presented by The Society of Arts and Crafts and features 200 of the most outstanding artists of our time, offering one-of-a-kind and limited edition pieces in baskets, ceramics, decorative fiber, wearables, furniture, glass, jewelry, leather, metal, mixed media, paper and wood.

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