

FOR IMMEDIATE RELEASE



**AMDUR PRODUCTIONS INVITES ARTISTS AND ENTHUSIASTS TO  
ATTEND A FREE “ART SMART: ART FESTIVALS 101” SEMINAR AT  
THE VALPARAISO PUBLIC LIBRARY APRIL 11**

*Join Seasoned Industry Leader Amy Amdur of Amdur Productions as She Shares Insights for  
Breaking into the Business from her 37 Years Producing the Midwest’s Top Art Festivals*

**VALPARAISO, INDIANA (FEBRUARY 2020)** – Looking to break into the bustling business of art festivals? Just in time for the upcoming season, **Amdur Productions**, the company behind the wildly popular Valparaiso Art Festival and more than 20 other renowned events in the Midwest, has announced they will be hosting a free “Art Smart Seminar: Art Festivals 101” Saturday, April 11 at the Valparaiso Public Library, 150 W. Lincoln Way, from 10 a.m.-12 p.m. Open to the public, attendees will have the chance to hear from industry expert Amy Amdur and learn the inside scoop on breaking into the business, excelling at the application process, how to determine which show is the best fit, how to sell art and more. A mock art selection jury will also be offered, giving attendees an inside look at the world of the art fair application processes.

“We are honored to be able to share our experience and expertise with the Valparaiso community developed over 37 years in the business and nearly a thousand festivals produced,” said Amy Amdur, President and CEO of **Amdur Productions**. “We look forward to connecting with and helping returning and prospective artists set the tone for a wildly successful 2020 season and beyond.”

Open to the public, attendees will have the chance to hear from the illustrious team on how to best break into selling at art shows, put together a stellar application and maximize sales upon acceptance. Guests will hear from Amdur on everything from how to know which show is right for them to the top sales tips and tricks in the industry.

To RSVP to “Art Smart: Art Festivals 101,” please email your RSVP to [info@amdurproductions.com](mailto:info@amdurproductions.com). For more information on Amdur Productions, their e-commerce site Artzipper.com or for a full lineup of their 2020 festivals, please visit [www.amdurproductions.com](http://www.amdurproductions.com).

###

### **About Amdur Productions**

**Amdur Productions** has produced fine art and fine craft festivals across the Midwest with a focus on Chicago and the surrounding suburbs for 37 years. Founded by Amy Amdur and headquartered in Highland Park, Illinois, the company launched its first event with the Port Clinton Art Festival and has since grown to 24 regional events. Through these events, **Amdur Productions** aims to foster a community of thoughtful, engaged audiences by connecting them to countless inspiring artists and their unique pieces. Offering festivalgoers a unique value proposition, Amdur events provide shoppers the opportunity to meet and engage with artists to learn about their methods and processes before choosing to adorn their home with a new piece of art. [amdurproductions.com](http://amdurproductions.com)

### **About ArtZipper.com**

Launched in 2018 by **Amdur Productions**, the e-commerce site **ArtZipper.com** is an online marketplace where up-and-coming artists can sell their unique, handcrafted pieces directly to consumers. Many of the most popular artists that exhibit at Amdur Productions events include their art on the site, giving fans and attendees another outlet to shop their work 24/7. From paintings to sculpture, hand-blown glass and fine jewelry, **ArtZipper.com** features expertly curated works in every medium you can imagine, and ships internationally. [artzipper.com](http://artzipper.com).

### **Media Contact:**



### **Heron Agency**

Noreen Heron/Lianne Hedditch/Gianna Fontana/Sarah Ficek/Marissa Peters

[noreen@heronagency.com](mailto:noreen@heronagency.com)

[lianne@heronagency.com](mailto:lianne@heronagency.com)

[gianna@heronagency.com](mailto:gianna@heronagency.com)

[sarah@heronagency.com](mailto:sarah@heronagency.com)

[marissa@heronagency.com](mailto:marissa@heronagency.com)

773.969.5200