

EDINA ART FAIR CHOOSES 2011 FEATURED ARTIST

***Jay Steinke's photograph, "Ice Bound,"
to represent the 45th Annual Art Fair, June 3 - 5***

Edina, Minn. (April 12, 2011) --- The Edina Art Fair is pleased to announce that Jay Steinke of Duluth, Minn. has been selected as the 2011 Edina Art Fair Featured Artist. Steinke's photograph entitled "Ice Bound" will be featured on all promotional materials for the Edina Art Fair, including the brochure, poster, t-shirt and advertising.

The photograph was taken at sunset in Grand Marais, Minn. The temperature at the time was 15 degrees below zero. Steinke has dedicated most of his career to photographing the moods and expressions of the wilderness of Lake Superior and the Boundary Waters Canoe Area.

"The beautiful photo is a great representation of the landscape of Minnesota," says Rachel Hubbard, executive director of the 50th & France Business & Professionals Association. "The vibrant colors of the sunset and the calming nature of the water is a true vision of the North Shore."

The official first art fair of the year and the second largest in the State, the Edina Art Fair will be held Friday, June 3 through Sunday, June 5, 2011 in the 50th & France neighborhood of Edina. This year's event will boast 340 fine artists and crafters from around Minnesota, the U.S. and Canada.

The Edina Art Fair was recently ranked 48th Best Art Fair in the Country by *Sunshine Artist Magazine* and #69 in the Top 100 Fine Art Fairs for 2011 by the *Art Fair Source Book*.

In addition to physical works of art, the Edina 5-0 Mall parking lot located on 49-1/2 Street will host some of the most talented local and regional musical artists including The Teddy Bear Band, Annette Fragale & Friends, The Anna Johnson Band, Salsabrosa, Cooker John, Twin Cities Hot Club, Paul Christian, The Butanes, and Kyle Tennis and the Riverside Swing Band. The Edina 5-0 lot also hosts the foot in the fair program and one of the fairs two food courts.

Other Edina Art Fair highlights a Kids Art Zone, fashion shows, cooking demos, fair food, and original artwork from the "Foot in the Fair" program for students in grades 1 – 12, a new program that will highlight artwork from Edina Public School students and encourage and support youth art in the community.

Hours of operation for the 2011 Edina Art Fair will be 10 a.m. to 7 p.m. on Friday, June 3 and Saturday, June 4 and 10 a.m. until 5 p.m. on Sunday, June 5.

FREE shuttle bus hours from Southdale Shopping Center by Firestone to 50th & France by US Bank on W. 50th Street are Friday and Saturday from 9 a.m. until 8 p.m. and on Sunday from 9 a.m. until 6 p.m.

The Edina Art Fair is hosted by the 50th & France Business and Professional Association. With more than 175 distinct shops and boutiques, over 20 restaurants, casual cafes and coffee shops, the quaint streets of 50th and France are the perfect site for a summertime stroll.

For more information on the Edina Art Fair, please visit www.edinaartfair.com or contact Rachel Hubbard at 952-922-1524.

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