



## **Press Release – for immediate release**

**07 March 2017**

**City: PM Burg, KZN SA**

### **Announcing dates for 55<sup>th</sup> Art in the Park (2017)**

Art in the Park is one of a handful of selling exhibitions where buyers and the public are able to rub shoulders with the artists in an impossibly romantic atmosphere, aided by the autumnal splendour of fallen leaves, roaring fires, sherry at night, and a delightfully diverse programme of music and entertainment.

Art has been identified as a tool to overcome barriers amongst a diverse range of people. It has the ability to inspire and relate across all, races, ethnic groups and cultures and again this year's show will carry 'Social Cohesion through Art' as the main theme.

As we announce the date for 55<sup>th</sup> Art in the Park (2017) we reflect with pride on a journey well travelled and a product that has matured like wine since 1962. The emerging artists' component introduced in 2002 and top end craft product owners will still feature this year. These are supported by the KZN Department of Art & Culture to expose emerging artists to a broader audience.

The theme for this year's "through the eye of a child' competition is *Saving the Rhino for future generations*. Through this children are given license to draw a visual representation of the theme. School workshops will be run before and on the sidelines of the show.

'It's all systems go and I wish to reiterate a statement by my predecessor, Mr Dick Jones, on the eve of Art in the Park in 1988 when he said 'we have an excellent line up of exhibitors from all over South Africa with some exciting newcomers'; said Dumisani Mhlongo, Director –Msunduzi Pietermaritzburg Tourism Association. Diverse entertainment schedule will be announced closer to the show.

Our main sponsor Creative Arts College and partner SANBI have assisted greatly in the enhancement of the show and Art in the Park has become an important trade fair or business making platform amongst the many hosted across the country and shall continue to grow in such manner to achieve both social cohesion and economic development objectives.

**Date: Wed, 03 to Sun,07 May 2017**

**Venue: KZN Botanical Gardens - PMB**

**Show times are as follows:**

**Wednesday – Saturday, - 10h00 – 20h00**

**Sunday - 09h00 - 1600**

**School groups welcome by prior arrangement**

**The end**

For more information contact:

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