

ATTENTION Eastern Manitoba **ARTISTS**

Join us for the second annual
Boreal Shores Art Tour
August 18 and 19, 2018

Application Deadline is January 31, 2018



www.borealshoresarttour.ca
or email borealtour@mtsmail.ca

FOR IMMEDIATE RELEASE

Boreal Shores Art Tour Invites Artists to Apply in 2018

After a very successful inaugural year, the Boreal Shores Art Tour is returning to the Eastman region in August of 2018. Janice Charko, a fibre artist and chair of the organizing committee, says that planning for 2018 is well underway. "We want to build on the success we had this past August, when many community volunteers worked together to create opportunities for thirty four regional artists to show and sell their art."

All Eastman artists interested in participating in 2018 are invited to complete an application online at www.borealshoresarttour.com by January 31, 2018.

The first Boreal Shores Art Tour (BSAT), which took place on August 19 & 20, 2017, was a self-guided driving tour of juried artist studios and group locations from the Whiteshell through Rennie, Whitemouth, River Hills, Pinawa, Lac du Bonnet, Powerview/Pine Falls, and the Lake Winnipeg east shore beach communities. Throughout the weekend, over 600 people travelled all or portions of the tour route, admiring the displays and frequently purchasing art directly from the artists they met along the way.

One such artist/craftsperson is Herb Burlock of Hillside Beach. When he retired a few years ago, he had no idea that he was on the cutting edge of creating an exciting new business doing something he loves to do. "Burlock Blades" offers three types of custom handcrafted knives: some for kitchen use, others for outdoor use as in fileting and hunting. He frequently sells his products to outdoorsmen at trade shows and, last summer, he had an opportunity to sell to Boreal Shores Art Tour attendees.

Herb truly enjoyed the experience and would encourage other artists, regardless of the medium they work in, to join the tour. He says, "You have nothing to lose and you just might discover something new about yourself."

BSAT 2017 was the very first art show for Brigid Meakin, who works with stained and fused glass as well as mosaics. Over the two day tour, she sold twenty-five pieces and happily reports that one of these pieces was destined for a home in California.

Other artists have commented on the far flung destinations for some of their work. Tanis Thomas, an Indigenous artist based in Pinawa, makes jewelry and functional art objects. As a result of sales during the Boreal Shores Art Tour, her work will be traveling to Germany, Toronto, and the local area, as well as many points in between. Tanis states: "The sales at BSAT were higher than I had forecast and this assisted in investing in new tools for the workshop. It was a great weekend and I'm looking forward to next year."

Interested Eastman artists, and anyone else keen to find out more about the creativity that flourishes in the Eastman region, can check out the Boreal Shores Art Tour website at www.borealshoresarttour.ca.

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