

Marblehead Festival of Arts

For Immediate Release

Media Contact

Barbara McGowan

(Formerly Barbara Hanapole)

Email: publicity@MarbleheadFestival.org

Phone: 978.969.3239 (o)

Cell: 781.608.7784 (c)

URL: www.marbleheadfestival.org

Press Release Archive: www.marbleheadfestival.org/press

Marblehead Festival of Arts Celebrates 2007 Logo Premiere

Local Artist and Illustrator Matt Byers is Contest Winner

Marblehead, MA (February 2, 2007) – The Marblehead Festival of Arts summoned a spirited group of new, as well as familiar faces including volunteers, donors and business friends to the 2007 Logo Premiere Party on Tuesday, January 30th. The Landing Restaurant did a wonderful job in hosting the annual logo celebration. The new logo design, which has been under wraps since its selection, was made public at the party and will soon be gracing a wide range of logo products to promote the 2007 Marblehead Festival of Arts.

Matt Byers, the 2007 Logo Contest winner, is a Massachusetts native living in Marblehead. A graduate of the Butera School of Art, in Boston, with a degree in illustration, he is a professional illustrator by trade and an avid painter in watercolor and acrylic media. Matt is also a stay-at-home dad with two adoring, daughters, Summer (8) and India (8 months) who looked on at last Tuesday's award ceremony. Matt and wife, Claire live on Green Street, having met in Marblehead 17 years ago. They moved back here five years ago to raise a family.

"I like to apply a modern twist to traditional imagery," is the way Matt described the inspiration for his design. Matt submitted work to the Logo Contest two other times, but perhaps the third time's a charm with Matt receiving top prize of \$150 this year. He plans on entering his work in the summer

Festival art exhibits, where he has entered and sold works in the past.

The Logo Contest runners-up this year were Susan Lee and Louis Regilio. There were nearly 100 entries this year, and while design professionals served as judges to help narrow the field to a few finalists, ultimately the public decided with over 1000 votes placed in "People's Choice" ballot boxes in 19 locations in Marblehead, Beverly, Swampscott and Salem.

Marblehead Festival of Arts is an all-volunteer organization and managing the competition and the premiere party required many hours of work from lots of people. The Logo Contest Committee, chaired by Sonia Slik, lined up judges, gathered the entries, distributed and collected the ballot boxes, and set up the logo display at the Logo Premiere. They will also arrange for limited edition signed prints of the logo and one-of-a-kind apparel items to be put up for bid at the Annual Art Auction and Wine Tasting on Saturday, April 28th in the evening at Abbot Hall. The full line of logo items will be on display and for sale as the first Marblehead Farmer's Market as the Community Hosts on Saturday, June 16th.

The Festival, an all-volunteer, not-for-profit organization, offers many volunteer opportunities. For more information, visit the Festival Web site, www.marbleheadfestival.org/volunteers, or call 781-639-ARTS.

Photo Caption: Marblehead Festival of Arts Chair, Christine Creager-Kepko and Logo contest winner, Matt Byers at Festival Logo Premiere Party.

Photo Credit for Attached Picture: Herb Goldberg, Marblehead

About Marblehead Festival of Arts (MFoA)

Founded in 1962, the Marblehead Festival of Arts has a rich history in producing a premier summer arts festival that has become a unique forum for artistic expression. Traditionally held each year over July 4th weekend, the Marblehead Festival of Arts hosts a wide range of art exhibits (painting, sculpture, photography, drawing, etc.), outdoor music concerts overlooking Marblehead Harbor, Writer's World, the Street Festival, Children's Festival, Artisans' Marketplace and many other cultural activities designed to provide a fun and enriching experience for the entire family.

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