

Marblehead Festival of Arts

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Public Voting for the Marblehead Festival of Arts 2013 Logo

Marblehead, MA (November 12, 2012) – Beginning Monday, November 26, the community is invited to cast ballots to determine the winner in this year's Marblehead Festival of Arts Logo Contest. Essex County artists recently submitted 42 logo designs, joining the ranks of the talented artists who, over the years, have presented their best efforts to capture the spirit of the Festival and of Marblehead.

According to Sandra Broughton, Logo Contest chairperson, "We were very fortunate this year to have three distinguished judges to evaluate the exceptional work of our Contest contributors. From the semifinalist entries, they then had the difficult task of selecting finalists for presentation to the public for voting."

Through December 15, the public is invited to vote at 15 locations in Marblehead and surrounding communities. During Marblehead's Christmas Walk, on December 1 and 2, ballots may be cast at Artisans' Holiday Marketplace in Abbot Hall. Hours are 10 am to 5 pm on Saturday and 10 am to 4 pm on Sunday.

Other locations include Marblehead's Abbott Public Library, The Landing Restaurant and Pub, Marblehead Arts Association, National Grand Bank, Arnould Gallery and Framery and the Marblehead Community Center. All locations are listed on the Festival website www.MarbleheadFestival.org.

“Last year, over 1300 ballots were cast during the public voting,” Broughton said, “so be sure to join the fun and make your voice heard. After all, you, the public, make the final decision.”

This year’s panel of judges included these talented people: Bill Purdin of Marblehead’s Legend, Inc.; Alicia Emery Zampitella of Alicia Zampitella Graphic Design in Ipswich; and Brighton’s Matt Brosnan of brosnan.digital.design and Peace Love Sailing.

Bill Purdin has worked on over 17,300 projects in 33 years of graphic design and marketing. He has created over 300 logos, including the 1997 Festival of Arts logo. He is also an oil painter, poet and copywriter. Bill began his career in the local market and later worked for The New York Times covering the East Coast and Canada's Maritime Provinces. He also has published Marblehead Magazine and marbleheadmagazine.com since 1980.

Alicia Emery Zampitella is a talented graphic designer with 25 years of experience in the creative business. A 1987 graduate of Massachusetts College of Art with a BFA in Graphic Design, Alicia worked at ClarkeGowardFitts and Kaminsky Design and earned awards and recognition at The Creative Show, The Francis W. Hatch Awards, the One Show and in the publications AdWeek and Communication Arts. Alicia has been doing freelance work since 1993.

Matt Brosnan established an independent graphics business called brosnan.digital.design in 2004 to create logos and design products for the music and film industries. In 2011, based on his logo design, he co-founded the apparel company, Peace Love Sailing, offering high quality clothing and other products. Peace Love Sailing donates a significant portion of its proceeds to local and national charities that help foster and promote the sport of sailing and also give

back to the community, especially to support cancer patients and their caregivers.

The Logo Contest committee is working hard to make the voting available to more people than ever in towns on the North Shore. Working with Broughton are Lucille Grant, Paul Brancalone, Christine Michelini, Carol Santoro, Janet Mack, Cathy Michael, Shirley Rosen, Plo'r O'Regan and Crystal Connors.

The public is invited to the Logo Premiere Party on Tuesday evening, January 22, at The Landing Restaurant and Pub, where the semifinalist and finalist designs will be displayed, and the winning logo and artist will be announced. The new logo will appear on Festival posters, banners and memorabilia produced for the 2013 Festival to be held July 4-7.

The finalist designs and the award-winning logos of the past 47 years will be on view on the MFoA Facebook photos page and on the Festival website, www.MarbleheadFestival.org.

PHOTO: Last year's entries.

PHOTO CREDIT: David Kinney

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 the July 4th holiday, 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, Artisans' Marketplace, and many other cultural activities designed to provide a fun and enriching experience for the entire family.

The Marblehead Festival of Arts is run by an all-volunteer organization comprised of more than forty committees and involving several hundred volunteers. It operates year round and relies solely on donations to fund its operations. Individuals, families, and businesses may become Festival Sponsors by making a tax-deductible contribution. For additional information on MFoA, a calendar of events, volunteer opportunities and sponsorship, please visit www.MarbleheadFestival.org.

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