# *Marblehead Festival of Arts*

## *For Immediate Release*

**Media Contact**
Nancy Fromson
URL: www.marbleheadfestival.org
Press Release Archive: www.marbleheadfestival.org/press

## Marblehead Festival of Arts Announces 2013 Logo Contest Winner

**Marblehead, MA – (January 23, 2013)** The Marblehead Festival of Arts is proud to announce that Alicia Hart of Marblehead is the winner of the 2013 Logo Contest. Hart's design bested the 42 entries, being named one of three finalists by a panel of three judges and then earning the most votes of the more than 1300 cast by the public in 16 locations in and around Marblehead.

Hart's shell design depicts the New England Neptune (Neptuna lyrata decemcostata), which is the state shell of Massachusetts. The style of the logo was inspired by French artist Henri Matisse's Polynesia Sea mural of ocean plant life.

In addition to appearing in print and electronic media, Hart's logo will be emblazoned on a variety of wearable and souvenir items, ranging from shirts and hats to wine glasses and other collectibles. All will be on sale at the Festival's Logo Store during the Festival and at other venues around town in late June.

Hart is a graphic designer based in Marblehead where she operates her own firm, Alicia Hart Designs. Her talents range from corporate print and identity brand designs. In her broad career, clients have included Thermo Fisher Scientific Instruments, Perkin Elmer and OneBeacon Insurance. Her pro bono involvement is with Historic Salem, Inc.

Hart earned degrees at Massachusetts College of Art, California College of Art and Design and the London College of Communications.

A long-time North Shore resident, Hart said, "I am proud to have won this competition and am delighted to help promote the Arts Festival for 2013. It's a terrific event for visitors and residents alike!"

This summer's 48th Annual Arts Festival will be held from July 4 through 7 at locations all over Marblehead. Four days of engaging activities are designed to provide a fun and enriching experience for visitors of all ages, coming from town, the region, the country and the world. Details will be posted on the Festival website, www.MarbleheadFestival.org.

The Logo Premiere was held at the Landing in Marblehead, with host Robert Simonelli. The packed restaurant was grateful for his warm reception and generosity.

PHOTO CREDITS:
- (June Rhodes) Award-winning Logo artist Alicia Hart
- (Alicia Hart) 2013 Marblehead Festival of Arts Logo

**About Marblehead Festival of Arts (MFoA)**
Founded in 1962, the Marblehead Festival of Arts has a rich history of 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 and other media) outdoor music concerts overlooking Marblehead Harbor, Writers' World, 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 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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