



## SUNSHINE ARTIST MAGAZINE RECOGNIZES ATLANTA ARTS FESTIVAL SHOW POSTER

*Michael Madzo's Signature Art Takes Overall Best Prize*

**ATLANTA** – Atlanta Arts Festival was recently awarded Overall Best by Sunshine Artist Magazine for its 2010 commemorative show poster, beating out 61 posters from 24 states, a contest record. This is the second award for the Atlanta Arts Festival, which previously took home the 2009 Sunshine Artist's Most Whimsical Poster award.

Each year, art festivals across the country submit their festival posters in hopes of winning awards and accolades for their show's signature art. Based in Orlando, Florida, Sunshine Artist Magazine covers America's outdoor art and craft festival industry. The Sunshine Artist poster contest was started as a way to recognize the efforts of shows to market themselves using original artwork. Posters are an opportunity for the sponsoring festival to make a statement about the importance of art in their community.

In addition to providing the public with information about the festival and offering an indication of what visitors will find at the show, show posters must draw in the viewer. Michael Madzo's artistic piece, a combination of traditional art and fiber art does just this. In fact, he hand sews together most of his paintings, which are noted for both their symbolism and textures. When creating his fanciful and sometimes haunting creatures, Madzo focuses on what he calls a spiritual eye, saying "I see figures in my paintings as someone at the end of an untold journey, still questioning the wisdom gained." Madzo graduated from Arizona State University with a Bachelor's degree in fine art and his work has appeared in galleries in Los Angeles, New Mexico, New York and Paris.

Graphic designer Laurel Rummel transformed the artistic piece into the winning form by skillfully weaving together art, marketing and design. Rummel is the owner of the design firm good, clean design and was born and raised in Florida, receiving her bachelor's degree in fine arts and her master's degree in art education from the University of South Florida. She has taught design at the college level for seven years and has worked in the graphic design, advertising and publishing industries for more than 28.

When it came to the 2010 Atlanta Arts Festival poster, the judges were particularly impressed with the lettering rising up along the left side of the poster, "it almost looks like part of the art, like it's an effect rather than words," judge Stephen Baldauf said. Given the original image was a painting that had been stitched together, judge Cameron Meier was exceptionally interested in the composition, noting, "once I learned how it was done, I was even more impressed."

"We are honored to have won this award from Sunshine Artist for our Show Poster. Michael is an amazing artist and Laurel did a great job creating a unique layout. We are very proud of the poster and excited to have it represent our show," said Julie Johnston Tepp, Co-founder of The Atlanta Arts Festival, LLC.

The 2011 Atlanta Arts Festival will be held September 18-19, 2011 in Piedmont Park. The festival is currently accepting artist applications. To apply to show at the 2011 festival, please visit [www.atlantartsfestival.com](http://www.atlantartsfestival.com). All applications must be received by **midnight on Thursday, April 28, 2011**.

### ABOUT ATLANTA ARTS FESTIVAL

Atlanta Arts Festival is a professionally-juried fine arts event that will fill Piedmont Park in Atlanta GA. with color and life, September 17-18, 2011. Ranked among the top 200 art festivals in the country in sales for both fine art and fine craft by The Art Fair Sourcebook in 2009, Atlanta Arts Festival brings to the drawing board 200 local and nationally recognized artists from an eclectic mix of 12 mediums, including jewelry, painting, photography, ceramics and sculpture, leather and metal, glassblowing and more – all in one weekend!

For more information visit [www.AtlantaArtsFestival.com](http://www.AtlantaArtsFestival.com), call Atlanta Arts Festival at 770.941.9660, follow the Festival on Twitter [@AtlantaArtsFest](https://twitter.com/AtlantaArtsFest) and become a "fan" on Facebook [www.facebook.com/atlantaartsfestival](http://www.facebook.com/atlantaartsfestival).

MEDIA CONTACT: Tara Murphy – 360 Media, Inc. – 404-577-8686 or [info@360media.net](mailto:info@360media.net)