



## HOOSIER SALON WILL OPEN GALLERY IN CARMEL ARTS & DESIGN DISTRICT

INDIANAPOLIS/CARMEL – April 16, 2014 -- Hoosier Salon, a not-for-profit organization with nearly 1,000 Indiana artist members, will relocate its main gallery to the Carmel Arts & Design District.

All parties have agreed to substantive terms of a five-year lease for the space at 22 N. Range Line Rd. and expect to sign a lease soon. Pending lease signing, the new gallery could open May 1.

“We are deeply appreciative of the support the City of Carmel has given us as we considered this move,” said Donnae Dole, executive director. “Mayor James Brainard, the Carmel City Center Community Development Corporation and the Mayor’s staff have been enthusiastic, helpful and patient as we worked through details.

“The Carmel Arts & Design District is an excellent location for us to help fulfill our mission through showcasing and selling works by Indiana artists. We opened a pop-up gallery during the September Art Walk and the Carmel International Arts Festival. Our sales and the volume of visitors during the trial runs convinced us the Carmel Arts & Design District is the place to be to reach art customers. The marketing support and energy created by being alongside other art destinations made the move extremely attractive.”

The Hoosier Salon gallery will be the first not-for-profit gallery in the Carmel Arts & Design District. Dole believes it will bring a different and missing element to the Carmel arts scene, offering events and classes to engage artists and art lovers

“We have been working hard to come to an agreement to bring Hoosier Salon to Carmel, and I think it’s been well worth the effort,” said Ron Carter, a member of the Carmel City Center Community Development Corporation. “It is our mission to help our redevelopment areas thrive and we think Hoosier Salon will help us achieve that goal.”

Hoosier Salon initially considered moving its main gallery from Broad Ripple to Carmel last fall, but the move was not financially feasible at that time.

“Our financial position has improved since October, and that caused our board to reconsider,” said Emily West, board chairperson. “Two long-time supporters who shared our vision of what this gallery could mean for our artists stepped forward with generous financial support to help us make the transition to a new location.”

Mayor Brainard welcomed the news as a positive step for the arts in central Indiana. “This is good news for Carmel, but it is also good news for the Indianapolis area whenever we can help sustain or grow the arts for all to experience,” said Brainard. “This will be one more, significant, attraction for the Arts & Design District.”

Founded in 1924, Hoosier Salon is one of Indiana’s oldest and most respected visual arts organizations. Hoosier Salon has a gallery in New Harmony and has an administrative office in Indianapolis.

“This year Hoosier Salon is celebrating the 90<sup>th</sup> anniversary of its first annual exhibition,” said Dole. “It is an exciting time to see our organization move forward, creating additional visibility, recognition and marketing opportunities for Indiana artists.”

Additional information is available at [www.hoosiersalon.org](http://www.hoosiersalon.org).

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