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## NEWS RELEASE

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### HANDMADE ARCADE ANNOUNCES NOVEMBER EVENT, TO FEATURE 140 VENDORS SELLING HANDMADE, LOCALLY PRODUCED WARES

Pittsburgh's first and largest independent craft fair set for SATURDAY, NOVEMBER 12, 2011  
at the David L. Lawrence Convention Center

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**DATE:** Saturday, November 12, 2011

**TIME:** 11 a.m. – 7 p.m.

**LOCATION:** David L. Lawrence Convention Center,  
1000 Fort Duquesne Blvd., Pittsburgh, PA, 15222

**ADMISSION:** Free

**WEBSITE:** [www.handmadearcade.com](http://www.handmadearcade.com)

**FACEBOOK:** [www.facebook.com/handmadearcade](http://www.facebook.com/handmadearcade)

**TWITTER:** @HandmadeArcade

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PITTSBURGH, PA, October 15, 2011—Ready to shop local and shop handmade for the holidays? Handmade Arcade, Pittsburgh's award-winning independent craft fair, returns on Saturday, November 12, 2011, from 11 a.m. to 7 p.m., to the David L. Lawrence Convention Center, located at 1000 Fort Duquesne Blvd. in Downtown Pittsburgh.

Marking its 8th anniversary—and its second appearance at Downtown's centrally located Convention Center—Handmade Arcade is guaranteed to be the shopping experience of the upcoming holiday season, with 140 innovative craft vendors from in and around Pittsburgh, across Pennsylvania and around the country. Its largest show to date, Handmade Arcade will feature a diverse lineup of vendors from 17 different states, including artists traveling from as far as Seattle, Wash., Atlanta Ga., St. Augustine, Fla., and Chicago, Ill.

Known for its commitment to showcasing handmade, locally produced goods—many that integrate upcycled, recycled and eco-friendly materials and techniques—Handmade Arcade is thrilled to again make its home inside the world's first “green” convention center. This central location is easily accessible by bus or bike, on

foot, and even via watercraft. For the past seven years, Handmade Arcade has attracted independent crafters and loyal shoppers to a retail experience unlike any other in the region. Part shopping bonanza, part craft showcase, part local see-and-be-seen social event, Handmade Arcade is a celebration of the make-it-yourself aesthetic, as well as one of autumn's must-do happenings.

Looking to shop outside of the (big) box? On the hunt for one-of-a-kind holiday presents? Need the perfect wedding gift for a winter bride? Or perhaps a handmade birthday, anniversary or “just because” gift for that creative person in your life? Handmade Arcade features affordable, hand-constructed wares from some of the country's most imaginative and talented crafters. At Handmade Arcade, shoppers will find cleverly designed products such as felt wallets; jewelry made from found objects; pillows constructed from vintage t-shirts; letter-pressed paper goods; eclectic housewares, limited edition posters; organic bath and body products; upcycled children's clothing; and much more! In addition, Handmade Arcade will also feature music by DJs David Pohl and Bad Seed, and snacks and refreshments for sale on site. Sponsors of Handmade Arcade include Etsy, Port Authority, Pop City Media, and the Society for Contemporary Craft.

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#### HANDS-ON HANDMADE: TAKE A BREAK FROM SHOPPING TO MAKE YOUR MARK WITH ART!

Reflecting Handmade Arcade's staunch make-it-yourself mission, the November 12th event will also feature the new Hands-on Handmade activity area, where shoppers of all ages and backgrounds can participate in engaging art and craft projects led by local artists

and arts organizations. Situated adjacent to the vendor displays, Hands-on Handmade will offer a variety of short and day-long drop-in experiences, such as craft demonstrations and competitions, mini-tutorials, make-and-take activities, performance pieces, and

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large-scale art installations. Designed to bridge the gap between consumers and producers, Hands-on Handmade will engage attendees and vendors alike in a shared creative process, while encouraging the public to consider the role of craft in their own lives and increasing awareness about handmade locally produced goods. Activities will be led by students from CAPA High School, the women's health advocacy program, Power Up and artists Nicole Kurtz and Gabe Felice. In addition, patrons will have opportunities to make handmade gift wrap with Artists Image Resource and learn the art of paper basket weaving with the Society for Contemporary Craft. Hands-on Handmade is made possible through the generous support of a Seed Award from The Sprout Fund.

### THE EARLY BIRDIE GETS THE SWAG

Want to avoid the crowds and get first dibs on one-of-a-kind products? Purchase an Early Birdie Pass and enjoy an exclusive opportunity to shop one hour before the event opens to the public. Early Birdie shoppers will get the first look at all of the unique one-of-a-kind merchandise, and will receive a swag bag full of crafty goodies and coupons. The Early Birdie preview takes place from 10 to 11 a.m. on November 12. Passes may be purchased for \$15 online at [www.handmearcade.com](http://www.handmearcade.com) or at Wildcard boutique (<http://wildcardpgh.com/>), located at 4209 Butler Street in Lawrenceville. Only 200 Early Birdie passes will be sold. Passes purchased online on or before Monday, November 7 will be mailed. Passes purchased online after Monday, November 7 will be available for pick up at Wildcard.

### ABOUT HANDMADE ARCADE

Handmade Arcade is organized annually by a collective of creative Pittsburghers who have helped to shape and bolster Pittsburgh's independent craft scene over the past eight years. Founded in 2004—when no events in the Pittsburgh region served the burgeoning DIY craft community—Handmade Arcade provides crafters working outside the mainstream/fine arts sector with a grassroots high-visibility venue to sell wares and build community. Previous events have drawn nearly 10,000 attendees. In 2007 and 2009, Handmade Arcade received The People's Choice Award for Best Arts Event from the Greater Pittsburgh Arts Council. Activities organized by Handmade Arcade have been covered by numerous local and national media outlets, including Pittsburgh Magazine, Pittsburgh Post-Gazette, The New York Times, Salon, Venus Magazine, and National Public Radio.

### ABOUT THE DAVID L. LAWRENCE CONVENTION CENTER

Located in the hub of Pittsburgh's cultural, business and entertainment district, The David L. Lawrence Convention Center is the world's first "green" convention center, and the only meeting venue to be awarded the Gold LEED® Certification by the US Green Building Council. For directions to the Convention Center, go here: <http://www.pittsburghcc.com/cc/directions.html>. ★ ★ ★

### Visit Handmade Arcade on Facebook and Twitter!

<http://www.facebook.com/handmearcade>  
<http://www.twitter.com/handmearcade>

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For more information, please visit [www.handmearcade.com](http://www.handmearcade.com).

Principal organizers and participating vendors are available for interviews and comments.

Images available upon request.