

**FOR IMMEDIATE RELEASE**

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**ICONIC: Portrait Edition at the Morean Arts Center**  
New Signature Fundraising Event Scheduled for May 7

**St. Petersburg, Fla.** – Mark your calendars for Saturday, May 7 as the Morean Arts Center takes over 7<sup>th</sup> Street North, Morean Arts Center and Morean Glass Studio for an unforgettable evening featuring a variety of activities and experiences inspired by the art of portraiture.

ICONIC: Portrait Edition is a spectacular experience that will uncover guests' unique qualities that make them iconic. Ticket holders will walk the red carpet surrounded by "paparazzi" as they enter the Morean Arts Center. Inside the event, guests will find a variety of mediums to participate in, as well as watch artists create masterpieces, all themed around the art of portraiture whether photography, painting, glassblowing, or clay.

"The Morean has a history of maximizing impact through a variety of programs and we are thrilled to be bringing this signature event to the community. We love the idea of inviting the community to experience art in new and exciting ways", stated Howayda Affan, Morean Arts Center Executive Director. "ICONIC is meant to inspire each guest to just be themselves and showcase it proudly. We are looking forward to an amazing evening celebrating what connects and inspires us while supporting a vital organization to the St. Pete community", Affan continued.

Unique and inspiring, the portrait artist competition during the evening features nine artists selected through a jurying process. Each artist will create a portrait featuring one of three sitters, or "Featured Icons" for the evening. Guests will vote throughout the evening for the People's Choice cash award while judges will pick the overall portrait artist winner of the night and an even larger cash prize.

Who are the Featured Icons you ask? It could be you! The Morean Arts Center is bidding out the three VIP Featured Icons spots, starting at \$2,000 including a meet and greet with the participating artists prior to the event and taking home a chosen portrait of themselves. Food and beverage service will be brought to the Featured Icons all evening while they sit in luxury enjoying the spotlight for a few hours. The Featured Icon option also includes a ticket for a guest to join them for the evening.

Ticket holders will be able to customize a pop art portrait of themselves, bid on amazing art and vacation packages in the silent auction, participate in a raffle for private portrait photography sessions, watch live glassblowing demonstrations and more all in support of the Morean Arts Center.

An iconic St. Petersburg organization, the Morean has been supporting and engaging the local creative community since 1917. All proceeds from this spectacular signature fundraising event support the Morean Arts Center' mission of connecting people with art as the Morean begins its 105th year of creatively engaging the St. Petersburg community. All proceeds will support the Morean's mission of connecting the community to art through outreach and education.

Tickets for ICONIC: Portrait Edition are available now at the Morean Arts Center (719 Central Avenue or 727.822.7872) and online at [MoreanArtsCenter.org](http://MoreanArtsCenter.org). Tickets are \$150 (Morean Arts Center member rate is \$100).

Not a member yet? Join and save year-round on event, classes, camps and more. The event will be held in Downtown St. Petersburg on Saturday, May 7<sup>th</sup> from 7 p.m. to 10 p.m. Attire is suggested as "Artsy Chic," meaning absolutely anything from semiformal to casual, whatever makes each guest feel ICONIC.

The Morean Arts Center would like to thank the following sponsors for making this event a reality: Studio Grand Central, Karen Riffe, Goodrich Wealth Planning, Barbara Sansone, Kally & Bill Harvard, Martie & Dennis Fagan and Troy Land. The Morean Arts Center would also like to thank the following in-kind sponsors: Udream Events, ClearChannel Billboards, Nothing Bundt Cakes, DJ Cory Barron and MiJo Productions.

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**About the Morean Arts Center:** The Morean Arts Center, with roots dating back to 1917 as the Art Club of St. Petersburg, focuses on an innovative, community-oriented approach to art and art education. The mission of the Morean Arts Center is to connect people with art and to contribute to the economic development of the region. Operating under the Morean Arts Center includes the Chihuly Collection, Morean Glass Studio and the Morean Center for Clay. To learn more visit [MoreanArtsCenter.org](http://MoreanArtsCenter.org)