

1260 7TH STREET
OAKLAND, CA 94607

Celebrating a decade of flames.



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FOR IMMEDIATE RELEASE

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October 1, 2009

A Gifty Holiday Celebration and Art Sale December 12 & 13 10AM – 4PM



Where would you rather be two weeks before Christmas: fighting the crowds in a mall or browsing an art show? On Saturday and Sunday, December 12th and 13th, The Crucible hosts its annual Gifty Holiday Art Sale, likely to be the Bay Area's most unusual shopping experience. At Gifty you can shop for handcrafted holiday gifts while experiencing art in action in The Crucible's vast West Oakland studio space where furnaces roar, sparks fly, and imagination runs wild.

Whatever holiday you celebrate, a visit to The Crucible will definitely spark it up with hands-on activities, family-friendly fire performers, and seasonal treats throughout the day. It's a Crucible tradition for Santa to arrive in a most untraditional way, and elves and circus performers are on hand to welcome guests. Gifty Raffle tickets will be available for a chance to win Crucible classes and lots of other great gifts, with proceeds benefiting The Crucible's arts education and community programs. Shop 'til you drop among a wide array of unique gift items created by over 70 talented Bay Area artisans, while ongoing demonstrations illustrate many of the processes the artists used to create their work, like glass blowing, metal casting, and blacksmithing. Shoppers can choose from handmade jewelry, paper products, glass creations, sculpture, clothing, ceramics and more. In addition to items for sale, there will also be an exhibition of eclectic creations by noted artists working in metal, glass, wood, and multimedia.

The Crucible's open house is intended not just to help out last-minute holiday shoppers, but also to ignite their own creativity and get them inspired to make art of their own. Demonstrations offer a rare chance to see how fire and silica fuse to make gem-like glass, or how metal is forged into one-of-a-kind creations. Visitors of all ages can find out about classes and workshops where they can learn the skills to create their own gifts next year...or just explore and express their creativity.

Though The Crucible is best known for its spectacular special events such as the annual Fire Arts Festival and their innovative Fire Ballets and Fire Operas, events are only a small part of what goes on at this Oakland-based art center and school of industrial and fire arts. Through its hundreds of classes, The Crucible promotes creative expression, reuse of materials, and innovative design. Shoppers who are interested in learning new skills can pick up a class schedule for the winter and spring sessions as they browse and explore over 56,000 square feet of studio space.

Support community arts education for youth and adults, and get your last minute shopping done at the Bay Area's most unusual holiday celebration. Admission to The Crucible's Gifty Open House is free, and artists donate a portion of their sales to help fund The Crucible's arts education programs.

The Crucible is just two blocks from West Oakland BART station, so you can skip that unpleasant holiday tradition of circling for a parking space at the mall. But if you do choose to drive, you'll find plenty of parking at the BART parking lot.

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About The Crucible

The Crucible is a non-profit arts education center that fosters a collaboration of arts, industry, and community by teaching and showcasing fire, metal, glass, and light art. Founded in 1999, The Crucible currently offers more than 700 classes to nearly 5,000 students annually in everything from bronze casting to neon, welding to glass working, blacksmithing to fire dancing, textiles to woodworking.. To find out about classes at The Crucible, or learn more about the Holiday Gifty, call 510-444-0919 or visit www.thecrucible.org/gifty

For calendar editors:

What: The Crucible's Holiday Gifty Art Sale and Show, a Family Holiday Celebration

When: Saturday & Sunday December 12th & 13th; 10 AM to 4PM **FREE ADMISSION**
Demonstrations: 11AM to 3PM
Santa Arrives: 1:00 PM

Who: Over 70 Bay Area artisans

Where: The Crucible
1260 7th Street, Oakland, CA 94607
2 blocks from W. Oakland BART

Photos: Available on request or call for photographer's access; high-resolution photos available on request, or visit our on-line pressroom

Interview Options: If you would like to interview exhibiting artists or Crucible faculty and staff members, contact Jan Schlesinger at 510-444-0919, Ext. 109 jan@thecrucible.org

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Public Info: 510-444-0919 www.thecrucible.org