



FOR IMMEDIATE RELEASE

**STYLE '17, SILICON VALLEY'S INDEPENDENT DESIGN EVENT MOVES to the
COMPUTER HISTORY MUSEUM to BENEFIT ART in ACTION
Focus on Jewelry, Fashion, Accessories, Home Goods and Kid's Clothing**

Mountain View, CA, January 11, 2017 - Now in its 11th year, STYLE is the Silicon Valley's most discerning independent design show, sale and benefit. With a new non-profit partner, new venue, new HOME and KIDS sections, and a larger selection of jewelry, fashion and accessories by contemporary designers, STYLE '17 is on track to be the biggest event yet. All exhibiting artists, evaluated and invited by STYLE's co-producers Diane Master, Renee Berenson and Laurel Skillman, highlight the best in independent, innovative design.

A list of exhibiting designers can be found at www.style.lucentestudio.com.

Location:

Computer History Museum
1401 North Shoreline Blvd.
Mountain View, CA 94043

Dates: April 29 – 30, 2017 (Saturday and Sunday)

Hours: 10:30 am to 4:30 pm

Tickets: Regular and early bird ticket prices include both days of the event and are now on sale at www.style.lucentestudio.com

Regular ticket price (at the door and online after March 15): \$10.00

Early bird online ticket price (through March 15): \$8.00

Sunday BFF ticket special – come on Sunday and bring a friend for free

The event will benefit [Art in Action](http://www.artinaction.org), a non-profit organization that brings arts education to elementary school students nationwide, and will take place on April 29 and 30, 2017 at the Computer History Museum in Mountain View CA. For 34 years, Menlo Park-based Art in Action has provided visual arts curriculum to elementary school children across the country. Reaching more than 70,000 children in 500 schools and organizations in 2016, Art in Action's program inspires creativity, develops critical thinking skills and elicits joy and pride in every child at a time when arts education is underfunded in our nation's schools. As a leader in visual and digital arts education, Art in Action exposes kids to diverse artists, cultures and genres while teaching them how to look at, discuss and share their feelings about the art. Art in Action gives children the tools to visually express themselves through the creation of their own artwork.



STYLE artists and the event organizers are committed to helping Art in Action meet its 2017 goal of reaching 80,000 students in schools that would likely go without arts education. The program reaches a diverse range of demographics and more than 85 supported schools are within a thirty-minute drive of the STYLE '17 event location.

“Art in Action recognizes synergy between STYLE '17’s focus on the artistry of independent design and Art in Action’s mission,” Executive Director Ken Toren, said. “It is gratifying to have the support of established artists who, through the sale of their beautifully crafted pieces, will benefit the next generation of artists as well as innovators, scientists, engineers, visionaries, change makers and design thinkers.”

STYLE HOME

In addition to fine jewelry, apparel and accessories on display at STYLE '17, attendees can explore the STYLE HOME section. STYLE HOME features the best of decorative and functional objects for the home including gorgeous works in wood and bristle by Hannah Beatrice Quinn, as well as glass and ceramics by noted Bay Area artists Walker and Bowes Glass, MMClay, Nina Else, and Recycled Glassworks. Award-winning, Oregon-based ceramicist Dan Schmitt will be making STYLE '17 his only Bay Area appearance this spring and Jessica Wertz potter and fine porcelain jewelry maker will be back in the Bay Area after relocating to Oregon in late 2016. Some of our favorite textile designers such as Angelina DeAntonis of Ocelot and Ellen Brook will be featuring their new lines of soft goods for the home.

“We are thrilled to bring such a fine selection of top-notch HOME goods designers to STYLE,” said STYLE co-producer and founder, Diane Master. “By bringing the show to the Computer History Museum Grand Hall this year, we now have the space required to add this new section while expanding our offering of jewelry, apparel and accessories.”

STYLE Kids

In a nod to the artistic children supported by the event, STYLE '17 launches its KIDS section featuring fun, fashionable and functional clothing for newborns to tweens. The section features local independent designers, Eden + Zoe, Kaoru Sanchez of San Francisco, Kotas Kreations, and Les Petit Carreaux,

Jewelry, Fashion and Accessories

Many jewelry, apparel and accessories designers from previous years are returning to STYLE, and dozens more are joining for the first time. All of whom are committed to craftsmanship, originality and quality. This formidable group represents the broadest array and highest caliber collection of artists who’ve shown at STYLE.



About STYLE

STYLE is Silicon Valley's premiere independent contemporary design show, sale and benefit. Created by Diane Master in 2005 and co-produced in collaboration with Renee Berenson and Laurel Skillman of Lucente Studio since 2014, STYLE brings distinctive jewelry, apparel, accessories and home goods from artists' studios to discerning shoppers in support of a worthy cause.

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