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### **Holland Center and Sonoran Arts League Present Winter Artisan Market**

*Attendees will be able to purchase unique, handmade holiday gifts and other creations directly from local fine artists*

On December 3-4, 2021, the Holland Center and the Sonoran Arts League will join forces to present the inaugural Winter Artisan Market, a unique holiday shopping experience celebrating local artists and makers. Approximately 75 regional fine artists will participate in this juried show, exhibiting their original, handmade creations. For attendees, this free-admission event will offer the perfect opportunity to shop for one-of-a-kind holiday gifts and works of art from a variety of mediums, including jewelry, painting, photography and more. The Winter Artisan Market will take place from 9 a.m. to 4 p.m. each day at the Holland Center, 34250 N. 60th Street, Scottsdale, Ariz. 85266.

As attendees browse the diverse selection of handcrafted works, they will also be able to meet the artists and learn about their creative processes. This chance to forge a personal connection with talented local artists is one of the key highlights of the Winter Artisan Market, as it creates a distinctive “Main Street” shopping experience reminiscent of the days before the internet and big-box stores were the vendors of choice. Shoppers will not simply be purchasing inanimate works of art – they will gain insight into the consciousness of the artist while enjoying a friendly, intimate, unhurried shopping experience.

Located in North Scottsdale, the Holland Center is a vibrant, community-oriented 501(c)(3) nonprofit organization celebrating art, education and service in the Desert Foothills region. Formerly known as the Foothills Community Foundation, the Center offers a vast array of programs, including lifelong learning classes, fine arts exhibits, performing arts through the Desert Foothills Theater and more. For more information, visit <https://hollandcenter.org>.

The Sonoran Arts League is a nonprofit, volunteer-based, arts service organization dedicated to actively advancing art, artists and art education. Founded in 1975 as an informal gathering of artists local to the Cave Creek area, the League now consists of over 750 members from across the U.S. and Canada. To learn more, visit <https://www.sonoranartsleague.org>.

The Holland Center and the Sonoran Arts League are currently accepting artist applications for the Winter Artisan Market. To access the application and learn more about this festive event, please visit <https://hollandcenter.org/winter-artisan-market>.