



SWVA CULTURAL CENTER

The **Southwest Virginia Cultural Center & Marketplace** is your gateway and introduction to discovering the unique people, places, and stories of the most beautiful region in America.

Tucked in the ancient Appalachian Mountains of Southwest Virginia is a vibrant culture of tradition, food, music and craft. It's a region of spectacular views, abundant outdoor recreation, and rich natural resources. Rooted deep in history, this culture is authentic... distinctive... alive.

Your welcome mat to this vibrant region, the Southwest Virginia Cultural Center & Marketplace {formerly Heartwood} is a 29,000 center that introduces Southwest Virginia (SWVA) to the world and serves as a visitor center, retail center for local crafts, music venue and community space.

Your Points of Contact



Logan Hardesty
SWVA Travel Advisor & Visitor
Center Coordinator
lhardesty@friendsofswva.org
276-492-2400



Leah Kidd
Events, Sales and Programming
Coordinator
lkidd@friendsofswva.org
276-492-2423

Visitor Center

From a centerpiece hand carved wooden map weaving the stories of 19 counties and four cities, you'll discover the hidden backroads and undiscovered treasures of Appalachia waiting to welcome you warmly.

Marketplace

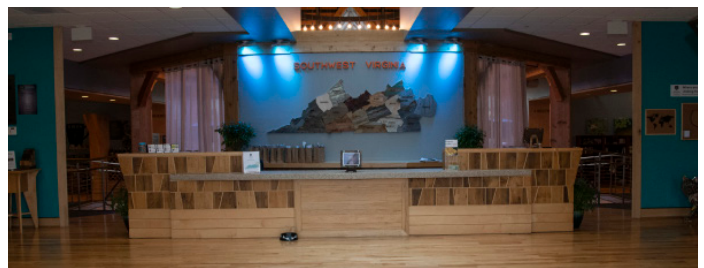
A soaring space retailing the art and craft of over 180 artisans from Southwest Virginia who have been juried by fellow artisans. From traditional pottery and quilting to modern paintings and glasswork, you'll learn the stories of our traditional art and explore over 5,000 pieces for sale. Two spaces feature rotating exhibits that showcase the best of Southwest Virginia's masterpiece artisan network.

Cafe

Sourcing 85% of all our products from the region, the SWVA Cafe and Mountain Brew Bar serves up homemade fare representative of the region. Take a break a sip away on over 25 different award-winning regional wines and beers.

Book your event!

The **SWVA Cultural Center & Marketplace** crafts authentic Southwest Virginia event experiences through locally-sourced vendors. Gatherings at the SWVA Cultural Center & Marketplace can be as intimate or grand as your heart desires. Events held at our facility are led by a team of talented event professionals to create and craft each detailed moment.



One Heartwood Circle, Abingdon, VA 24210
(276) 492-2400

VisitSWVA.org | FriendsOfSWVA.org
RoundtheMountain.org | SWVAculturalcenter.com



SWVA CULTURAL CENTER 2020 CALENDAR

Music

Events

- The Crooked Road's Open Jam - Every Thursday at 6:30 PM (except for 2nd Thursdays)
- Jazz Tuesdays - Every 2nd Tuesday at 12:00 PM
- The Crooked Road's Youth Music Series - Every 2nd Thursday at 6:30 PM
- May 9 - The Crooked Road Youth Music Festival

Culinary

Events

- August 1 - Farmers Ball
- November 29 - Thanksgiving Brunch
- Let's Jam Canning Series
 - April 18 - Strawberry Salsa
 - June 20 - Blueberry Jam
 - August 22 - Preserving Tomatoes
 - October 10 - Apple Butter
 - December 12 - Sauerkraut
- Cooking Along The Crooked Road
 - March 2 - "Making Sauces" with Matt Shy
 - April 6 - "Gluten-Free" with Kristi Slaughter
 - May 4 - "Cajun Cookin'" with Joel Jerkins
 - June 1 - "Intro to Baking" with Joe Bridges
 - July 6 - "Summer Grillin'" with Matt Shy
 - August 3 - "Charcuterie" with Loren Gardner
 - September 7 - "Southern Breakfast" with Ben Phillips
 - October 5 - "Homemade Soups" with Charles Parker

Arts

Exhibits

- January - Fall 2019 Juried Artisans
- February - Fall 2019 Juried Artisans
- March - Quilt Show
- April - Quilt Show
- May - 'Round the Mountain Vision
- June - Spring 2020 Juried Artisans
- July - Spring 2020 Juried Artisans
- August - Tobacco Heritage
- September - Tobacco Heritage / Artist Highlight: Jarata
- October - Artist Highlight: Jarata
- November - Christmas / Holiday

Events

- April 18 - Spring Wedding & Gift Expo
- July 25 - Summer Art Market
- November 28 - Holiday Market

Engage with us:

1. Artisans: Juried products sold through Marketplace & multiple in-person opportunities per year
2. Communities: Utilize the Visitor Center as a destination marketing tool
3. Consumers: Shop with us, eat with us, pick with us, and meet with us
4. Restaurants & Entrepreneurs: Take over our restaurant!

Book your event at the SWVA Cultural Center & Marketplace today!

Leah Kidd, Sales, Events & Programming Coordinator - events@friendsofswva.org