

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Artsy Scoop Magazine: Your Inside Scoop on Art in Fort Worth, Texas

Fort Worth, TX - Artsy Scoop is excited to announce the launch of **Artsy Scoop Magazine** on January 14, 2025. This dynamic publication celebrates Fort Worth's vibrant creative scene and serves as the city's premier hub for art, culture, and creativity.

Originally founded in 2021 as a blog and social media platform by Mouty Shackelford, Artsy Scoop began as a passion project to spotlight the incredible talent within the Fort Worth metroplex. Now reimaged as a full-fledged magazine, Artsy Scoop Magazine provides a platform for creativity, conversation, and connection. The publication shines a light on local artists, museums, cultural events, culinary arts, festivals, and education, offering readers a comprehensive view of Fort Worth's thriving cultural scene.

A Personal Welcome from Founder Mouty Shackelford

"It is with immense pride and excitement that I welcome you to this project, a celebration of creativity, resilience, and the extraordinary art community we call home," says Shackelford.

Launched during the tail end of the COVID-19 pandemic, Artsy Scoop began as a way to reconnect with the world and spotlight the artistic talents of Fort Worth. After a period of regrouping and reimaging, the publication now emerges as Artsy Scoop Magazine, powered by a dedicated and talented team.

"This isn't just a continuation; it's an exciting new chapter," Shackelford continues.

"Each issue will explore our local art scene, cultural happenings, inspiring creators, and businesses that champion the arts. I'm especially excited to introduce *Artful Travels*, a section

that takes readers on art-filled journeys to destinations beyond Fort Worth, sparking inspiration and wanderlust.”

Vision and Mission

Artsy Scoop Magazine is dedicated to amplifying the voices, stories, and movements that make Fort Worth’s creative community extraordinary. By combining thought-provoking features, stunning visuals, and engaging content, the magazine explores the intersection of art, culture, and society.

In addition to highlighting Fort Worth’s galleries, museums, and artists, the magazine features local culinary arts and hospitality, celebrating the talent and businesses that enrich the city’s creative ecosystem.

What Readers Can Expect

Launching digitally with limited print runs, Artsy Scoop Magazine will feature:

- Showcases of local galleries and must-see museum exhibits.
- Spotlights on photographers, artists, and cultural innovators.
- Expert insights on collecting, curating, and the business of art.
- *Artful Travels*: Guides to art destinations beyond Fort Worth.
- *Artisan Appetite*: A focus on local culinary arts.
- Features on the latest trends shaping the cultural landscape.

Join the Creative Journey

Stay connected with Artsy Scoop Magazine! [Subscribe](#) for art news and updates at and follow us on Instagram and Facebook for the latest stories, exclusive content, and behind-the-scenes looks at Fort Worth's vibrant art and cultural scene.

We also welcome supporters and advertisers who share our passion for celebrating creativity in Fort Worth. To explore partnership opportunities, email us at scoop@artsyscoop.com.

Links to stay connected:



Notes to Editors: For your convenience, a [Dropbox link](#) of assets is attached.

<https://www.dropbox.com/scl/fo/i5m9sig6xr0g244rkle8o/AIC0vGgOaSVTPEVTovmXmmE?rlkey=at1ofaxk9b2zloccjksm2q6i&st=ioftotj6&dl=0>

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