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**ALL THE WORLD'S A VILLAGE SQUARE AT
MYTHIC JOURNEYS' MARKETPLACE**

*Attendees can relax, shop and be entertained in the Marketplace at Mythic Journeys,
a conference and performance festival celebrating Joseph Campbell Centennial*

ATLANTA, GA – The Mythic Journeys Marketplace—a “village square” of nearly 50 artists, craftspeople, exotic shops from around the world, and a bookstore—will be more than just a place to shop. It will extend the sights, sounds, tastes, smells and textures of the Mythic Journeys conference and performance festival, June 3-6 at the Atlanta Hyatt Regency Hotel, into an intimate space designed especially for community building.

Participants can enjoy music or a well-told tale, watch artisans demonstrate their crafts, or sip a favorite beverage and gather with friends. In keeping with the theme honoring the centennial of the birth of world renowned mythologist Joseph Campbell (1904-1987), the hotel's Grand Hall will be transformed into a visual representation of Professor Campbell's archetypes: the autograph/breakfast space draped in purple to symbolize the archetype of the Wizard; the vendor/demonstration space armored in dark green to symbolize the archetype of the Wanderer; and the performance/social area adorned in burgundy to symbolize the archetype of the Warrior.

“This is an experiential design,” says Marketplace Coordinator Kathleen Bingaman. “We want to provide a multicultural, pan-ethnic and interactive shopping area. We want to use the Campbell archetypes and various historic and cultural references to create an environment that encourages and supports the experiential feeling of the conference.”

(more)

The Mythic Journeys Marketplace will feature 47 artisans with a wide variety of high-quality wares: music, pottery, clothing, dolls, masks, instruments, visual art and more—all reflecting cultures from around the world.

Borders Books & Music will also open a satellite location on site with copies of books by many of Mythic Journey's program participants.

A highlight of the four-day event will be a “village faire” Saturday, June 5, complete with street performers and music starting at 5 p.m., with a mass signing by Mythic Journey guests from 8 to 10 p.m.

The goal for visitors to the Mythic Journeys Marketplace, says Bingaman, “is that they will discover things that they may never have seen before, and that they will come away from the experience realizing that everyone can create their own myth.”

The first annual Mythic Journeys will bring together more than 140 of the world's leading scholars, psychologists, educators, business leaders, artists, authors, filmmakers and performers for an unprecedented dialogue on the importance of storytelling in contemporary life from June 3-6, 2004, at the Atlanta Hyatt Regency Hotel.

A complete list of program participants, as well as registration rates and a program overview, is available at www.mythicjourneys.org or by calling (404) 832-4127.

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