



# Artful Living

**FOR IMMEDIATE RELEASE**

**CONTACT:** Erika Baum  
e.blank@pillsburycastle.com  
507-995-7478  
pillsburycastle.com

## **Pillsbury Castle Project Chooses *Artful Living* as Official Media Partner**

**MINNEAPOLIS, MINNESOTA — February 20, 2024)** The [Pillsbury Castle Project](#), a home restoration journey celebrating the best of interior design, is excited to announce they have selected [Artful Living](#) as the official media partner of the American Society of Interior Design ([ASID](#)) Design Home 2024 in partnership with the National Association of Remodeling Industry ([NARI](#)). *Artful Living* is a top independent boutique lifestyle magazine based in Minneapolis highlighting culture, home, style, travel, food, profiles and more.

As the official media partner, *Artful Living* will play a vital role in amplifying the mission and vision of the Pillsbury Castle Project and Design Home 2024 through its various platforms, including print, digital, and social media channels.

The partnership between the Pillsbury Castle Project and *Artful Living* represents a synergy of shared values and a commitment to community development and sharing the stories that exist right here in Minneapolis and beyond.

"We are thrilled to partner with *Artful Living* in our endeavor to restore and preserve Pillsbury Castle," says Matthew Trettel, Executive Director for the Pillsbury Castle Project. "Their dedication to promoting cultural heritage and their passion for storytelling make them the perfect ally in our mission as we breathe new life into this historic home."

*Artful Living* has a proven track record of delivering high-quality content that resonates with its audience. Through captivating articles, stunning visuals, and engaging multimedia features, *Artful Living* will help shed light on the rich history and architectural significance of the Pillsbury Castle, while also highlighting the project's ongoing restoration efforts and future plans.

"The *Artful Living* team is beyond thrilled to be the exclusive media partner for this year's ASID Design Home in Partnership with NARI," says *Artful Living* Editor-in-Chief Kate Nelson. "We can't think of a more exciting way to kick off this collaboration than with the unveiling of the

incredible Pillsbury Castle Project, which has stood as a pillar in our hometown of Minneapolis for more than 120 years. We'll see you on the tour in July."

For more information about the Pillsbury Castle Project and to stay updated on the latest developments, visit PillsburyCastle.com. To explore *Artful Living's* captivating content and discover more about their commitment to celebrating culture and art, visit ArtfulLiving.com.

For media inquiries, please contact:

Erika Baum  
Director of Marketing  
Pillsbury Castle Project  
[e.baum@pillsburycastle.com](mailto:e.baum@pillsburycastle.com)  
507-995-7478

###

### **About The Pillsbury Castle Project**

Founded in 2023, The Pillsbury Castle Project is an activation to preserve a historic home built in 1903 for Alfred F. Pillsbury, son of Pillsbury Co-Founder John S. Pillsbury. This magnificent home is prominently situated on a corner lot in the Whittier neighborhood of Minneapolis with two and half stories of Platteville limestone. It is currently undergoing a massive restoration in partnership with the American Society of Society of Interior Designers and the National Association of Remodelers International set to open its doors to the public in July 2024 as the Design Home 2024.

### **About Artful Living**

Artful Living is one of the top independent boutique lifestyle magazines across the United States with international reach. Founded in 2008, this award-winning quarterly magazine features engaging original content and beautiful design, bringing the best of the North and beyond to an affluent audience with impeccable taste. This elegant, intelligent publication aims to inspire and entertain, highlighting culture, home, style, travel, food, profiles and more. The Artful Living lifestyle brand is headquartered in Minneapolis.

**[MEDIA ASSETS](#)**