



## ARTIST INFORMATION

### Lakefront Festival of Art

Thursday, June 15	Artist Load-In (7am – 8pm, exact load in time assigned in May)
Friday, June 16	10am – 10pm Lakefront Festival of Art
Saturday, June 17	10am – 7pm Lakefront Festival of Art
Sunday, June 18	10am – 5pm Lakefront Festival of Art 5pm – 9pm Artist Load Out

Artists must complete booth set up by 9:30am each day. Early tear-downs will not be tolerated. Noncompliance could result in suspension from future participation in LFOA.

### Daily Schedule

<u>Thursday, June 15</u>	Assigned Registration	8:00am – 6:00pm
	Set-up Indoor and Sculpture Garden	8:00am – 10:00am
	Set-up Pre-arranged & Oversized Vehicles	10:00am – 12:00pm
	Set-up Outdoor	12:00 Noon – 6:00pm

EACH ARTIST WILL HAVE 2 HOURS TO CHECK IN AND UNLOAD. SEE YOUR ASSIGNED REGISTRATION TIME AND BOOTH NUMBER ON THE ATTACHED DOCUMENT. UNUSUALLY TALL VEHICLES OR TRAILERS, PLEASE CALL AHEAD FOR ASSISTANCE.

- ***INDOOR ARTISTS*** – You have a reserved space within the museum’s underground parking garage that you can use both during registration and your booth load-in. Indoor artists are required to have load-in complete before the museum opens to the public at 10:00am. You can however continue to set-up your individual booth space within the stanchion area until 8:00pm.
- ***OUTDOOR ARTISTS*** - Once you have unloaded and moved your vehicle, you may return to your booth space and continue setting up until 8:00pm.

<u>Friday, June 16</u>	Continental Breakfast	8:30am - 9:30am
	Festival Hours	10:00 am - 10:00pm
	*VIP First Look	10:00am - 12:00 noon
	*MAM After Dark	5:00pm – 10:00 pm

<u>Saturday, June 17</u>	Continental Breakfast	8:30am - 9:30am
	Festival Hours	10:00am - 7:00pm
	(Artist Awards Presented)	10:30am

<u>Sunday, June 18</u>	Award Celebration Breakfast (RSVP Required)	8:00am - 9:30am
	Artists Award Overview & Meeting	8:30am SHARP



Festival Hours

10:00am - 5:00pm

- At festival opening (on Saturday @ 10am) each juror, accompanied by either the LFOA Director or the Milwaukee Art Museums Friends of Art President, will present the artist award to the winning artists in their booths.
- The Award Celebration Breakfast is a casual catered breakfast served on the Milwaukee Art Museum's West Terrace. The breakfast will include a brief announcement of the 2017 award winning artists, details involving load-out and festival wrap up information. Each artist has an invitation for TWO people to attend.

## REGISTRATION PROCEDURES

- To register, it is REQUIRED that you present a photo ID and a completed Wisconsin Department of Revenue Temporary Event Operator and Seller Information Form. (Blank forms are available at [lfoa.mam.org](http://lfoa.mam.org))
- Registration is based upon your assigned time from 8:00am to 6:00pm on Thursday, June 15<sup>th</sup>, 2017.
- To keep registration running in a smooth fashion, it is imperative that each artist arrive at the time they are allocated and remove their vehicle by the noted departure.
- As you proceed with registration, please remember to adhere to the information you provided on your application. In particular, *"any person listed as a collaborator on the application will be required to be present for the festival entirety. Set-up will not be permitted until each artist (including both collaborators) is present."*

## Upon arrival to the Festival, proceed in your vehicle to Harbor Drive:

- Artist check-in and registration is located at the south entrance of the artist tent.
- A committee member will be there to provide further directions for admittance on to the Festival Grounds.
- You need these items to check-in:
  1. Photo ID
  2. Wisconsin Temporary Event Operator and Seller Information Form (Attached Document)
  3. Parking fees (optional - credit card, check, or cash accepted)
  4. Your license plate #
- At registration you will receive:

Artist weekend event information and parking options for the weekend  
(Dependant on your parking selection)
- After you are registered, proceed to your assigned booth space to unload. (clearance is 10'6")
- While you are unloading, please turn off your ignition.
- Booth parking is limited to one vehicle per artist. Information on parking options following the completion of your booth load-in are provided at check-in.



### Additional information

- Name badges for artist assistants will be available at registration. (One assistant per day)
- Artist Lanyards give you access to the Museum's Permanent collect and special exhibition during the festival. Secure a booth sitter and view our newly reinstalled galleries.
- You are only allowed to bring your vehicle onto the grounds to set up or dismantle your exhibit.
- No permanent and/or overnight parking on the grounds will be permitted.
- Vehicles parked illegally will be towed away at the owner's expense.
- Sleeping in vehicles overnight is not permitted.
- Artists are welcome to leave artwork up overnight if so desired as guards patrol the grounds 24/7. Lakefront Festival of Art will not be liable for lost, stolen, or damaged goods.

**IF AN ARTIST (INDOOR OR OUTDOOR) IS NOT REGISTERED BY 8:00pm, Thursday, JUNE 15<sup>th</sup>, 2017 HE/SHE WILL FORFEIT HIS/HER SPACE.**

### PARKING INFORMATION

- Museum Underground Parking  
No re-entering or exiting during festival hours  
Trailers ok – require an additional parking space  
\$50 per space for the entire weekend  
8' 4" clearance  
  
For *INDOOR ARTISTS* Only  
1 underground parking space is included
- O'Donnell Park Structure  
West of Museum – Across the Street  
Hourly Mon-Thurs before 5pm, max at \$8  
Pre-collect Fri, Sat & Sun- \$10 per vehicle  
7' 2" clearance
- War Memorial Center Parking  
DIRECTLY North of the Museum  
First come fist serve basis  
No "in and out" or overnight  
This is an open air lot, trailers are ok  
\$20 per day

### Emergency Number

In the event that a festival emergency may occur please contact:

- Krista Renfrew, Festival Director - Cell: 414/687-7540



## Artists Festival Highlights

### Food & Beverage

- **Continental Breakfast:** A complimentary continental breakfast for the artists will be served between 8:30-9:30am on Friday and Saturday.
- **Artist Awards Breakfast:** A casual catered celebratory breakfast will be provided Sunday, June 19 from 8:00-9:30am on the Milwaukee Art Museum's West Terrace. Artists are issued TWO invitations per booth for the Sunday breakfast.
- Artists are encouraged to attend the Artist Awards Breakfast because at 8:30am we discuss the show and ways we might improve it.
- In your lanyard each artist is given 3 water coupons
- Festival Food options on the grounds please visit the website

### Judging for Festival Awards

- Judging begins at 10:00am on Friday, June 16<sup>th</sup>.
- All artists are eligible for one of the ten cash awards of \$1,000.
- In addition, each of these winner will also receive a commemorative work of art design by fellow 2017 exhibiting artist Matthew Hatala.
- Ten additional Honorable Mention awards will also be selected.
- Awards are based upon an artist's entire presentation and will be presented to the winning artists in their booths at festival opening on Saturday at 10am.
- A single \$500 Sculpture Garden Award will be presented to (1) LFOA artist participating in the Sculpture Garden installation.

### Rentals

- Arena Americas Event Rental forms are designed to assist you with any pre-planning needs, (tables, chairs, or similar items).
- Order form provided to you in MAY 2017.
- All prices include installation and dismantle; all rentals are delivered to each booth.
- Rentals are between artist and Arena, the festival is not involved in payment

### Silent Art Auction

- A separate email will be sent detailing the LFOA silent auction including an exciting incentive opportunity.
- If you have questions regarding the Silent Auction, please contact: [lfoa.silentauction@gmail.com](mailto:lfoa.silentauction@gmail.com).
- If you do not sign up in advance to contribute a piece of your art to the Silent Auction, it is never too late. All donations will be gratefully accepted.
- Donations should be brought to the Silent Auction Tent and given to a designated committee member no later than 10:00am on Friday, June 16.



### **Sculpture Garden**

- Any exhibiting artist is invited to showcase their sculpture or outdoor art EVEN if you weren't juried in for this medium.
- A \$500 award is given to 1 participating artist
- If you are interested in exhibiting your work in a professionally designed beautiful outdoor garden area at this year's festival, please contact: Tim Arnold [tarnold902@hotmail.com](mailto:tarnold902@hotmail.com) 224/ 217-0770, prior to festival weekend.

### **Fiber Art Fashion Show**

- Separate correspondence regarding the LFOA Fashion Show will be sent

### **Other Events within Lakefront Festival of Art**

#### **VIP First Look**

- **Friday, June 16, 10am - Noon**
- Museum members at the Art Advocate level and higher, collectors, and designers are invited to meet the artists and purchase great art – before the weekend crowds on Friday,
- Artists must have work ready for viewing by 9:30am.
- Each artist will receive 10 complimentary tickets to be used for member morning or any time during the rest of the festival weekend.

#### **MAM After Dark**

- **Friday, June 17, 5pm-10pm**
- Milwaukee's hottest after-hours social scene, targeted toward a younger crowd ages 25-40, will feature popular live bands, special beverage tastings, and other activities held throughout the LFOA grounds and inside the Museum.