



General Information

Festival Hours:

1. **Friday, June 16, 2017, 10 AM-10 PM**
2. **Saturday, June 17, 2017, 10 AM-7 PM**
3. **Sunday, June 18, 2017, 10 AM-5 PM**

* MAM After Dark returns in 2017 featuring the hottest live bands, food & beverage tastings, and other activities held throughout the LFOA grounds. Relax and unwind, or have a dance party on the grass, MAM After Dark is the Friday night playground for Milwaukee's thriving, art-loving crowd!

Artist Features at LFOA:

Please be sure to indicate when registering if you are interested in participating in a variety of artist activities offered at LFOA:

- Fiber Art Fashion Show – Highlights all our fiber wearable artists
- Online Silent Art Auction – **Donate and enter to win a waived booth fee at the 2018 LFOA.**
- Sculpture Garden – Attendees stroll through the picturesque Sculpture Garden.



Note! Artists interested in the Sculpture Garden, who are not accepted in the sculpture category, may still participate in this feature with work other than that juried in. You will be asked to provide images of the work you wish to exhibit. All submissions will be reviewed by LFOA. The Lakefront Festival of Art reserves the right to accept or decline pieces for inclusion in the Sculpture Garden. All participating LFOA 2016 **Sculpture Garden exhibiting artist are eligible for a single \$500 award.** Unless juried in, any work shown in the Sculpture Garden may not be represented or displayed in an artist's booth.

LAKEFRONT FESTIVAL OF ART

Artist Booth Locations:

LFOA continues to offer booths under the state of the art clearspan tents on the Museum's driveway and booth locations inside the Milwaukee Art Museum's Santiago Calatrava-designed building (Windhover Hall.)



The Festival's footprint includes both indoor and outdoor spaces on the Museum campus, which helps us to further strengthen the connection between the Milwaukee Art Museum and LFOA. Festival attendees will enjoy the added value of *all-access admission* to the Museum galleries and feature exhibitions provided with their paid admission to LFOA.

Indoor booths: In addition to complimentary standard electrical hookups, one complimentary underground parking space (with a maximum vehicle height of 8'4") will be provided to each artist exhibiting in Windhover Hall for the duration of the Festival. A \$50 value, this secure space is available for your use to park and/or for storage of your artwork. Though you will have full access to your vehicle during Festival hours, in and out privileges are limited. Vehicle entrance is only allowed each morning up to 1 hour prior to festival start, as well as vehicle departure must take place within 1 hour of Festival closing each day. Overnight parking is allowed, but if you elect to store your vehicle in the garage overnight, you will not be allowed access until 7am the next morning.



These indoor booth spaces will be *assigned to artists on a first-come, first-served basis*, and are limited to the requests of the first 19 exhibitors. If you have additional questions regarding any of the information within this document please contact festival staff at lfoa@mam.org.



Artist Housing:

You will find a list of local accommodations for your reference in the MAP & DIRECTIONS section of the LFOA website. This includes a partial list of hotels and a RV Park located nearest the festival. Please be aware that there are numerous activities scheduled in Milwaukee during the summer festival season, so space may be at a premium.

You also have an opportunity when registering to express your interest in staying with a host family during LFOA. We have offered this program for numerous years and both artists and host families have been very pleased. We can't promise such housing to everyone, but the sooner we know how many artists are interested, the better we can assist. **Whatever your preference for accommodations, we encourage you to make your arrangements early.**

Official Festival Program:

LFOA is currently hard at work developing our 2017 festival program, of which 70,000 copies will be distributed through M Magazine, select households in the Milwaukee Journal Sentinel, and onsite at the Festival. Every artist will have one featured artwork image (along with an email address) included in the program to promote your participation in LFOA. If you do not wish your image or information to be included in the program and/or the official LFOA web site for some reason, please notify festival staff immediately. *Please note that Image #1 from your LFOA application will be used unless otherwise directed.