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MILWAUKEE ART MUSEUM ANNOUNCES 2017 LAKEFRONT FESTIVAL OF ART
55th festival to be held June 16-18

**2017 Lakefront Festival of Art (LFOA)
FACT SHEET**

GENERAL INFORMATION

- **Location**
LFOA takes over the Milwaukee Art Museum grounds at 700 North Art Museum Drive, Milwaukee
- **Festival Hours**
 - Friday, June 16, 10 a.m.–10 p.m.
 - Saturday, June 17, 10 a.m.–7 p.m.
 - Sunday, June 18, 10 a.m.–5 p.m.
- **Admission**
 - Adults \$17; seniors/students \$15
 - Museum Members \$10
 - Advance tickets \$10 (sold through Thursday, June 15, 5pm).
 - Free for kids age 12 and under, veterans, active military, and Wisconsin K–12 teachers (with ID)
 - A three-day pass is available for \$25 at the festival gates and online
 - Show your U.S. Open pass and receive the Museum Member rate of \$10
- **Museum Access**
LFOA tickets include admission to all Museum exhibits.
- **175+ National Artists**
Both inside the museum and outdoors under LFOA's signature white tents, festgoers can visit one-on-one with jury-selected artists selling their jewelry, paintings, ceramics, metalwork, photography, apparel and more.
- **Something for Everyone**
Other activities at the festival include three days of live music and entertainment, PNC Children's Experience, sculpture garden, silent auction, wine garden and plenty of food. On Father's Day, dads can enjoy a VIP experience in the LFOA "MAM Cave" with special refreshments and activities.



KEY DIFFERENTIATORS

- **Best of the Best**
LFOA is continually named a Top 50 Art Festival by *Art Fair Sourcebook*.
- **World-Class Art**
LFOA offers high-quality artwork from some of the country's most renowned and respected artists, available for purchase in a wide range of prices that can fit anyone's budget. Artwork is categorized into fifteen different segments, including ceramics, digital, glass, drawing and pastels, photography, and more.
- **Largest Fundraising Event**
LFOA continues to raise funds for acquisitions and exhibitions, making it possible for more than 250 works of art to be contributed to the Milwaukee Art Museum's Collection. The festival is the largest fundraising event hosted by Friends of Art to support the Museum.
- **"Under the Wings" Mentoring Program**
In the fall of 2015, five young art students were accepted into the new two-year mentoring program. After shadowing LFOA artists at the 2016 festival and attending education programming throughout the year, the young men and women enjoy the hands-on experience of selling their own artwork to fest-goers.

SPECIAL ATTRACTIONS

- **MAM After Dark, presented by Northwestern Mutual, Friday, June 16, 5–10 p.m.** Kickoff the weekend at the Museum's signature event for young professionals. Browse Museum galleries inside, enjoy festival activities outside, as well as the incredible musical line up. Admission is included with festival ticket.
- **Life-Size Photo Frame**
Strike a pose with LFOA's recognizable giant wooden frame situated on the Museum grounds for a chance to be featured on the Museum's social media sites.
- **Rock Climbing Wall**
- **Wine and Canvas, Saturday, June 17, 11a.m.-5p.m.**
Back by popular demand, attendees are invited to create their own piece of art to take home. Participation fee includes painting supplies, canvas, and a beverage.
- **Father's Day Activities in the LFOA MAM Cave, Noon to 5p.m.**
Treat dad to a VIP experience on Sunday, June 18, including special refreshments and activities.

OTHER ACTIVITIES

- **Food and Live Music**
Feast on a variety of food and beverage options while listening to live, local musical acts at the outdoor stages throughout the day, at either the main stage or in the Wine Garden.
- **Wine Garden**
Relax beneath the wings of the Museum's world-famous Santiago Calatrava-designed Burke Brise Soleil and enjoy specialty wines while overlooking the beautiful festival grounds and stunning Lake Michigan.
- **Blue Moon Beer Garden**
Enjoy Blue Moon and other microbrews in this lively area showcasing several food and beverage vendors.
- **PNC Children's Experience**
This highly interactive, kid-focused area of the festival features free drama performances, hands-on art projects, and more—designed for kids of all ages.
- **Hawks Sculpture Garden**
Enjoy outdoor sculptures provided by festival artists, set in a garden created by Hawks Landscape, which itself is a work of art.

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