



GENERAL INFORMATION

Food & Beverage

- **Continental Breakfast:** A complimentary continental breakfast for the artists will be served between 8:30-9:30am on Friday and Saturday, located in front of museum's main entrance.
- **Artist Awards Breakfast:** A casual catered celebratory breakfast will be provided Sunday, June 18 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, mam.org/lfoa

Judging for Festival Awards

- Judging begins at 10:00am on Friday, June 16th.
- 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 Tom Bloyd.
- 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

- The attached Arena Americas Event Rental forms are designed to assist you with any pre-planning needs, (tables, chairs, or similar items).
- 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.
- 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 (untented) at this year's festival, please contact: Jed Raasch jefraasch@ameritech.net or 414/748-4461, 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 16, 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.