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

MILWAUKEE—May 5, 2017—[Lakefront Festival of Art](#) (LFOA), the weekend-long festival held on the grounds of the [Milwaukee Art Museum](#) (MAM), will celebrate its fifty-fifth year when it kicks off Friday, June 16, 2017. LFOA features the works of more than 175 national artists along with food, entertainment and activities for all ages, while serving as a primary fundraiser for the Museum to acquire and exhibit new artwork.

“LFOA is continually named one of the top art festivals in the country, and it’s a not-to-be-missed festival each year among attendees who visit from throughout Southeastern Wisconsin and Chicagoland,” said Jenny Kobe, Festival Event Manager. “Exposure to such diversity of art forms and artists, an unbeatable setting on the Milwaukee Art Museum campus, and activities for all ages makes LFOA a premiere festival and summer destination.”

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. Among the 175+ artists selling their work will be the four participants in LFOA’s “[Under the Wings](#)” 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.

Kaivahn Sarkaratpour, a graphic designer in the program, will showcase a botanical and floral series which he dedicates to his late mentor, Eileen Potts-Dawson.

“Eileen taught me to respect nature around us and how to express myself creatively with my art,” said Sarkaratpour. “Mentors have been essential to my growth as a young artist and I appreciate the opportunity to be surrounded by so many greats at the Festival this year.”

Other activities at the festival include three days of live music and entertainment, the PNC Children’s Experience, Hawks Sculpture Garden, Silent Auction, Wine Garden, Blue Moon Beer 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.

“There truly is something for everyone at LFOA. It’s our goal that every attendee leaves the festival with a greater appreciation for art and the important role the Milwaukee Art Museum plays within the community,” said Kobe.

LFOA also features these special activities:

- **MAM After Dark, presented by Northwestern Mutual (Friday 5 p.m. to close)**—Kick off your weekend at the Museum’s [signature event for young professionals](#). Enjoy festivities inside the Museum and outside on the festival grounds.
- **Rock climbing wall**— Get a new view of the festival grounds while testing your athletic skills.
- **Wine and Canvas, Saturday**—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.
- **Life-size photo frame**—Snap a pic of your entourage at LFOA’s signature photo opportunity.

LFOA is organized by the Friends of Art, the primary volunteer support organization of the Milwaukee Art Museum. Proceeds from the festival are directed toward the Museum’s world-class exhibitions and collections.

HOURS

- Friday, June 16 — 10 a.m. to 10 p.m.
- Saturday, June 17— 10 a.m. to 7 p.m.
- Sunday, June 18— 10 a.m. to 5 p.m.

ADMISSION

- Advance tickets \$10
- Adults \$17; seniors/students \$15
- Museum Members \$10
- Free for kids age 12 and under, veterans, active military, and Wisconsin K–12 teachers (with ID)
- Three-day pass \$25
- Show your U.S. Open pass and receive the Museum Member rate of \$10

Lakefront Festival of Art is made possible with generous support provided by PNC, Blue Moon, Baker Tilly, Hawks Landscape, Potawatomi Hotel & Casino, Adelman Travel Group, Powers Realty Group, Rexnord, Fred Astaire Dance Studios, CiderBoys, Pepsi, Quarles & Brady LLP, Zilber, M Magazine, and Jimmy Luv’s.

About Lakefront Festival of Art

The Lakefront Festival of Art (LFOA) is one of the premier art festivals in the country, featuring artists from across the nation with art for sale in a variety of media, including paintings, sculptures, jewelry, photography, printmaking, wood, ceramics, fiber, and more. Since 1963, LFOA has been a primary fundraiser for the Milwaukee Art Museum and organized with the help of Friends of Art volunteers. For more information on LFOA, visit lfoa.mam.org.

About the Milwaukee Art Museum

Home to a rich collection of over 30,000 works of art, the Milwaukee Art Museum is located on the shores of Lake Michigan. Its campus includes the Santiago Calatrava–designed Quadracci Pavilion, annually showcasing three feature exhibitions, and the Eero Saarinen–designed Milwaukee County War Memorial Center and David Kahler–designed addition. The Museum recently reopened its Collection Galleries, debuting dramatically transformed galleries and a new lakefront addition, with nearly 2,500 world-class works of art on view.

About Friends of Art

Friends of Art (FOA) is the primary volunteer support organization of the Milwaukee Art Museum. FOA raises funds in support of the Museum and develops activities to stimulate visual art appreciation and inspire volunteer leadership. Over 1,300 individuals volunteer annually to help organize and operate FOA’s fundraising events. Over \$7 million has been generated through FOA events since it was founded in 1957. For more information on FOA, visit mam.org/involved/details/foa.php.

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