



ARTIST INFORMATION

Dates & Times:

Thursday, June 14	Noon – 8pm (Artist Load-In day)
Friday, June 15	10am – 10pm
Saturday, June 16	10am – 7pm
Sunday, June 17	10am – 5pm
	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:

Thursday, June 14	Set-up Indoor and Sculpture Garden	8:00am – 10:00am
	Set-up Pre-arranged & Oversized Vehicles	10:00am – 12:00pm
	Assigned Registration	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 15</u>	Continental Breakfast	8:30am - 9:30am
	Festival Hours	10:00am - 10:00pm
	*VIP First Look	10:00am - 12:00noon
	*MAM After Dark	5:00pm – 10:00pm
<u>Saturday, June 16</u>	Continental Breakfast	8:30am - 9:30am
	Festival Hours	10:00am - 7:00pm
	(Artist Awards Presented)	10:00am
<u>Sunday, June 17</u>	Award Celebration Breakfast	8:00am - 9:30am
	(RSVP Required)	
	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 2018 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)**
- Registration is based upon your assigned time from 8:00am to 6:00pm on Thursday, June 14, 2018.
- **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

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
(Dependent 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 Collection 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 6:00pm, Thursday, JUNE 14, 2018 HE/SHE WILL FORFEIT HIS/HER SPACE. *Please contact LFOA Festival Director if you are going to be later than 6pm*

Email: krista.renfrew@mam.org, Cell: 414.687.7540

PARKING INFORMATION

- **Museum Underground Parking**
 - No re-entering or exiting during festival hours
 - Trailers are 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, first serve basis
 - No "in and out" or overnight
 - This is an open air lot, trailers are ok

\$20 per day

- **CPS Lots**

Official Festival Parking- South of Festival Grounds. \$5 per day with voucher. **MUST** receive voucher at check-in first

Emergency Number

In the event that a festival emergency may occur, please contact museum security 414.224.3205.

LFOA Artist Policies

The Lakefront Festival of Art is very proud of its reputation of sponsoring a show of high quality and variety. We rely on your cooperation and high personal standards to maintain that reputation, not only for our patrons, but for other participating artists as well. Therefore, we are reminding you of some of the policies and exhibition rules of the Festival. Each of you has signed a contract honoring these policies and rules.

- All work must be original and created solely by the participating artist.
- **The artist or collaborative team must be present during all show hours. Non-compliance with this rule will lead to immediate dismissal from the show and may result in suspension from future exhibitions.**
- Only work consistent with your juried images may be exhibited.
- Work will be reviewed for compliance with your juried images. Work must be shown in the same proportion in which it was juried. For example, if four of your images were furniture and two of your images were clocks, clocks can only fill 33% of your booth.
- All work must be hand originals. No work can be exhibited which has been made with commercial kits, molds, patterns, plans, stencils, or prefabricated forms.
- The work you exhibit may not have been created by a production studio.
- Previous awards or ribbons may not be displayed.
- The Festival prohibits pets of any kind on the Festival grounds (except service animals).
- Electricity is provided for lighting purposes only—500 watts per booth. Please remember to bring your own extension cord. See attached electrical document for additional electrical information.
- Although weather can be cool, space heaters are prohibited for they are in violation of the electrical code.
- Browse bins may occupy no more than 20% of booth space, and must be displayed within your 10x10 booth space.
- No demonstrating in booths, including playing of musical instruments, or recorded music.
- Framing is not allowed in booths at any time.

- No smoking of any kind is allowed inside the artist tents at any time.

Artist Booth Policy

- No walls or scaffolding are provided.
- If you are accustomed to using your own 10 x 10 tent, you may set it up in your assigned space, UNDER our large tent.
- You may set up either with or without a tent roof.
- The festival will provide each artist with a festival Booth Sign and it must be displayed at all times.
- Although our tents provide unparalleled protection for the outdoor artists, we strongly recommend that you not leave your art or other valuables on the ground.
- The use of screws, anchors, or other fasteners in the pavement or concrete is absolutely forbidden.
- Drilling is not permitted.
- **INDOOR ARTISTS PLEASE NOTE** - All equipment must be rubber tipped or felt bottomed to protect the museum's marble floors.
- **Your storage space must be contained within your 10 x 10 display area.**
- **Artist chairs will be allowed in the middle of the outdoor clearspan tent as permitted by Milwaukee Fire Codes.**
- **NO browse bins, coolers, cribs, desks, etc., are permitted outside of your 10 x 10 display area.**

If an artist does not comply with the above policies/rules, he/she will be required to withdraw from the show immediately. The committee reserves the right to interpret compliance as deemed in the best overall interest of the Festival. The decision of the committee is final.

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 the museum's main entrance.

- Artist Awards Breakfast: A casual catered celebratory breakfast will be provided Sunday, June 17 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.*
- *For 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 15th.
- 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 designed by fellow 2018 exhibiting artist Kim Koch.
- 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 15.

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 your artist adviser.

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 15, 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 (which will be mailed to you) to be used for member morning or any time during the rest of the festival weekend.

MAM After Dark

- Friday, June 15, 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.**