



General Information

Festival Hours:

1. Friday, June 21, 2019, 10 AM–10 PM
2. Saturday, June 22, 2019, 10 AM–7 PM
3. Sunday, June 23, 2019, 10 AM–5 PM

* MAM After Dark returns in 2019 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 2020 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 2019 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.

LAKEFRONT FESTIVAL OF ART

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.



Official Festival Program:

LFOA is currently hard at work developing our 2019 festival program, of which 70,000 copies will be distributed through MKE Lifestyle 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.

Other Festival Highlights

Food & Beverage

- Continental Breakfast: A complimentary continental breakfast for the artists will be served between 8:30-9:30am on Friday and Saturday.
- Artist Awards Breakfast: A casual catered celebratory breakfast will be provided Sunday, June 23 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

Judging for Festival Awards

- Judging begins at 10:00am on Friday, June 21st.
- 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 2019 exhibiting artist Xavier Nuez.
- 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

- Arena Americas Event Rental forms are designed to assist you with any pre-planning needs, (tables, chairs, or similar items).
- Order form provided to you in MAY 2019.
- 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 21.



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 at this year's festival, please contact: Tim Arnold tarnold902@hotmail.com 224/ 217-0770, prior to festival weekend.

Fiber Art Fashion Show

- Separate correspondence regarding the LFOA Fashion Show will be sent

VIP First Look

- Friday, June 21, 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 21, 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.