

LAKEFRONT FESTIVAL OF ART

Lakefront Festival of Art 2026

Artist Information Packet

Hours and Daily Schedules

Thursday, June 11	8 AM – 6 PM	Artist Load-In
Friday, June 12	10 AM – 7 PM	LFOA
Saturday, June 13	10 AM – 7 PM	LFOA
Sunday, June 14	10 AM – 5 PM	LFOA
	5 PM – 9 PM	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.

THURSDAY, JUNE 11

Artist Registration and Load-In: 8:00 a.m. – 6:00 p.m.

EACH ARTIST WILL HAVE 2 HOURS TO CHECK IN AND UNLOAD. See your assigned registration time and booth number on the attached document. If you have not notified LFOA of your unusually tall vehicle or trailer through the booth request form, please notify us at lfoa@mam.org prior to June 12. Once you have unloaded and moved your vehicle, you may return to your booth space and continue setting up until 6:00 p.m.

FRIDAY, JUNE 12

Continental Breakfast...8:30 a.m. - 9:30 a.m.

Festival Hours.....10:00 a.m. – 7:00 p.m.

Best In Show judging will take place Friday morning – each of our three judges will stop by every booth.

SATURDAY, JUNE 13

Continental Breakfast...8:30 a.m. - 9:30 a.m.

Festival Hours.....10:00 a.m. – 7:00 p.m.

At festival opening, the festival co-chairs will present the artist award to the winning artists in their booths.

SUNDAY, JUNE 14

Award Celebration Breakfast...8:00 a.m. - 9:30 a.m.

Festival Hours.....10:00 a.m. – 5:00 p.m.

Load Out.....5:00 p.m. – 8:00 p.m.

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The Award Celebration Breakfast is a casual breakfast served in the Lakefront Pavilion Tent. The breakfast will include a brief announcement of the 2026 award winning artists, details involving load-out and festival wrap-up information.

Load In and Registration

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 (attached). Registration is based upon your assigned time from 8 a.m. to 6 p.m. on Thursday, June 11, 2026. 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, PROCEED IN YOUR VEHICLE TO HARBOR DRIVE:

Artist check-in and registration is located at the south entrance of North Art Museum Drive. 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 payment preferred, or exact cash)
4. Your license plate #

At registration, you will receive artist weekend event information and parking options for the weekend. Once registered, proceed to your assigned booth space to unload.

- 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 Milwaukee Art Museum during the festival. Secure a booth sitter and view the Museum's 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 and the Milwaukee Art Museum will not be liable for lost, stolen, or damaged goods.

IF AN ARTIST IS NOT REGISTERED BY 6:00 P.M. ON THURS, JUNE 11, 2026, THEY WILL FORFEIT THEIR SPACE IN THE FESTIVAL.

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Please notify lfoa@mam.org or 414-224-3863 if you are going to be later than 6 p.m.

LAKEFRONT FESTIVAL OF ART

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).
- Please remember to bring your own electrical equipment. Electricity will NOT be provided.
- 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 10 x 10 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

- You are responsible to bring your own white, 10 x 10 tent.
- No walls or scaffolding are provided.
- The festival will provide each artist with a festival Booth Sign and it must be displayed at all times.
- The use of screws, anchors, or other fasteners in the pavement or concrete is absolutely forbidden.
- Drilling is not permitted.
- Your storage space must be contained within your 10 x 10 display area.
- Artist chairs will be allowed in the middle of the booths on North Art Museum Drive 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, they 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.

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Festival Features

ARTIST HOSPITALITY

Head to the artist information tent for all your hospitality needs! You'll find:

- Bottled water and snacks – all weekend
- Complimentary coffee - 8:30 a.m. – 12:00 p.m. Friday, Saturday, Sunday
- Continental breakfast – 8:30 a.m. – 9:30 a.m. Friday and Saturday
- Sunday – grab and go breakfast sandwiches and burritos offered at the Celebration Breakfast (served in the VIP tent)

JUDGING FOR FESTIVAL AWARDS

Judging begins at 10:00 a.m. on Friday, June 12th.

- All exhibiting artists are eligible for one of the ten cash awards of \$1000.
- In addition, each winning artist will receive an artist award made by a fellow exhibiting artist.
- 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.

SILENT ART AUCTION

Join us at the silent auction! All silent auction proceeds benefit the Milwaukee Art Museum. This year, we're pleased to offer all participating artists the following:

- 2026 LFOA T-shirt
- Special signage in artist booth indicating you are a silent auction donor
- Entry into drawing for free entry into next year's LFOA - bypass jury selection AND the booth fee! Plus, a free underground parking spot.

If you would like to participate, please contact lfoa@mam.org with the below information.

1. Artist Name
2. Artist Medium
3. Artwork Title
4. Artwork Fair Market Price
5. Artwork Image

Donations should be brought to the Silent Auction Tent and given to a designated committee member no later than 9 a.m. on Friday, June 12.

While festival attendees will enjoy viewing the silent auction pieces available in-person, all bidding activity will be facilitated online only - meaning the Silent Auction itself can begin prior to the festival opening!

Bidding on all items ends at 5:00 p.m. on Sunday, June 14.

If you do not sign up in advance of the festival to contribute a piece of your art to the Silent Auction, it is never too late! All donations will be gratefully accepted. We thank you for your consideration.

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Parking

MUSEUM UNDERGROUND PARKING

This garage lies WITHIN the festival grounds. No re-entering or exiting during festival hours. Trailers are permitted, but will require an additional parking space.

\$75 per space (good for the entire weekend)
8' 4" clearance

MUSEUM CENTER PARK STRUCTURE

West of Museum – Across the street. You MUST purchase parking vouchers upon registration on Thursday, June 11. No “in and out” or overnight parking available.

\$15.00 per day (artist discount; \$25 at the parking gate)
7' 2" clearance

WAR MEMORIAL CENTER PARKING

Surface lot. Directly north of the Milwaukee Art Museum, and available on a first come, first serve basis. No “in and out” or overnight parking available.

\$20 per day

OVERNIGHT PARKING

Recommended overnight parking is at the [Milwaukee Intermodal Lot at 404 W. Saint Paul Avenue](#), next to the train station. It is monitored by 24-hour security and is about a five-minute drive from the festival grounds.

\$35 for a four-day pass

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Load-Out

The festival ends at 5:00 p.m. on Sunday. It typically takes about 30 minutes to clear the public from the grounds. No vehicles will be allowed in until after 5:30 p.m. If you have a large box truck or are pulling a trailer, please do not try to enter until after 6:15 p.m. so we can get the first artists out and make more room to maneuver larger vehicles.

At the close of the show, please tear down your entire booth/display and move all items to the rear two thirds of your booth space. *Do not place anything in the traffic lanes of the street.* When your booth is completely torn down, you can obtain a load-out pass from one of our volunteers allowing you to bring your vehicle into the tent. You cannot bring your vehicle in without this pass.

All traffic flows from south to north. Exit is on the north end of the drive. When you enter the grounds, please have your vehicle mirrors pulled in.

If you parked underground and your booth is on the south end of the drive, you will have to turn right from the underground parking lane and exit the tent to the north, then re-enter the tent at the south entrance. Remember all traffic moves south to north.

When you pull up to your spot, get as close as you can to the front of your space and perhaps pull partway into your space if there is room. This helps to keep the center lane clear for exiting vehicles.

If we all work together, the load-out procedure will go smoothly. Thank you in advance for your help with this process.

LOAD OUT SUMMARY

- Show closes at 5:00 p.m.
- Tear down your display, moving all items to the rear of your space
- Obtain a pass to bring your vehicle in
- First vehicles in after 5:30 p.m.
- Oversized trucks and trailers after 6:15 p.m.
- Traffic moves from south to north

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LFOA Contact Information

The Artist Advisory Committee is available to answer any questions or concerns you may have prior to or during the Festival. Please feel free to contact the Artist Advisors, Festival Staff, or Artist Committee Members with any questions.

ARTIST ADVISORS

Ann Marie Cianciolo (Jewelry).....Artist Booth #16, advising Artist Booths #11-26, #121-137
414-336-6100
ann@annsjewelery

Kathleen Johnson (Fiber Decorative)Artist Booth #93, advising Artist Booths #45-57, #87-103
414-628-9430
kajquilts77@gmail.com

Michael Brown (Digital)..... Artist Booth #82, advising Artist Booths #58-86
224-436-3739
artofmjb@me.com

Nita Moore (Painting)..... Artist Booth #111, advising Artist Booths #27-44, #104-120
917-204-2134
nitamoore@gmail.com

Bill Lemke (Photography)Artist Booth #139, advising Artist Booths #1-10, #138-145
262-968-1928
williamf.lemke@gmail.com

FESTIVAL & MILWAUKEE ART MUSEUM STAFF

Alma Kneisel, Festival Manager

And Madeline Schultz, Artist Coordinator.....lfoa@mam.org

LFOA ARTISTS COMMITTEE

Kathryn Fisher.....katfisher129@gmail.com

Kate Ojeda..... kathlynn78@yahoo.com

EMERGENCY NUMBER

In the event that a festival emergency may occur, please contact museum security 414-224-3205.