

June 16 - 18, 2017



LAKEFRONT FESTIVAL OF ART

LFOA TURNS 55!

LFOA is a fundraiser that has raised **7.5 million** for the Milwaukee Art Museum



MAM AFTER DARK

Spend Friday night at the Museum's signature event for young professionals

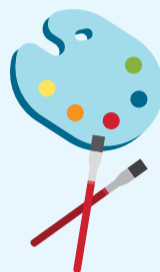


BEST OF THE BEST

LFOA was named as one of the **top 20 Art Festivals** in the country by ArtFairCalendar.com

ART! ART! ART!

There will be more than **6,500** pieces of art for sale



WORLD-CLASS ARTISTS

from 33 states & 2 countries (U.S., & Canada)



MAM CAVE

Bring the man in your life down to the lakefront this Father's Day to enjoy activities, tastings compliments of Central Standard Craft Distillery and entertainment curated just for him. **Located on the West Terrace**

FAMILY FUN + FATHER'S DAY

Over **2000 children** will participate in the PNC Children's Experience, which provides **free** art activities and entertainment, including face painters, jugglers and dance performers

SKY HIGH THRILLS

Climb to the top of a **27 foot tall** rock climbing wall



SOMETHING FOR EVERYONE

19 musical acts from multiple genres will perform 20+ hours of

LIVE MUSIC

over three days

CHEERS!

More than **2000 glasses** of wine will be enjoyed on the **Wine Garden Terrace** and more than **4000 glasses** of beer will be consumed from the **Blue Moon Beer Garden**



A HELPING HAND...

It will take **7 days** to set up and a total of **600 volunteers** to make LFOA a success



110 Artists will donate a piece of their original artwork to the Silent Auction, to raise over **\$15,000** for the museum

MENTORING YOUNG ARTISTS

Entering the 2nd year of the "Under the Wings" mentorship program, **4 students** will display and sell their original artwork for the first time at LFOA

Share your photos at the show with us using **#LFOA** on **Facebook** and **Instagram**



\$10

Advanced tickets of just **\$10** gets an adult admission to the festival and all access to MAM's permanent collection galleries.

mam.org/lfoa

Show your **U.S. Open pass** and get in to the festival for just **\$10**

