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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Lakeshore Art Festival: Prepping for Another Year of Artful Engagement

Muskegon, MI – The Lakeshore Art Festival is back for its 7th year of celebrating art, music, and community. This year’s festival, Friday, July 5 and Saturday, July 6, will feature nearly 400 exhibitors, and several unique artful experiences. Last year’s expanded footprint will be enhanced with exhibitors lining both sides of Clay Avenue and Second Street.

“Each year the festival continues to bring accessible art to our community for everyone to enjoy. This year is no exception, with the addition of new activities and the return of annual favorites,” said Carla Flanders Lakeshore Art Festival Director. “It’s a thrill to host nearly 400 individual artful entrepreneurs and give them a platform to sell their handmade products. The artists are always thankful and love to spread the word about how welcoming and supportive the Muskegon Lakeshore Area is!”

The focus of the Lakeshore Art Festival is not only to present one-of-a-kind art to attendees, but to bring a lasting sense of creativity to the local community. The Lakeshore Art Festival will continue to offer artful favorites.

Community Art Project: Working with local schools and the Nuveen Art Center, students and guests will get creative with canvases. Classrooms will work on the project before the festival and these projects will be on display July 5 and 6. The Nuveen Art Center will host an on location painting celebration for attendees to participate in during the festival. All of the canvases will be for sale, giving guests the opportunity to own a piece of community made art!

Emerging Authors Tent: The Emerging Authors Tent will be back! 20 Michigan authors will be showcasing their original books. Authors will be on site for personalized book signings.

Wine and Craft Beer Garden: The Wine and Craft Beer Garden featured in Hackley Park is back and better than ever thanks to the partnership with the Greater Muskegon Jaycees. It is the perfect complement to shopping in the park!

Empty Canvas: Empty Canvas will be returning this year! With performances Friday from 4pm to 6pm and Saturday, 12pm to 2pm, attendees will have the opportunity to place their bid in an auction for the art created on stage during the performance! You won’t want to miss this unique blend of painting and music.

Art in Motion – Kayak Project: This year we will have two kayaks that will be painted live as the festival goes on. Visitors will be able to see the artists create their works of art live. Once completed, the kayaks will be auctioned off at the end of the festival.

In addition to new components, Lakeshore Art Festival favorites will return with the Student Art Showcase, Chalk the Walk event, live entertainment and a Children’s Lane.

As the festival gets closer, the Lakeshore Art Festival has a big announcement to make. This announcement will be something that will help bring attention to the Muskegon art scene and create a social media buzz. Watch the Lakeshore Art Festival’s Facebook and Instagram and be the first to hear of the big announcement!

If you are interested in being part of the celebration through volunteering please email artfestvolunteer@muskegon.org. Local businesses interested in supporting this locally and nationally recognized festival through sponsorship can contact Carla Flanders at artfest@muskegon.org. For more information, visit us on Facebook or at lakeshoreartfestival.org.

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