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NEWS RELEASE
Embargoed Until
June 1, 2021

LAF Community Mosaic Project: Colorful Collaboration for Local Residents

MUSKEGON, MI – Lakeshore Art Festival (LAF) is happy to announce this year’s community art initiative, the LAF Community Mosaic Project! Each year the Lakeshore Art Festival engages the community in a public art project. Guests of the show have participated in the Community Canvas Project, Chalk-The-Walk, The Door Project and many more artful adventures! Each of these interactive art projects were hands-on activities that took place during the Lakeshore Art Festival. This year, the Lakeshore Art Festival would like to continue this tradition with a colorful collaboration for all to enjoy! This all-inclusive art event allows for the community to get involved safely and create a beautiful display of public art!

The LAF Community Mosaic Project is an amazing collaboration of community spirit in partnership with the Muskegon Museum of Art, City Center Art Gallery, Arts Council of White Lake - Nuveen Center, Art Cats Gallery, City of Muskegon Farmers Market, Read Muskegon, Muskegon Area Intermedia School District with support from PADNOS, Blended Furniture Market, Consumers Energy, WZZM and YOU!

PADNOS has provided over 1,500 “mini-canvases” which consists of 4x4 pieces of reclaimed wood. The Lakeshore Art Festival invites the community to get their hands on one of the free 4x4 wood tile pieces at one of the participating locations below and get creative! Paint on it, color on it, use markers, embellish it, do whatever you would like to do as long as it does not change the size of the 4x4 square, and it is family-friendly visual that is sturdy for outside display.

The community is then asked to return their 4x4 wood tile masterpiece to the Lakeshore Art Festival on June 26 from 9am-5pm or June 27 from 10am-3pm in Downtown Muskegon, at the roundabout, located at the intersection of 3rd Street and Western Ave. A series of larger boards will be on display, and your 4x4 wood tile will be added to the board to create a large community mosaic!

The 4x4 pieces of wood will be available at the following locations from June 1 – June 24, or while supplies last.

Art Cats Gallery
Arts Council of White Lake - Nuveen Center
Blended Furniture
City Center Art Gallery
City of Muskegon Farmers Market
Muskegon Museum of Art
Read Muskegon

This project could not have happened without the generous support of community art organizations, local artists, the distribution entities listed above and our sponsors, PADNOS, Blended Furniture Market, Consumers Energy and WZZM.

Learn more about the Lakeshore Art Festival sponsorship or volunteer opportunities at:

www.lakeshoreartfestival.org.

Follow us on Facebook for the latest updates:

www.facebook.com/LakeshoreArtFestival/.

More about the Lakeshore Art Festival: The annual art festival has brought between 55,000-60,000 guests, 300+ fine art and craft exhibitors, 20 food vendors, children's activities, street performers and art installations to Downtown Muskegon. The festival ranks as one of the Top 200 Best in the Country by Sunshine Artist Magazine, has been recognized as People's Choice Award: #1 Art Festival in West Michigan and as one of the Best Art Fairs in America by ArtFairCalendar.com. Since 2014, the Lakeshore Art Festival has brought in over \$7.2 million dollars to the Muskegon Lakeshore area and supported a number of local non-profits. If you are interested in getting involved as a volunteer or local business sponsor, please contact Carla Flanders at director@lakeshoreartfestival.org or visit lakeshoreartfestival.org for more information.

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