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NEWS RELEASE
FOR IMMEDIATE RELEASE
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Record Number of Exhibitors Apply to the Lakeshore Art Festival!

Muskegon, MI – A record number of nearly 450 exhibitors applied for this year’s Lakeshore Art Festival. “448 to be exact,” commented Lakeshore Art Festival Director, Carla Flanders. “This year’s numbers exceed our previous record by 122 exhibitors! The Lakeshore Art Festival has been getting national attention since its inaugural year in 2013 and the results are showing in record exhibitor numbers, enhanced quality of work and increased guest attendance!”

Show quality has also been enhanced by the “blind jury process.” Every year, a group of industry professionals, artists and crafters review each entry, not knowing who the applicant is (i.e. blind jury). Jurors rely solely on the images and body of work provided by the applicants and score each applicant based on standards of quality, uniqueness and hand-crafted appeal. “Careful attention is made to ensure variety and diversity in terms of items displayed throughout the show,” says Carla Flanders. “The focus of the Lakeshore Art Festival is not only to present one-of-a-kind art to attendees, but also to bring a lasting sense of creativity to the local community.”

In addition to the exceptional level of artistry and entertainment, the Lakeshore Art Festival will offer two new artful components...

The Door Project: In conjunction with the Muskegon Area Intermediate School District and Nuveen Art Center, the Lakeshore Art Festival will host its first ever community Door Project. The project will include 15 local schools decorating/painting refurbished doors. The doors will be displayed on location during the festival. Additionally, Nuveen Art Center will host a door painting celebration for guests to decorate during the show. A majority of the doors have been secured, but the festival is seeking a few additional doors. If you are interested in donating a gently used door, please contact Carla Flanders at artfest@muskegon.org.

Kayak Sculpture Public Art Project: Lakeshore Art Festival attendees will also be treated to a unique downtown art experience in the form of public artworks incorporating real kayaks. Several kayak sculptures, measuring up to eleven feet high and six feet wide, will be on display throughout downtown beginning July 5. Kayaks are being provided by KL Outdoor, the world’s largest kayak manufacturer. The downtown sculpture project is just one way the community is celebrating KL’s recent decision to locate their corporate headquarters in Muskegon.

Artists interested in participating in the Kayak Sculpture Project should [click here](#) to view the Call for Artists document, which includes detailed artist requirements and a submission form. Artists chosen to participate will receive a \$500 stipend. The deadline to submit entries is Friday, April 20.

In addition to new events, Lakeshore Art Festival favorites will return, with a Craft Beer and Wine Garden in Hackley Park, Student Art Showcase, Street Performers and a Children's Lane.

The Lakeshore Art Festival is always the first Friday and Saturday in July and will take place July 6 and 7, 2018. The Lakeshore Art Festival features a unique blend of 300+ fine art and craft exhibitors, street performers, specialty food booths, interactive art stations, Children's activities and so much more in beautiful Downtown Muskegon, Michigan. 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 lakeshoreartfestival.org.

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