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## **New Artists Coming to Muskegon**

Final artists for this year's 2017 Muskegon Lakeshore Art Festival have been selected. "We are pleased that this year, jurors selected local favorites as well as up and coming artists who will bring new style and energy to this event. Approximately 110 new artists will be participating for the first time," according to Carla Flanders, Lakeshore Art Festival Director. Over 300 artists and crafters from all over the country have been selected to showcase and sell their art July 7th and 8th in downtown Muskegon.

A jury of artists and craft professionals review each application to verify all pieces are unique and handmade by the artist. "Careful attention is made to make sure there is variety and diversity of items displayed throughout the show," says Carla Flanders. The focus of the Lakeshore Art Festival is to present one-of-a-kind art to attendees that is available to purchase, not just for display.

New this year is a Student Art Showcase for young artists (K-12 grade) that will be displaying and selling art for the first time in their lives! This special area has been organized in partnership with the Muskegon Area Intermediate School District. Additionally, the show has created openings for Emerging Artists. These limited spaces are reserved for artists just learning how to apply to and become part of a large scale art event.

The festival will continue to host "fine art" in beautiful Hackley Park, while handmade crafts will be displayed on beautiful Western Avenue and 4th Street. Artists travel from as far away as Texas and California to participate in the destination event which has been named one of the "Best Small Town Art Shows in America" according to ArtFairCalendar.com.

The Lakeshore Art Festival includes street performers, a children's area, music and food. Additional NEW 2017 festival features will be announced at a later date. For more information go to [lakeshoreartfestival.org](http://lakeshoreartfestival.org).

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### **ABOUT THE CHAMBER**

The Muskegon Lakeshore Chamber of Commerce is the premier business membership organization on the lakeshore representing approximately 1,200 businesses and organizations. The Muskegon Chamber represents businesses of every size and type all over West Michigan. The Chamber is celebrating more than 120 years in operation working to sustain an environment for business success through community leadership, promotion, inclusive business advocacy and valued member services. The Muskegon Chamber is a four-time award winning Chamber, being named Chamber of the Year for the State of Michigan in 2006, 2010, 2012 and 2015 by the Michigan Association of Chamber Professionals.