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MEDIA RELEASE: May 7, 2021

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## MADISON MUSEUM OF CONTEMPORARY ART TENTATIVELY RESCHEDULES THE 2021 ART FAIR ON THE SQUARE TO SEPTEMBER 25-26

The Beloved Event  
Typically  
Fills Madison's  
Capitol Square In  
July. This Year—  
Depending on Public  
Health Conditions—  
the Art Fair will be a  
fall Event



Art Fair On The  
Square Is Set for  
Saturday, September  
25 (9 am-6 pm), and  
Sunday, September  
26 (10 am-5 pm)

@mmocamadison  
Mmoca.org

MADISON, WI— The Madison Museum of Contemporary Art (MMoCA) is pleased to announce that it has tentatively rescheduled one of the summer's most popular events, the Art Fair on the Square, to September 25-26, 2021. Typically taking place on the second full weekend in July, the Museum decided to delay the event this year out of an abundance of caution. MMoCA hopes Public Health Madison & Dane County and Madison Public Health and local officials will deem conditions safe to move forward with the 63<sup>rd</sup> annual Art Fair this fall.

Art Fair on the Square is MMoCA's largest annual fundraiser and generates nearly \$25 million for the local economy. It draws up to 200,000 visitors and some 500 artists to Madison's Capitol Square each summer. More than 400 MMoCA volunteers support the event, which is one of the Midwest's most popular and highly regarded outdoor celebrations of the arts.

In 2020, the 62<sup>nd</sup> annual Art Fair on the Square was cancelled due to COVID-19, and instead was presented virtually.

MMoCA's decision to move forward with the 2021 Art Fair comes with an important caveat: The exact size of the event depends

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on public health conditions this fall, based on recommendations and guidelines from the CDC and public health officials in the Midwest and Dane County.

“We are really excited for artists and our community, yet we’re realistic. We know that Art Fair on the Square is one of the experiences that people think of as essential to living in and visiting Madison, and it’s an important income generator for the Museum, artists, and businesses in our city,” said Annik Dupaty, MMoCA’s Director of Events & Volunteers, “That being said, we are still in a pandemic and are proceeding with caution.”

With public safety in mind, MMoCA has slightly changed the format of the 2021 event. Due to the large number of people expected at the Art Fair, the Museum will recommend that visitors wear masks and maintain social distances. Additionally, there will be fewer seating areas and stages where people normally congregate, and additional handwashing and sanitizing stations will be in place.

The artists that were juried into the 2020 Art Fair were automatically invited to the 2021 Art Fair. Art Fair on the Square will feature art and fine craft, jewelry, clothing, and one-of-a-kind furniture from artists around the country, along with regional cuisine, live music, and performances.

## **ABOUT MMoCA**

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The Madison Museum of Contemporary Art is always admission-free. Its vision is to be an organization that fosters the exchange of ideas and creates experiences that will inspire a wide audience; be a nexus for the work of emerging and established regional, national, and international artists; serve as a catalyst for the continued development of a vigorous community of artists; and provide a forum that will encourage people to be challenged by, reflect on, and make connections between art and the world around them.

The Museum includes four galleries and The Shop, a recently opened space to provide interactive contemporary art experiences and educational workshops to the community.

The Museum’s Rooftop Sculpture Garden provides an urban oasis with an incredible view which serves as a lovely venue for weddings, art openings, dining, and cinema.

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MMoCA's galleries are open Fridays, Saturdays, and Sundays from noon to 6 PM. The Museum also has a slate of online events, including wellness activities, education workshops, and virtual tours. Please visit [mmoca.org](http://mmoca.org) to learn more.

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