

Best New Event

**Not Your Mother's Art
Fest,
Explore Gwinnett, GA**

Detailed description of the event

Not Your Mother's Art Fest: A Celebration of Artistic Expression and Innovation
Event Overview: The Not Your Mother's Art Fest is a vibrant, one-of-a-kind cultural celebration that emerged in 2024 with the mission to redefine the traditional art festival. This immersive event was designed to amplify and celebrate

underrepresented voices in the art world, focusing on contemporary creators whose work challenges the status quo and pushes boundaries. By combining a rich blend of visual art, performance, music, and interactive experiences, the festival provided an inclusive and dynamic platform for both emerging and established artists.

Fruition and Vision: The Not Your Mother's Art Fest was born out of the vision of a group of forward-thinking curators who recognized a gap in the traditional art world. We sought to create a space where unconventional and experimental art could thrive, free from the confines of mainstream expectations. Drawing inspiration from the growing trend of grassroots arts movements, our team was determined to develop an event that would captivate diverse audiences and spark thought-provoking dialogue. Our goal was to create an event where art of all forms could be discovered and celebrated. A key factor in the success of Not Your Mother's Art Fest was the strategic partnership with the City of Lawrenceville and Slow Pour Brewing. The decision to collaborate with these local entities was rooted in a shared vision to enrich the community's cultural landscape and create a vibrant, accessible event for people of all backgrounds. The City of Lawrenceville's commitment to fostering artistic expression and community engagement provided the perfect foundation for the festival. Slow Pour Brewing, known for its emphasis on community, creativity, and quality craftsmanship, was an ideal partner as the festival's host location. Their partnership allowed the event to integrate local flavors with art, offering craft beers in a laid-back atmosphere where visitors could enjoy live performances and art installations. Both the City of Lawrenceville and Slow Pour Brewing brought invaluable resources, enthusiasm, and local insight, creating a seamless blend of culture, business, and creativity that elevated the overall festival experience and further reinforced the commitment to supporting local artisans, businesses, and communities. With a focus on diversity and inclusivity, the festival centered around multi-disciplinary works that showcased art in all forms: painting, chalk art, tintype photography, glass blowing, performance, music, and street art. The name, Not Your Mother's Art Fest, speaks to this core desire to break from conventionality and engage younger generations in an art world that had often felt distant or exclusive.

Launch and Success: From its debut in 2024, Not Your Mother's Art Fest immediately captured the attention of the local community, as well as local and regional art enthusiasts. The event featured over fifteen artists from around the county, showcasing everything from body art to live art performances. Attendees were welcomed into an immersive experience, where they could explore art in unconventional settings. Live art installations were placed throughout the event space, along with food and dessert vendors, street performers, and more. Our team worked hard to make sure the event had something for everyone. From the make-your-own terrarium workshop to the live graffiti artist, I believe we accomplished that goal. The festival's success was marked not only by its impressive turnout but by its ability to spark dialogue. Audiences engaged directly with artists, participating in hands-on workshops and live demonstrations. The fusion of traditional and contemporary art forms created a unique blend of cultures, resulting in a truly special atmosphere where art was more than just something to view - it became something to experience.

Impact and Recognition: By the close of its inaugural year, Not Your Mother's Art Fest had already become a fixture in the regional arts scene, attracting over 4,000 attendees, including art collectors, curators, educators, and art lovers. It garnered widespread praise for its innovative programming and forward-thinking approach, and was quickly recognized by media outlets as one of the standout art events of the year. One of the key factors that contributed to the festival's success was its focus on accessibility. The event was designed to be family-friendly, with free community programming, art workshops for all ages, and local food vendors offering a taste of diverse cuisines.

The festival also provided a platform for smaller artists and underrepresented creators, allowing them to showcase their work to a larger audience in an inclusive and supportive environment. A hallmark of the festival's success was the emphasis on sustainability and collaboration. Organizers partnered with local environmental organizations to ensure that the event had minimal environmental impact, using eco-friendly materials for installations and encouraging waste reduction initiatives. We had live demo artists that were creating art using natural and recycled mediums, as well as a local artist, Max Eve, creating a live painting on one of the city-owned dumpsters. This unconventional canvas became a symbol of the festival's commitment to placemaking and giving back to the community. Rather than simply leaving the event behind, the mural created on the dumpster serves as a lasting reminder of the creative energy and collaborative spirit that defined the festival. By transforming a typically overlooked urban object into a vibrant piece of art, the project not only brightened the space but also engaged the community in an important conversation about the potential of public art to reshape and reimagine our surroundings. The dumpster mural became a lasting installation that continued to serve as a point of pride for both Explore Gwinnett and the City of Lawrenceville, exemplifying how art can leave an enduring mark on public spaces, elevate the city's aesthetic, and inspire future generations to see beauty in the everyday.

Details and Programming: Not Your Mother's Art Fest was an eclectic fusion of visual and performing arts, offering a diverse range of programming:

- **Artist Exhibitions:** Local and regional artists displayed their work throughout the festival. From large-scale interactive graffiti work to intimate tintype photography, the festival's exhibits were designed to push the boundaries of what art could be.
- **Live Performances:** The festival featured a rotating schedule of live music, dueling pianos, a DJ, and break dancers. These performances were thoughtfully integrated into the event's overall atmosphere, transforming the festival space into a dynamic, ever-changing canvas.
- **Workshops and Artist Talks:** Attendees had the opportunity to engage directly with artists through hands-on workshops, where they could explore different techniques and creative processes such as custom sneaker making and design-your-own terrarium.
- **Street Art and Interactive Spaces:** A defining feature of the event was its commitment to bringing art out of the gallery and into the streets. Live street art installations and interactive murals gave attendees a different view from every direction.
- **Communication and Local Collaboration:** To further enrich the experience and ensure that all local artists and organizations were represented, we featured a dedicated Gwinnett Arts tent that was managed by the Explore Gwinnett team. This space was designed to bring awareness to other local art groups and initiatives that were unable to directly participate in the festival. The tent provided an opportunity for these organizations to showcase their missions and share resources with the festival's diverse audience, fostering a sense of unity within the broader arts community. Local businesses were also integrated into the event, ensuring that the festival was an economic benefit to the community.

Conclusion: The Not Your Mother's Art Fest rapidly grew from an idea to an anticipated event, gaining a reputation as one of the most exciting and inclusive new cultural festivals in the region. Its blend of creativity, community involvement, and commitment to inclusivity set it apart as an innovative new event that connects diverse voices through the universal language of art. With its successful launch, Not Your Mother's Art Fest is poised for continued growth and impact. Its dedication to pushing the boundaries of artistic expression while fostering a collaborative, accessible environment makes it a clear candidate for recognition as the Best New Event in the Southeast. Building on this momentum, the festival will return in 2025, with plans already in place and a date secured for this year's event. The continued collaboration promises to bring even more innovative experiences, ensuring that it remains a standout celebration of creativity and community.

Will it become an annual event?

Yes

Estimated number of attendees?

4,000



NOT YOUR MOTHER'S ART FEST: SFEA BEST NEW EVENT SUBMISSION

TABLE OF CONTENTS:

- **DESCRIPTION OF EVENT | 2 – 4**
- **DETAILED ONE-SHEETER | 5 – 9**
- **EVENT LAYOUT | 10**
- **EVENT BUDGET | 11**
- **VENDOR LIST | 12**
- **VENDOR EMAIL | 13 – 14**
- **VOLUNTEER LIST | 15**
- **VOLUNTEER EMAIL | 16 – 17**
- **MARKETING FLYER, GRAPHICS, ETC. | 18 – 21**

Not Your Mother's Art Fest: A Celebration of Artistic Expression and Innovation

Event Overview:

The *Not Your Mother's Art Fest* is a vibrant, one-of-a-kind cultural celebration that emerged in 2024 with the mission to redefine the traditional art festival. This immersive event was designed to amplify and celebrate underrepresented voices in the art world, focusing on contemporary creators whose work challenges the status quo and pushes boundaries. By combining a rich blend of visual art, performance, music, and interactive experiences, the festival provided an inclusive and dynamic platform for both emerging and established artists.

Fruition and Vision:

The *Not Your Mother's Art Fest* was born out of the vision of a group of forward-thinking curators who recognized a gap in the traditional art world. We sought to create a space where unconventional and experimental art could thrive, free from the confines of mainstream expectations. Drawing inspiration from the growing trend of grassroots arts movements, our team was determined to develop an event that would captivate diverse audiences and spark thought-provoking dialogue. Our goal was to create an event where art of all forms could be discovered and celebrated.

A key factor in the success of *Not Your Mother's Art Fest* was the strategic partnership with the City of Lawrenceville and Slow Pour Brewing. The decision to collaborate with these local entities was rooted in a shared vision to enrich the community's cultural landscape and create a vibrant, accessible event for people of all backgrounds. The City of Lawrenceville's commitment to fostering artistic expression and community engagement provided the perfect foundation for the festival. Slow Pour Brewing, known for its emphasis on community, creativity, and quality craftsmanship, was an ideal partner as the festival's host location. Their partnership allowed the event to integrate local flavors with art, offering craft beers in a laid-back atmosphere where visitors could enjoy live performances and art installations. Both the City of Lawrenceville and Slow Pour Brewing brought invaluable resources, enthusiasm, and local insight, creating a seamless blend of culture, business, and creativity that elevated the overall festival experience and further reinforced the commitment to supporting local artisans, businesses, and communities.

With a focus on diversity and inclusivity, the festival centered around multi-disciplinary works that showcased art in all forms: painting, chalk art, tintype photography, glass blowing, performance, music, and street art. The name, *Not Your Mother's Art Fest*, speaks to this core desire to break from conventionality and engage younger generations in an art world that had often felt distant or exclusive.

Launch and Success:

From its debut in 2024, *Not Your Mother's Art Fest* immediately captured the attention of the local community, as well as local and regional art enthusiasts. The event featured over fifteen artists from around the county, showcasing everything from body art to live art performances. Attendees were welcomed into an immersive experience, where they could explore art in unconventional settings. Live art installations were placed throughout the event space, along with food and dessert vendors, street performers, and more. Our team worked hard to make sure the event had

something for everyone. From the make-your-own terrarium workshop to the live graffiti artist, I believe we accomplished that goal.

The festival's success was marked not only by its impressive turnout but by its ability to spark dialogue. Audiences engaged directly with artists, participating in hands-on workshops and live demonstrations. The fusion of traditional and contemporary art forms created a unique blend of cultures, resulting in a truly special atmosphere where art was more than just something to view – it became something to experience.

Impact and Recognition:

By the close of its inaugural year, *Not Your Mother's Art Fest* had already become a fixture in the regional arts scene, attracting over 4,000 attendees, including art collectors, curators, educators, and art lovers. It garnered widespread praise for its innovative programming and forward-thinking approach, and was quickly recognized by media outlets as one of the standout art events of the year.

One of the key factors that contributed to the festival's success was its focus on accessibility. The event was designed to be family-friendly, with free community programming, art workshops for all ages, and local food vendors offering a taste of diverse cuisines. The festival also provided a platform for smaller artists and underrepresented creators, allowing them to showcase their work to a larger audience in an inclusive and supportive environment.

A hallmark of the festival's success was the emphasis on sustainability and collaboration. Organizers partnered with local environmental organizations to ensure that the event had minimal environmental impact, using eco-friendly materials for installations and encouraging waste reduction initiatives. We had live demo artists that were creating art using natural and recycled mediums, as well as a local artist, Max Eve, creating a live painting on one of the city-owned dumpsters. This unconventional canvas became a symbol of the festival's commitment to placemaking and giving back to the community. Rather than simply leaving the event behind, the mural created on the dumpster serves as a lasting reminder of the creative energy and collaborative spirit that defined the festival. By transforming a typically overlooked urban object into a vibrant piece of art, the project not only brightened the space but also engaged the community in an important conversation about the potential of public art to reshape and reimagine our surroundings. The dumpster mural became a lasting installation that continued to serve as a point of pride for both Explore Gwinnett and the City of Lawrenceville, exemplifying how art can leave an enduring mark on public spaces, elevate the city's aesthetic, and inspire future generations to see beauty in the everyday.

Details and Programming:

Not Your Mother's Art Fest was an eclectic fusion of visual and performing arts, offering a diverse range of programming:

- **Artist Exhibitions:** Local and regional artists displayed their work throughout the festival. From large-scale interactive graffiti work to intimate tintype photography, the festival's exhibits were designed to push the boundaries of what art could be.

- **Live Performances:** The festival featured a rotating schedule of live music, dueling pianos, a DJ, and break dancers. These performances were thoughtfully integrated into the event's overall atmosphere, transforming the festival space into a dynamic, ever-changing canvas.
- **Workshops and Artist Talks:** Attendees had the opportunity to engage directly with artists through hands-on workshops, where they could explore different techniques and creative processes such as custom sneaker making and design-your-own terrarium.
- **Street Art and Interactive Spaces:** A defining feature of the event was its commitment to bringing art out of the gallery and into the streets. Live street art installations and interactive murals gave attendees a different view from every direction.
- **Communication and Local Collaboration:** To further enrich the experience and ensure that all local artists and organizations were represented, we featured a dedicated Gwinnett Arts tent that was managed by the Explore Gwinnett team. This space was designed to bring awareness to other local art groups and initiatives that were unable to directly participate in the festival. The tent provided an opportunity for these organizations to showcase their missions and share resources with the festival's diverse audience, fostering a sense of unity within the broader arts community. Local businesses were also integrated into the event, ensuring that the festival was an economic benefit to the community.

Conclusion:

The *Not Your Mother's Art Fest* rapidly grew from an idea to an anticipated event, gaining a reputation as one of the most exciting and inclusive new cultural festivals in the region. Its blend of creativity, community involvement, and commitment to inclusivity set it apart as an innovative new event that connects diverse voices through the universal language of art.

With its successful launch, *Not Your Mother's Art Fest* is poised for continued growth and impact. Its dedication to pushing the boundaries of artistic expression while fostering a collaborative, accessible environment makes it a clear candidate for recognition as the Best New Event in the Southeast. Building on this momentum, the festival will return in 2025, with plans already in place and a date secured for this year's event. The continued collaboration promises to bring even more innovative experiences, ensuring that it remains a standout celebration of creativity and community.

Not Your Mothers Art Fest – One Sheeter

Date: Friday, October 18th

Time: 6PM – 10PM

Location: Slow Pour Brewing Company

Description: Step into a world where the extraordinary becomes the norm at the Not Your Mother's Art Fest—a celebration of non-traditional art styles and unconventional creativity. This festival is a tribute to the art that defies expectations, blending the unusual with the unexpected in a vibrant, immersive experience.

Join Explore Gwinnett, City of Lawrenceville, and Slow Pour Brewing Company at the Not Your Mother's Art Fest and celebrate art that breaks the mold, defies conventions, and inspires with its originality. Whether you're a seasoned art lover or a curious newcomer, this festival offers a fresh perspective on what art can be.

Website: [Here](#)

Parking Map: <https://www.lawrencevillega.org/DocumentCenter/View/979/Downtown-Parking-Map-PDF?bidId=>

- Additionally, people can utilize my city services to find all public parking in Lawrenceville see this link <https://gisinfo.lawrencevillega.org/MyCityServices/>

Marketing: [Dropbox Link](#)

- Photographer: Clara booked
- Print:
 - Sandwich Board 24"x32"
 - Yard Sign 24"x18"
 - Flat Card 4"x6"
 - Poster 11"x17"
 - Stage Banner 16'x8' (grommets across top & on ends, no grommets on bottom)
 - Parking Deck Banner 16'x10' w/ corner grommets – Printed banner in hand Sept 30
 - GDP 5.06"x5" Ad – Sept 30
 - GDP 10.25"x20.4" Full Page Ad – Sept 30
 - GDP 10.25"x5" Ad – Sept 30
- Digital:
 - LPAC sign 6400x3840
 - Digital sign 1080x1920
 - GDP E-blast 600x800
 - GDP 300x250 ad
 - GDP 320x50 ad
 - GDP 728x90 ad
 - GDP 300x600 ad
- Social Graphics:
 - Instagram Stories 1080x1920

- Instagram Stories template 1080x1920
- Thank You Sponsors multi-use graphic 1080x1080
- Multi-use square graphic 1080x1080
- Multi-use template graphic 1080x1080 (used for vendors, performers, etc)

Signage Needed – Day-Of:

- Restroom signs – City providing
- Event parking signs – City providing
- More fun this way signs – City providing
- Demo artist sandwich boards – EG providing
- Kids Zone sandwich board – EG providing
- Photo-op sandwich board – EG providing
- Photo-op background + frame – EG providing
- Stage banner – EG providing

Road Closure:

- Eaton Street (Thursday @ midnight)

Restrooms:

- Portable restrooms placed toward the back of Eaton Street
 - United Site Services – 2 regular, 1 ADA, 2 hand washing
- Restrooms inside Slow Pour

Entertainment:

- Logistics:
 - Sound Solutions providing 12x16 stage, sound & lighting for street stage, wireless mic for mayor
 - DJ providing their own PA
- Inside Slow Pour:
 - 6pm – 10pm: [Pretty Tammi the DJ](#)
- Street Stage:
 - 6:15pm – 8:15pm: [Unknown Lyric](#)
 - 8:30pm – 10pm: [The Andrews Brothers Dueling Pianos](#)
- Roaming:
 - Pop-up performances from 6pm – 10pm: [2 Breakdances \(Ace Studios\)](#)

Demo Artists:

- Dumpster Painting: [Max Eve](#) (Pop Art w/ Acrylics)
- Graffiti Boards: [Malcolm Creations](#) (Graffiti & Mural Art w/ Spray Paint)
- The Violet Theory Art Company
 - [Malik Roberts](#) (Mixed-Media Traditional Illustrations)
 - [Tree Lyiness](#) (Live Painting using Mixed Media)
- Chalk art: [Chelsey Scott](#) (Chalk Art)
- Glassblowing: [Cavalry Glassblowing Studio](#) (Glassblowing)

Alcohol Vendors:

- Slow Pour: 2 bar locations – One inside & one in the meadow

Food Vendors: Application: <https://www.eventeny.com/events/vendor/?id=22621>

- Snack/Desserts:
 - Traveling Tom's Coffee of Gwinnett (food truck)
 - El MexiCandy (tent)
 - Tanghu Lu Lu (tent)
 - Red Popcorn Wagon (trailer)
 - Palachinx (tent)
- Food Trucks/Meals:
 - Astros Corn Dogs (food truck)
 - Chicas Birria (food truck)
 - Hapa Kitchen (food truck)

Artisan Vendors: Application: <https://www.eventeny.com/events/not-your-mommas-art-festival-13262>

- Aberleigh
- Bengal Collections
- Birch and Thyme
- Rose Thistle & Broom
- T&T Plants and Things
- Yellow Sky Design Art
- Ariba's Henna Art
- Forever Fitted Jewelry
- Sneaker Doodle [PRE-PURCHASE LINK](#)
- Wild in Love Photo
- Explore Gwinnett – (2) tents: Kids zone & Gwinnett Arts Groups

Timeline:

- Tuesday, October 15th: City Sanitation Team to empty & pressure wash dumpster
- Thursday, October 17th:
 - Midnight: City to close Eaton Street
 - City to pick up light towers from GGC
- Friday, October 18th:
 - Morning:
 - Restrooms are delivered (Calling Elyssa at arrival)
 - Demo artists begin arriving to prep
 - 11:00AM: Explore Gwinnett arrives for setup
 - 1:00PM:
 - Sound Solutions arrives for setup
 - Confirm stage placement
 - Deliver stage banner to Mark Joseph

- City staff arrive to start load-in (picnic tables brought to gazebo area, light towers delivered)
- 3:30PM:
 - Food vendor arrival begins
 - Andrews Brothers Dueling Pianos sound check (wrap by 4:15PM)
- 4:00PM: Artisan vendor arrival begins
- 4:30PM: Unknown Lyric sound check (wrap by 5:15PM)
- 5:00PM: Volunteer shift 1 starts
- 5:15PM: Stage clear – Mark to play house music
- 5:30PM: All vendors must be set and ready
- 6:00PM:
 - Event starts
 - Pretty Tammi the DJ begins
 - Performance from breakdancers
- 6:15PM: Unknown Lyric begins
- 7:00PM: Volunteer shift 2 starts
- 8:00PM: Volunteer shift 3 starts
- 8:15PM:
 - Unknown Lyric ends
 - Performance from breakdancers
- 8:30PM: Dueling Pianos begins
- 9:30PM: Vendor breakdown allowed
- 10:00PM: Event ends / load-out begins

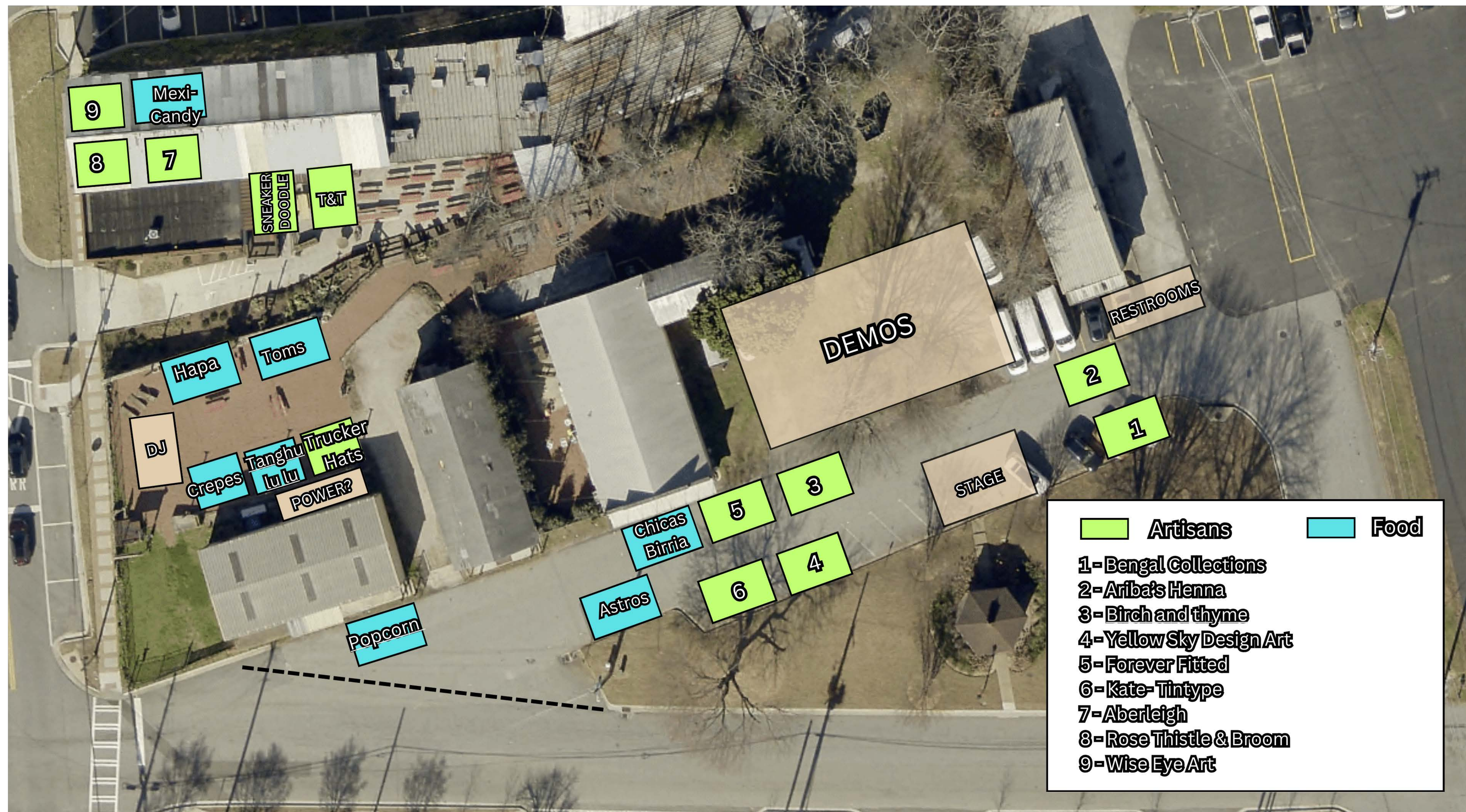
Needs:

- Explore Gwinnett:
 - (2) 6ft tables for kids tent – City providing
- PD:
 - Place traffic signs in advance
 - Close Eaton Street
 - 2-3 officers onsite
- Streets (3-4):
 - (5) trash cans
 - Cones
 - Info booth:
 - DTL branded tent
 - (1) 8ft info table
 - (1) cooler w/ ice and waters
 - (5) chairs
 - (4) picnic tables
 - 5 round tables
 - 2 GGC light towers
 - Signs: more fun this way + restrooms
- City (community relations):

- Event box & marketing box
- First aid & AED
- Uplights & standing tree lights
- Branded stretchy linen
- Hotspots
- Event binder
- Volunteer shirts

Inventory:

- Explore Gwinnett:
 - Signage (see list on page 2)
 - Kids zone – (1) branded tent, candy w/ containers, aft supplies, tablecloths, event kit
 - Gwinnett arts tent – (1) branded tent, (1) 6ft table, (1) EG tablecloth, collateral from arts groups
 - Chairs
 - Blow up items
 - Event binder w/ checks
 - Event t-shirts



2024 Not Your Mothers Art Fest

Event Budget

\$ 17,639.93

| Category | Item Name | Total Amount | Submitted | Details/Notes | Totals |
|-----------------|-----------------------|---------------------|------------------|---|---------------|
| Entertainment | | | | | \$ 7,621.75 |
| | Unknown Lyric | \$ 1,500.00 | 10/9/2024 | 120 minute set (6:15pm - 8:15pm) | |
| | Dueling Pianos | \$ 2,000.00 | 9/16/2024 | 90 minute set (8:30pm - 10pm) | |
| | Sound Solutions | \$ 2,750.00 | 10/9/2024 | AV for bands | |
| | Pretty Tammi the DJ | \$ 771.75 | 9/19/2024 | 6pm - 10pm | |
| | Breakdancers | \$ 600.00 | 9/16/2024 | 2 dancers 6pm - 10pm | |
| Demo Artists | | | | | \$ 4,095.00 |
| | Chelsey Scott | \$ 675.00 | 10/15/2024 | Chalk art | |
| | Malcolm Turpin | \$ 620.00 | 10/9/2024 | Graffiti (temporary wall to keep) | |
| | Max Eve | \$ 900.00 | 10/15/2024 | Dumpster mural | |
| | Cavalry Glassblowing | \$ 1,500.00 | 10/15/2024 | Glass blowing | |
| | Violet Theory Company | \$ 400.00 | 10/15/2024 | \$200 per artist (painter & cartoonist) | |
| Décor | | | | | \$ 1,187.13 |
| | Photo-op | \$ 200.00 | | Backdrop and frame | |
| | Logo chalk art | \$ 675.00 | 10/15/2024 | | |
| | Giant blow ups | \$ 312.13 | 10/4/2024 | | |
| Logistics | | | | | \$ 696.35 |
| | Portable restrooms | \$ 696.35 | | 2 regular / 1 ADA / 2 hand wash | |
| Marketing | | | | | \$ 4,039.70 |
| | Parking deck banner | \$ 1,200.00 | | | |
| | Sandwich boards | \$ 200.00 | | | |
| | Digital designs | \$ - | | | |
| | Flyer distribution | \$ 1,600.00 | 9/16/2024 | Lawrenceville, Duluth, Suwanee | |
| | Flyers | \$ 810.90 | 9/16/2024 | | |
| | Posters | \$ 228.80 | 9/17/2024 | | |
| | T-Shirts | | | | |

| ID | Application | Business name | Primary contact | Business email | Business phone | Selling at booth? | Power? | Select One: | Amount paid |
|----|--|--|--------------------------|----------------------------------|----------------|--|--------|--------------------|-------------|
| 1 | Artisan / Maker Booth | Aberleigh | Aberleigh Rice | contact@aberleigh.com | 770-401-6551 | I sell pillows, ornaments, prints, stickers, keychains and washi tape with my art on it. I print fabric with my art on it through Spoonflower, then I sew and stuff them myself. | | | \$37.52 |
| 2 | Artisan / Maker Booth | Aribaâ€™s Henna Art | Farzana Chowdhury Shampa | farzanachowdhuryshampa@gmail.com | 470-939-3506 | Henna tattoos and face/body paintings | | | \$0.00 |
| 3 | Artisan / Maker Booth | Bengal Collections | Sudeshna De | sudeshnade2@gmail.com | 678-888-1164 | handmade earrings and necklaces | | | \$37.52 |
| 4 | Artisan / Maker Booth | Birch and thyme | Isis Bickerstaff | isisbickerstaff@gmail.com | 678-622-7401 | Crochet and fiber fantasy art | | | \$37.52 |
| 5 | Artisan / Maker Booth | Forever Fitted Jewelry | Mandy Shaw | 4ever.fitted.jewelry@gmail.com | 904-962-0411 | Chain and charm options to be custom fitted | | | \$0.00 |
| 6 | Artisan / Maker Booth | Rose Thistle & Broom | Emily Brown | rosethistleandbroom@gmail.com | 770-712-8011 | Wall art, bee hotels, fairy domes, clay & crystal pendants & sculptures | | | \$37.52 |
| 7 | Artisan / Maker Booth | T&T Plants and things | Tashia Petrokonis | ttplantsandthings@gmail.com | 262-497-0665 | Terrariums, pants | | | \$0.00 |
| 8 | Artisan / Maker Booth | Yellow Sky Design Art | Skylar Jerome | snowowl52@comcast.net | 678-964-3956 | I plane to sell my art prints, paintings, resin poors, and a few rubber ducks. | | | \$37.52 |
| 9 | Not your Mother's Art Fest Food Truck Vendor | traveling toms coffee of gwinnett | Charles Ford | cford@kona-ice.com | 770-480-8399 | | No | Food Truck | \$53.46 |
| 10 | Not your Mother's Art Fest Food Truck Vendor | Astros Corn Dogs | Brooks Taylor | astroscorndogsinfo@gmail.com | 470-205-0063 | | No | Food Truck | \$26.90 |
| 11 | Not your Mother's Art Fest Food Truck Vendor | Chicas Birria | MarÃ-a ruiz | chicasbirriaatl@gmail.com | 404-547-4536 | | | | \$53.46 |
| 12 | Not your Mother's Art Fest Food Truck Vendor | El MexiCandy | Edgar Vasquez | elmexicandy@gmail.com | 678-697-0109 | | No | Booth/ Pop-up Tent | \$53.46 |
| 13 | Not your Mother's Art Fest Food Truck Vendor | Hapa Kitchen | Sara Siv | hapa.atlanta@gmail.com | 614-940-5846 | | No | Food Truck | \$53.46 |
| 14 | Not your Mother's Art Fest Food Truck Vendor | Life Redefined LLC. DBA: The Red Popcorn Wagon | Steve Lisi | info@theredpopcornwagon.com | 404-213-1444 | | No | Booth/ Pop-up Tent | \$53.46 |
| 15 | Not your Mother's Art Fest Food Truck Vendor | Palachinx | Esad Bajramovic | bajram.esad@gmail.com | 678-788-0036 | | Yes | Booth/ Pop-up Tent | \$53.46 |
| 16 | Not your Mother's Art Fest Food Truck Vendor | Tanghu lu lu | Kevin Le | keve0607@gmail.com | 912-996-5502 | | Yes | Booth/ Pop-up Tent | \$53.46 |



This is a friendly reminder that you are scheduled to attend Not your Momma's Art Fest this Friday!

Date: 20/18/24

Event Time: 6PM- 10PM

Location: Slow Pour Brewing 407 N Clayton St, Lawrenceville, GA 30046 & Eaton Street

Load-in Location: 3 Eaton St, Lawrenceville, GA 30045

Event Timeline:

3:30 PM: FOOD VENDOR ARRIVAL BEGINS

4:00 PM: ARTISAN VENDOR ARRIVAL BEGINS

5:30 PM: ALL VENDORS MUST BE SET AND READY

6:00 PM: EVENT START

9:30 PM: VENDORS ALLOWED TO BREAK DOWN

10:00 PM: EVENT ENDS | LOAD-OUT STARTS

Reminders:

If you require power, you must be able to provide your own. Electricity is limited and can be unreliable.

Vendors may start arriving at 3:30PM. Vendors must be set-up and ready by 5:30 PM.

Arrival Instructions:

- When you arrive, you will be checked in by a staff member and be directed toward placement
- Some vendors will be placed on Eaton Street and others will be placed in Slow Pour's Beer Garden
 - There will be walking associated with your load-in as vehicles can not be driven throughout the space. Please come prepared with wagons and additional help.
 - Once you have been checked in you can park in the lot located at 394 N CLAYTON ST Lawrenceville, GA or at 400 N CLAYTON S Lawrenceville, Ga
- Vendors will be able to start load out at 9:30 PM once event space has been cleared of attendees. Please do not attempt to drive into the event space until it has been cleared.

| ID | First name | Last name | Email | Phone | Shirt Size | Shift Title | Shift Start | Shift End |
|----|------------|---------------|---------------------------|--------------|------------|---------------|------------------|------------------|
| 1 | alexia | neri | nerialexia2@gmail.com | 404-384-2995 | M | Set Up Shift | 10/18/2024 17:00 | 10/18/2024 20:00 |
| 2 | Carter | Carter-Harris | charlisharris@gmail.com | 470-301-9218 | L | Set Up Shift | 10/18/2024 17:00 | 10/18/2024 20:00 |
| 3 | Fiona | Nguyen | 26nguyenng@gmail.com | 408-504-0004 | M | Set Up Shift | 10/18/2024 17:00 | 10/18/2024 20:00 |
| 4 | Brianna | Boateng | brisaahb@gmail.com | 770-678-0683 | M | Mid Shift | 10/18/2024 19:00 | 10/18/2024 21:00 |
| 5 | hanah | maxey | tofumofus@gmail.com | 404-966-5771 | S | Mid Shift | 10/18/2024 19:00 | 10/18/2024 21:00 |
| 6 | Jason | Nguyen | jasonnguyen0428@gmail.com | 470-389-8102 | M | Mid Shift | 10/18/2024 19:00 | 10/18/2024 21:00 |
| 7 | Joia | Peters | joiapeters@icloud.com | 678-308-0441 | S | Closing Shift | 10/18/2024 20:00 | 10/18/2024 22:00 |
| 8 | Taylor | Pinnock | jordinpinnock@gmail.com | 770-367-0092 | M | Closing Shift | 10/18/2024 20:00 | 10/18/2024 22:00 |



LAWRENCEVILLE

GEORGIA

Not Your Momma's Art Fest Volunteer Load-in Information

❖ Contact Information

- Lindsey Broome 678.463.3396 (Personal)

❖ Location

- 1) 3 Eaton St, Lawrenceville, GA 30045

❖ Time

- Event 6:00PM – 10:00PM
- Please arrive 15 to 10 minutes prior to your volunteer shift start time.
 - This allows you additional time to find parking and make your way to the information booth prior to your shift

❖ Volunteer Shifts:

- Volunteer Shift #1: 5:00 pm - 8:00 pm
- Volunteer Shift #2: 7:00 pm - 9:00 pm
- Volunteer Shift #3: 8:00 pm - 10:00 pm

❖ Check-in

- Please head to the Lawrenceville Information Booth once onsite at the Lawrenceville
 - It will be a large black tent with the City of Lawrenceville Logo on it.

❖ Parking (All first come, first serve)

- Lawrenceville City Hall – 70 South Clayton Street
- S Clayton Street and Nash Street Parking Lot (across the street from City Hall) 69 South Clayton Street
- Lawrenceville Lawn (South) – 353 South Clayton Street
- Lawrenceville Lawn (North) – 210 Luckie Street
- Luckie Street Parking Deck – 225 Luckie Street
- Hotel is 120 East Crogan Street
- Crogan Street Parking Deck – 147 East Crogan Street

❖ Attire

- Comfortable shoes.
- Wear a white shirt with black pants/skirt or a black dress
- **ABSOLUTELY NO** midriff or cleavage/chest showing. Shirt must fit properly.
- Remember to bring your mask. You are required to wear one for this event, due to the large number of people who will be in attendance.

❖ First Aid (Fire Department for big injuries)



LAWRENCEVILLE

GEORGIA

- For any First Aid needs head to the information tent... If major, then please call Lindsey Curnow
- ❖ Volunteer Documentation
 - If any students are in need of a signature, Lindsey will be able to sign upon completion of volunteer hours worked.
- ❖ Last Minute Cancellation
 - Please call ahead if you are not able to volunteer. This will give staff time to coordinate around the cancellation

ARTOBER PRESENTS:
**NOT YOUR MOTHER'S
ART FEST**

OCTOBER 18 • 6-10PM
@ SLOW POUR BREWING

ENTER A WORLD
WHERE THE
EXTRAORDINARY
BECOMES THE NORM

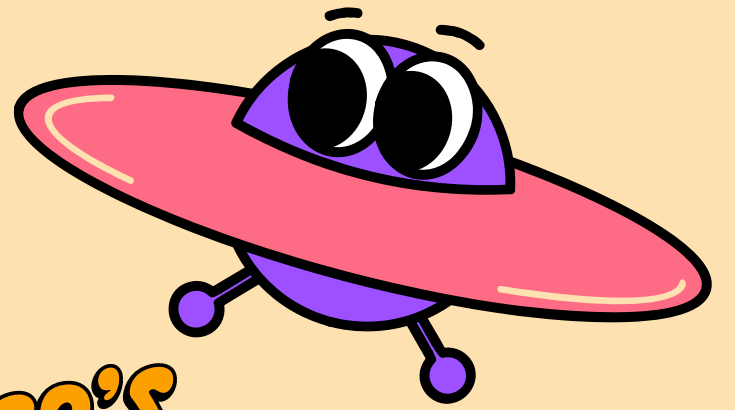
EXPLORE
gwinnett



LAWRENCEVILLE
GEORGIA

SLOW POUR
BREWING

LEARN MORE: ARTOBER.ORG



NOT YOUR MOTHER'S ART FEST

LIVE ART DEMOS
UNIQUE ARTISTS MARKET
FOOD TRUCKS
BREAK DANCING
DJ
LIVE PERFORMANCES
KIDS ART TENT
AND MORE!



LEARN MORE:



ARTOBER PRESENTS:
NOT YOUR MOTHER'S
ART FEST

OCTOBER 18 • 6-10PM
@ SLOW POUR BREWING

ENTER A WORLD WHERE THE
EXTRAORDINARY BECOMES THE NORM

EXPLORE
gwinnett



LAWRENCEVILLE
GEORGIA



LEARN MORE:
ARTOBER.ORG

NOT YOUR MOTHER'S ART FEST EVENT GRAPHICS

NOT YOUR MOTHER'S ART FEST



NOT YOUR MOTHER'S ART FEST

EVENT DESCRIPTION:

STEP INTO A WORLD WHERE THE EXTRAORDINARY BECOMES THE NORM AT THE NOT YOUR MOTHER'S ART FEST—A CELEBRATION OF NON-TRADITIONAL ART STYLES AND UNCONVENTIONAL CREATIVITY. THIS FESTIVAL IS A TRIBUTE TO THE ART THAT DEFIES EXPECTATIONS, BLENDING THE UNUSUAL WITH THE UNEXPECTED IN A VIBRANT, IMMERSIVE EXPERIENCE. JOIN EXPLORE GWINNETT, CITY OF LAWRENCEVILLE, AND SLOW POUR BREWING COMPANY AT THE NOT YOUR MOTHER'S ART FEST AND CELEBRATE ART THAT BREAKS THE MOLD, DEFIES CONVENTIONS, AND INSPIRES WITH ITS ORIGINALITY. WHETHER YOU'RE A SEASONED ART LOVER OR A CURIOUS NEWCOMER, THIS FESTIVAL OFFERS A FRESH PERSPECTIVE ON WHAT ART CAN BE.





LAWRENCEVILLE

GEORGIA

January 21, 2025

Southeast Festival and Events Association

Dear Members of the Kaleidoscope Awards Committee,

I am writing to offer my full support for Explore Gwinnett's application for the Best New Event category at the 2025 Southeast Festival and Events Association (SFEA) Kaleidoscope Awards. Explore Gwinnett's Not Your Mother's Art Festival has proven to be an extraordinary event that not only showcases the vibrant talent of our local artists but also fosters meaningful connections within our community and local businesses.

The City of Lawrenceville has greatly enjoyed our partnership with Explore Gwinnett and Slow Pour Brewing in bringing this event to life. The festival provided a unique opportunity to engage with community members and promote our local businesses. It brought together people from all walks of life, and through its lively atmosphere, we were able to celebrate the arts and culture that make our city so special. The event's success in its inaugural year highlights the strong collaboration between Explore Gwinnett, local businesses, and the community at large, all of whom played an integral role in the festival's achievement.

Explore Gwinnett's commitment to enhancing the cultural landscape of our region is evident in the thoughtful planning and execution of the Not Your Mother's Art Festival, and it is with great pride that we support their application for this prestigious award. We look forward to continued partnerships with Explore Gwinnett to create more opportunities for community engagement and local economic growth.

Thank you for your consideration of this application. We are confident that Not Your Mother's Art Festival is a deserving candidate for the Best New Event award and we are thrilled to see its continued success.

Sincerely,

Mayor David R. Still

Not Your Mother's Art Fest Feedback from Slow Pour Brewing

Not Your Mother's Art Festival was one of the most creative spins on a classic concept we have seen in a long time. Canvas paintings and items engraved with "Live, Laugh, Love" were replaced with graffiti and sidewalk chalk art. Scented candles and elevator music were left behind and instead neon lights and the sound of progressive hip hop filled the air. Food trucks served street food while everyone gathered around the stage for Dueling Pianos. Instead of coffee, guests enjoyed pints of local craft beer. THIS is the kind of event that attracts new audiences while making the experienced art-fest-go-er feel young again! It's our mission to bring people together for fun, community-centered entertainment, and Not Your Mother's Art Fest knocked this out of the park. What an incredible way for a town to bring small and local businesses together to create a DO-NOT-MISS night out for the community!

Cheers,



NATE GROVES
FRONT OF HOUSE
OPERATIONS DIRECTOR
m [404.402.5075](tel:404.402.5075)
e nate@slowpourbrewing.com
interwebs slowpourbrewing.com



Angela Yartseva
Logistics Coordinator
m [678.978.3224](tel:678.978.3224)
e angela@slowpourbrewing.com
interwebs slowpourbrewing.com



NOT YOUR MOTHER'S ART FEST WAS FEATURED IN 15+ POSTS THAT SAW OVER 100 LIKES, 33 SHARES AND 20 COMMENTS. IT WAS ALSO FEATURED IN 3 CREATOR REELS THAT SAW HUNDREDS OF INTERACTIONS AND 4 LOCAL ARTICLE FEATURES.



Bruce Johnson is with **Victoria Hawkins** and **15 others** at **Slow Pour Brewing Company**.

October 19, 2024 · Lawrenceville · 🌐

PHOTOS from **Artober Presents: Not Your Mother's Art Fest!**


This is a first time event and a collaboration between **Explore Gwinnett**, **City of Lawrenceville** and **Slow Pour Brewing Company!**

I would love to see this become an annual event!

[#thedtl](#)

[#artober](#) [#artober2024](#)






Adrienne Dufina

Me too. We were there and it was FUN. Unknown Lyric was awesome and the vendors were great - needed more of those. Loved the live painting.

11w







Cavalry Glassblowing studio is in Lawrenceville.

October 16, 2024 · 🌐

We can't wait to see every artist here!! We will be there doing demos!! Once the dark hits we will be glowing!!! [#notyourmothers](#) [#slowpour](#) [#artistmarket](#) [#glassinthedark](#)



Slow Pour Brewing Company and 10 others

2 comments 8 shares

 Like

 Comment

 Copy

 Share

Most relevant ▼



Cavalry Glassblowing studio

We can't wait to be there. Getting ready and set up soon!! It is always fun to see blown glass at night.

11w Like Reply





Gwinnett Family Dental Care · [Follow](#)

Fun!

11w Like Reply







You, Carolyn Chucci, City of Lawrenceville and 56 others

11 comments 8 shares



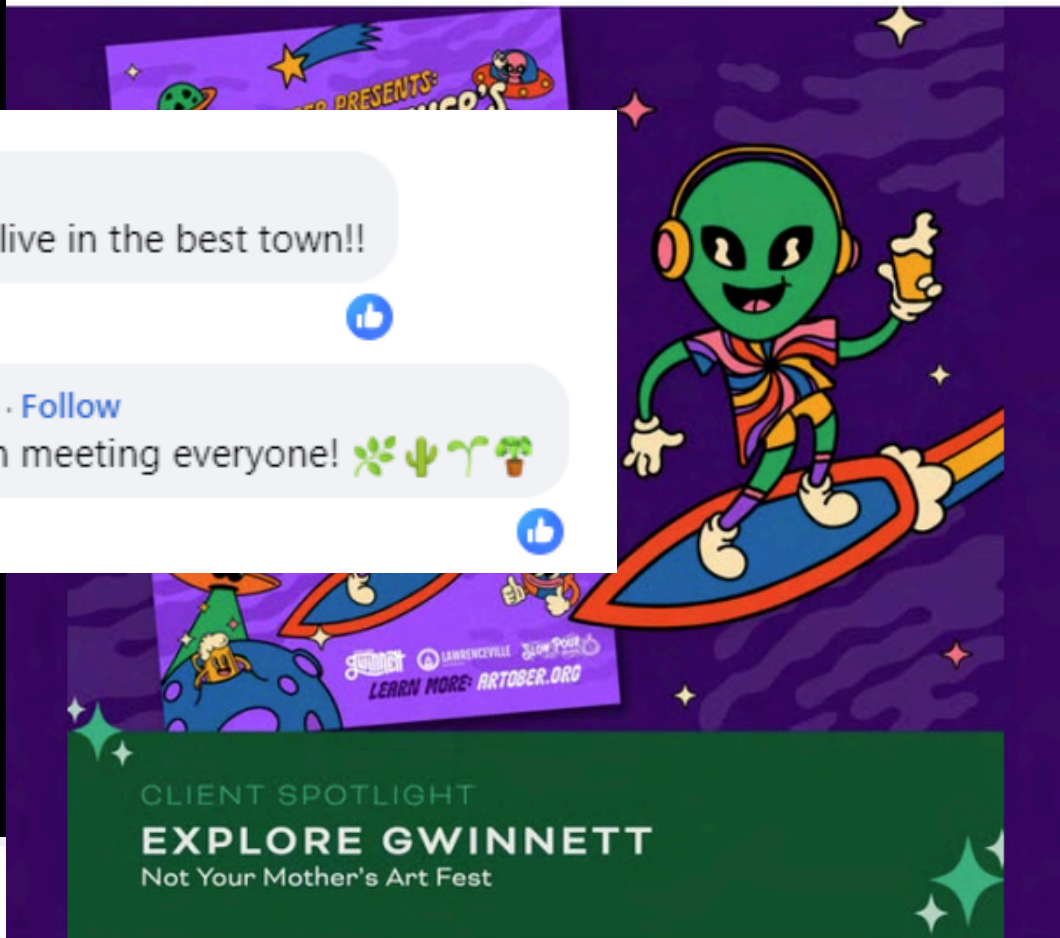
Accent Creative Group · Follow

October 9, 2024 · 🌐

Get ready to groove with art that moves! 🎧

Shoutout to [Explore Gwinnett](#) for letting us unleash our trippy vibes! This event branding project was a cosmic journey through psychedelic colors, groovy fonts and oh-so-funky creatures! If the brand says anything, the event is sure to be a mind-bending experience you won't want to miss!

Set your space coordinates for the Not Your Mother's Art Fest happening next Friday, October 18! Step into a realm where the extraordinary is the new normal—it's going to be an experience that's out of this world!



Linda Casey Krom

Very cool, you guys live in the best town!!

11w Like Reply



T&T Plants and Things · Follow

We had so much fun meeting everyone! 🌱🌵🌿🪴

11w Like Reply



Stan Hall

October 16, 2024 · 🌐

Check out this upcoming Artober event hosted by [Explore Gwinnett](#) partnering with [City of Lawrenceville](#) and [Slow Pour Brewing Company](#).

For more information visit: <https://tinyurl.com/Not-Your-Mothers-Art-Fest>



Slow Pour Brewing Company ✓

So cool!!! Thank you all for doing this with us! 🎧🍺

9w Like Reply

2👍

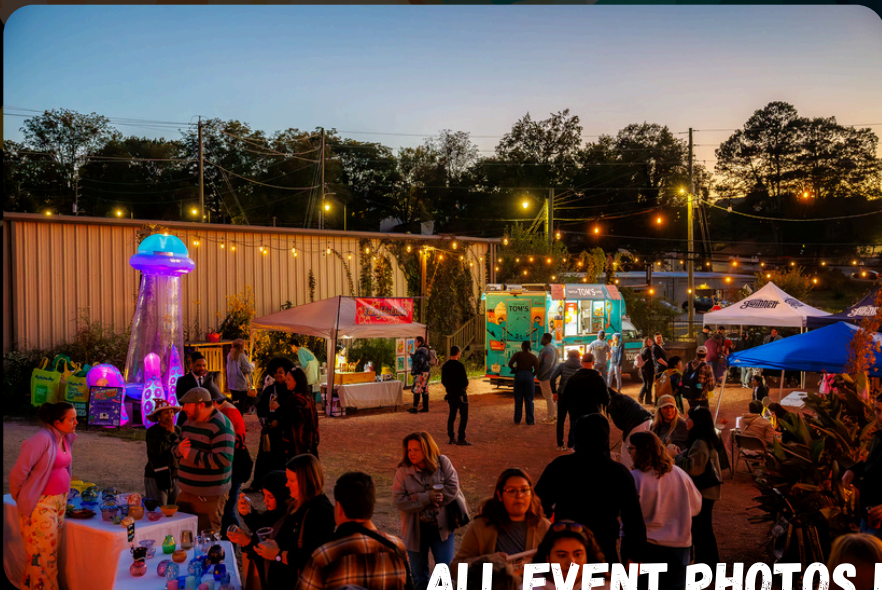


NOT YOUR MOTHER'S ART FEST



[ALL EVENT PHOTOS LINKED HERE](#)

NOT YOUR MOTHER'S ART FEST



ALL EVENT PHOTOS LINKED HERE

NOT YOUR MOTHER'S ART FEST



ALL EVENT PHOTOS LINKED HERE

NOT YOUR MOTHER'S ART FEST



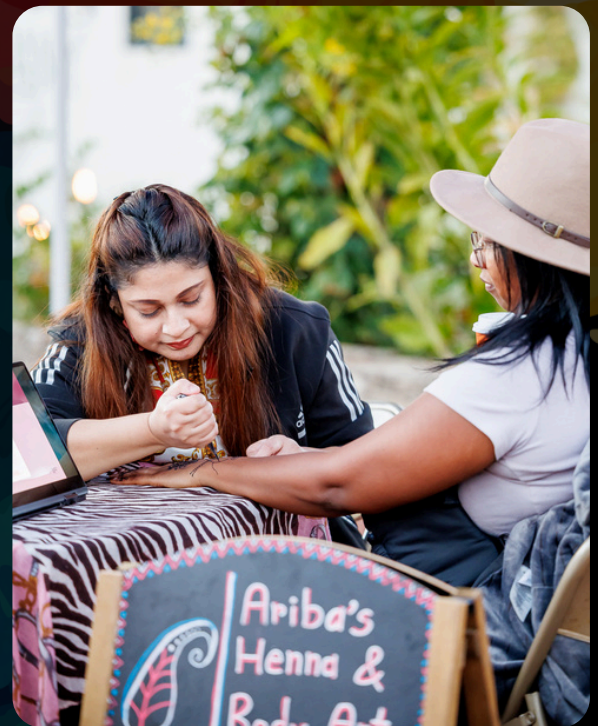
ALL EVENT PHOTOS LINKED HERE

NOT YOUR MOTHER'S ART FEST



[ALL EVENT PHOTOS LINKED HERE](#)

NOT YOUR MOTHER'S ART FEST



[ALL EVENT PHOTOS LINKED HERE](#)

NOT YOUR MOTHER'S ART FEST



ALL EVENT PHOTOS LINKED HERE