Official Poster Contest – 2020
Open to Public
Who is CelticMKE, Home of Milwaukee Irish Fest?

“The mission of CelticMKE, home of Milwaukee Irish Fest, is to promote and celebrate all aspects of Irish, Irish American and Celtic cultures, and to instill in current and future generations an appreciation of their heritage.”
Quick Facts on Milwaukee Irish Fest

- The festival premiered in 1981. This is going to be our 40th year!
- It was created by members of Milwaukee’s Irish and Irish-American community to showcase the richness of our Celtic legacy.
- Held on the 75 acres of Milwaukee’s beautiful Summerfest grounds.
- Milwaukee Irish Fest takes place annually during the third weekend in August.
- Yearly, the event hosts more than 100,000 guests from around the globe.
What does the festival showcase?

- Irish music: top musicians from all around the world
- Dance: traditional step dancing, ceili & set dancing
- History: genealogy, art exhibits, etc.
- Drama: theater and story telling
- Sports: hurling, 5K run/walk, currach racing and Gaelic Football
- Artistry: photography, pottery, jewelry, textiles, etc.
- Family fun: arts and crafts, games, story tellers, family friendly entertainment, etc.

What is the Milwaukee Irish Fest Summer School?

It is another significant component of the festival, which was established in 1987. It is a weeklong event, which runs the week of the festival (Monday- Friday) at various locations in the Wauwatosa Village, including the CelticMKE Center. The program features music classes on various Irish instruments, lectures, classes in Irish dance, Gaelic language instruction, historical overviews of Irish and Celtic heritage and much more. The classes are designed for all ages: young children through adults!
Poster Contest

Since its beginning, Milwaukee Irish Fest has conducted a contest to create a commemorative poster each year of the festival.
This Year...

- For the second year running, this contest is open to the public.
- This year, there will be a cash reward of $1,500 for first place and $500 for second place.
Guidelines for Submission

- Any medium can be used
- Programs such as “Illustrator” or “Photoshop” are useful.
- Submissions must:
  - Be a frameable size: 18x24 with 1/8” bleed.
  - Be submitted in 4 color: utilizing standard PMS colors.
  - Cater to all ages.
  - Be convertible to a .pdf file
  - Include the words “Milwaukee Irish Fest” and the dates - August 13-16, 2020
  - Use the same type style as all previous posters. Use artistic license for placement, but it should be “American-Uncial”. This can be downloaded for free at http://www.wfonts.com/font/american-uncial
Guidelines Continued

Some possible themes to consider:

- Connecting the Celtic culture to the fest & the Mid-West
- Music
- History
- Current Celtic culture & scenery
- 40th year of festival
- This year’s musical and cultural showcase is “Donegal”.

Keep in Mind…

- Do your homework! Research the various aspects of Irish and Celtic cultures, (music, literature, dance, history, etc.).
- A general connection between Irish & Celtic cultures and Milwaukee Irish Fest is highly recommended.
- A color comp critique via email will be given to help guide further work, if you submit before the deadline, so recommended changes can be made.
- The deadline for submission will be on March 17, 2020 (St. Patrick’s Day). Top ten contestants will also get a color comp critique for any necessary revisions, before the final selection.
- The link to submit artwork is Click Here.
Avoid Stereotypes

Stereotyping, while often unintentional, comes from limited knowledge about a group of people. Irish culture is about much more than the following:

- Leprechauns
- Beer Drinkers
- Unicorns
- “Cheesy” Shamrocks
- Fairies
- Pots of gold and rainbows
Resources on the Web

- http://www.celticmke.com
- http://www.imagesofireland.net/index.html
- http://www.irishcentral.com
Final Thoughts

- While this is an advertisement for the festival, of a sort, it is also considered commemorative. Keep in mind that it will primarily be displayed in people’s homes and on walls of businesses as artwork.
- The first-place winner MUST be available to sign posters and receive the reward at one of the Milwaukee Irish Fest general meetings, over the summer, where signed copies of the poster will be distributed to festival coordinators.
- The winner must also be available the Saturday and Sunday of the festival for an autograph signing.
- Sunday of the festival, during the autograph signing, there will be a short on-stage presentation of the artist and the artwork.
Sample Posters
Sample Posters

Music to the Irish is a living delight - a mysterious key to a host of undiscovered emotions hoarded in the secrets of the soul.

- James Clarence Mangan

1983 Irish Fest
Milwaukee, Wisconsin

Irish Fest
Milwaukee, Wisconsin

August 18, 19, 20
1989
Sample Posters
Sample Posters
Sample Posters
Sample Posters
Sample Posters

Irish Fest 2013
August 15th - 18th
Milwaukee, Wisconsin

Irish Fest 2011
August 18-21
Milwaukee, WI

Presented by Celtic MKE
Please contact our Poster Coordinator, Jennie Dentice, for further questions.

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