2020 ART FAIR ON THE SQUARE FAQ

After careful consideration, the Madison Museum of Contemporary Art (MMoCA) decided to cancel the 62nd annual Art Fair on The Square, scheduled for July 11 and 12. Please read the following questions and answers related to the fair and the decision.

Q: Why did MMoCA decide to cancel the 2020 Art Fair on the Square?
A: The decision was made after weeks of careful deliberation about the challenging and evolving impacts of COVID-19, and was informed by federal, state, and local public health policies regarding the coronavirus. Once MMoCA saw that the state of emergency declaration would be in place for Dane County until at least July 15, it was determined that the fair could not safely move forward.

Q: Will the Art Fair on the Square take place on another weekend in 2020?
A: Due to the scale and complexity of the event, and the uncertainty about this evolving situation, MMoCA is unable to reschedule the Art Fair on the Square for another weekend in 2020.

Q: When will Art Fair on the Square take place in 2021?
A: MMoCA looks forward to presenting the next Art Fair on the Square on July 10 and 11, 2021.

Q: How will the cancellation of the fair impact the museum?
A: The Art Fair on The Square is MMoCA’s largest annual fundraiser. The Art Fair makes approximately $350,000 of MMoCA’s $2.5 million budget, which is about 14% of the museum’s annual needs. The funds raised would have supported MMoCA’s free and transformative contemporary art exhibitions, free education programming, engaging events, and more.

Q: How will MMoCA make up revenue lost from this year’s Art Fair on the Square?
A: These are unique times for all private and nonprofit organizations, and everybody is struggling with similar issues. MMoCA is in a solid financial position, and we feel confident that over the long run we can make up some of this shortfall. MMoCA is exploring other creative ways to engage our community and inspire giving to support our mission.

Q: How can I best support MMoCA in light of this year’s cancellation of Art Fair on the Square?
A: The museum suggests that anyone who would like to donate may do so online at mmoca.org/support.

Q: How will the cancellation impact the artists? How were new policies guided by artists?
A: The Art Fair on the Square is an important source of income for hundreds of professional artists each year. The artists that were scheduled to be included in the 2020 event will still be highlighted and celebrated online this summer. Those artists who already paid their booth fee will have 100% of their booth fee refunded. The Artists juried into the 2020 event will also have the option to return for the 2021 event.

A team of artists representing a variety of media from around the country served on an advisory panel. They helped guide MMoCA’s new policies related to the pandemic.