



League of Longfellow Artists (LoLa) event announcement (one page)

Please include the LoLa Art Crawl in your September coverage.

Just the facts (quick summary):

What it is: A self-guided tour of local artists at homes and indie businesses

When it happens: Sat., Sep. 21, and Sun., Sep. 22, 10–5 both days

Where: Throughout Greater Longfellow, Minneapolis, bordered by the Midtown Greenway, Minnehaha Falls, Hiawatha Avenue and Mississippi River. Look for the yellow LoLa signs.

Who's LoLa? The League of Longfellow Artists (LoLa) is a nonprofit organization and voluntary association of artists who live or work in Longfellow.

More info: LoLaArtCrawl.com, Facebook.com/LoLaArtistsMN

You Can Go Your Own Way on the LoLa Art Crawl, Sept. 21 & 22 It's easy to navigate by bike, car, transit

Longfellow, Minneapolis: Here comes LoLa! Sept. 21–22, 10–5 both days. The LoLa Art Crawl is a friendly neighborhood art tour among the bungalows, gardens, and small indie businesses of the Longfellow neighborhood. A total of 119 artists and makers will be showing and selling their work at homes and businesses throughout Greater Longfellow, with most of the 56 sites hosting two or more artists together. Participating artists live and/or work in Longfellow, or are guests of these neighborhood artists.

Longfellow is an easy neighborhood to navigate, with lots of transit options, bike lanes and quiet side streets, and plenty of free curbside parking. It's tucked into Minneapolis's southeast corner, bordered by the Midtown Greenway on the north, Minnehaha Falls to the south, Hiawatha Avenue on the west, and Mississippi River to the east.

While the ambitious art lover could visit all 56 sites over the two days, touring by bike or by car, those who prefer a more leisurely experience or who need to plan around transit will find helpful information and a map in the directory, to design their personal mini crawl. Directories are available after Labor Day at neighborhood businesses and on the website, LoLaArtCrawl.com, and at participating sites during the event. Don't worry if you don't have a map at the start of the day, just look for the bright yellow LoLa signs to find a site, start your tour, and get a directory.

You could also start your crawl at one of Longfellow's many cafés (some of which will be hosting artists), pick up a directory there, and enjoy some food and drink while you make your plans.

The League of Longfellow Artists (LoLa), formed in 2009 and incorporated as a nonprofit in 2017, is a volunteer-run organization of artists who live or work in Longfellow. Its mission is to partner with neighborhood arts organizations, nonprofits, small businesses, and residents to design and host a variety of events and activities that support Longfellow artists at any stage in their creative lives, and invite and encourage community participation in the arts. Find out more at LoLaArtCrawl.com.

Transit options: The Blue Line LRT has 3 stops in Longfellow, and each is just a 2- to 4-block walk from a small cluster of sites, perfect for out-of-town visitors staying downtown or near the Mall of America who want to experience a low-key friendly local art tour. Each LRT stop also has Nice Ride bikes for short-term rental, which can be docked at numerous spots throughout the crawl.

Or transfer to connecting bus routes, all with stops near groups of sites. From the Lake St. station, pick up the 21 going east on Lake Street. From the 46th St. station, take the 7 to travel up Minnehaha Avenue, or the 9 to zig-zag up through the center of Longfellow. From the 38th St. station, take the 23 eastbound to travel along 38th Street. Here's a tip: Install the "Transit" app on your smartphone for up-to-the minute bus arrivals, Nice Ride bikes near you, and ride share availability.

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