

FOR IMMEDIATE RELEASE

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GIG – The Art of Michigan Music Returns to Chelsea’s Sounds & Sights Festival, July 24–25, 2026

Chelsea, MI — Get ready for a celebration of the art *behind* the music. **GIG – The Art of Michigan Music** is back for 2026, bringing the visual heart of Michigan’s music scene to downtown Chelsea on **Friday, July 24 and Saturday, July 25** as part of the city’s beloved **Sounds & Sights Festival**, presented by **Rick Taylor | Reinhart Realtors**.

This year, GIG lands right in the center of the action at the Social Commons in Palmer Commons Park. Expect an electric showcase of the poster designers, concert photographers, album illustrators, and visual storytellers who give Michigan music its look, feel, and attitude. Just like in Spinal Tap, this baby goes all the way up to 11!

Here’s what to expect at GIG:

The GIG Gallery – Explore a dynamic exhibit packed with bold gig posters, stunning concert photography, custom t-shirt designs, and iconic album art. The kicker, it is all made right here in Michigan.

The Music Market – Browse limited-edition prints, and handmade merch from creatives and collectors who live for this stuff.

Artist Workshops – Real talk from real artists. Learn how they survive, thrive, and create in a world that too often forgets to pay the creatives at our graphic design and photography panels.

And the best part? **GIG charges artists nothing to participate. We take zero commission.** That means when you support the art, every dollar goes straight to the creator.

Whether you’re a fan of the music, the art, or the vibe—it’s all here. GIG brings together community, creativity, and the stories that make music in Michigan unforgettable.

Join us July 24–25 at Palmer Commons in downtown Chelsea and experience the visual side of the music you love.

Want to See What GIG Is All About?

Take a look back at [GIG Archive](#) which includes our program, photos, and press coverage from 2024 and 2025

- [2025 Program Flipbook](#)
- [2025 Gallery](#)

- [2025 Press Coverage](#)

Testimonials from our 2025 Experience Survey

- “Huge value for providing a visual artist networking community and exposure for artists.”
- “GIG introduced me to so many wonderful Michigan creatives, and I really enjoyed the chance to see and appreciate the variety in the art/services displayed. The panels were really cool too.
- “I think a lot of people missed out on something cool.”
- “Events that bring the Michigan music community together are fantastic “
- “Love connecting with other industry artists”

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About GIG

[GIG – The Art of Michigan Music Foundation](#) is a nonprofit organization that celebrates the visual artists who shape the culture and legacy of Michigan music. Through this annual event and year-round advocacy, GIG connects musicians, artists, students, and fans through a shared love of creative expression.

GIG Assets

GIG - The Art of Michigan Music Foundation artwork by [Robert Nixon](#) assets can be found here:

- GIG Square brand logo - [jpg](#)
- GIG Banner brand logo - [jpg](#)
- GIG Banner brand white logo - [jpg](#)