

City of La Crosse Arts Board**2. Creative Development Grants**

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**Section 1 (CDG) - Contact & Project Information****1. Name(s)/Organization**

Natalia Rocafuerte

2. Mailing address

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54601

3. Email address

nataliarocafuerte@gmail.com

4. Phone number

(734) 896-1795

5. Website (optional)

www.nataliarocafuerte.net

6. Biography

Natalia Rocafuerte is an educator, filmmaker, and curator based in Wisconsin's Driftless Region. She is an Adjunct Instructor in the Art Department at the University of Wisconsin–La Crosse and the founder of Sweet 208, an artist studio and occasional gallery in La Crosse. With over a decade of experience in independent film, museum work, and community arts programming, her practice spans photography, film, and installation. Rocafuerte's work explores memory, migration, and identity while supporting accessible, community-centered arts spaces and emerging artists in the region.

7. 1-2 Page Resume or CV

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159.8 KB

**8. Project Title**

Field Notes: FFA and County Fair Culture in the Driftless Region

9. Brief Project Description

I'd like to make a small publishing (zine or photography art book) of the photographs I have taken of the La Crosse County fair. I am interested in being supported to photograph all the regional fairs.

10. Project Start and End Dates

July 2026 - July 2027

11. Requested Funding Amount

3500

12. List of Participants

Natalia Rocafuerte
La Crosse International Fair

13. Conflicts of Interest

none

14. Previous Funded Projects

none

15. Are you a non-profit that is registered in the City of La Crosse?

No

16. Federal Tax-Exempt Status

Section 2 (CDG) - Project Description

1. Project Location

La Crosse Interstate Fair

2. Project Description

Field Notes is a documentary photography project that explores FFA programs, county fairs, and rural youth culture in the Driftless Region of Wisconsin. Through portraiture and observational photography, the project examines how agricultural tradition, labor, performance, and community identity intersect within these public spaces.

Over the course of the summer and fair season, I will photograph FFA students, livestock exhibitions, competitions, family gatherings, and behind-the-scenes moments that reveal the social and cultural ecosystems of county fairs. The work focuses on the relationship between youth, land, animals, and tradition, while also documenting the rituals of preparation, presentation, and community celebration that define these events.

The final outcome will be a printed photography book or zine that functions as both artwork and archival document. The publication will be distributed locally in La Crosse through community spaces, schools, and arts venues, making the work accessible beyond traditional gallery contexts.

This project builds on my practice as a photographer and educator working with themes of identity, place, and cultural memory. It contributes to my ongoing artistic development in documentary storytelling while creating a visual record of a regional culture that is often underrepresented in contemporary art spaces.

3. Project Execution & Timeline

Use previous photographs of fair but also the preparation/in between time from fair. This project has already started and I would like to publish the book by next July 2027

4. Required Materials

Printing, additional lighting, parent photography waiver forms.

5. Durability & Maintenance Plan**6. Plans for Removal****7. Target Audience**

Local La Crosse community

8. Under-Served Audience (optional)**9. Artistic Goals**

This project advances my artistic practice in documentary photography and community-based storytelling. My work focuses on memory, place, and identity, often through the lens of regional culture and overlooked or everyday spaces. *Field Notes* expands this practice by developing a sustained photographic series rooted in rural Wisconsin life, particularly FFA programs and county fair culture.

Through long-form observation and portraiture, I aim to deepen my approach to working with communities over time, building trust and producing images that reflect both intimacy and social context. The resulting publication extends my practice into bookmaking as an artistic form, allowing the work to exist as both exhibition and accessible public artifact.

This project also strengthens my ongoing commitment to creating work that circulates outside traditional gallery

spaces and engages local audiences directly in the Driftless Region.

Media



"La Crosse Fair 2025 Swine Champion"

Media/Materials:

Size:

This photograph was displayed at the Eau Clair public Library



"La Crosse Fair 2025 Fun!"

Media/Materials:

Size:



"La Crosse Fair 2025 Woodcarvers"

Media/Materials:

Size:

Photo of La Crosse woodcarving artist



"La Crosse Fair 2025"

Media/Materials:

Size:

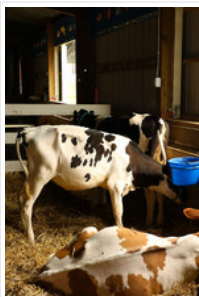


"La Crosse Fair 2025 Kid with Kids"

Media/Materials:

Size:

During the "Kids with Kids" display, championing goats and their handlers are highlighted



"La Crosse Fair 2025"

Media/Materials:
Size:

Beautiful Cows



"La Crosse Fair 2025"

Media/Materials:
Size:

Families come out to the fair from all walks of life, there is great snippets of Driftless life



"La Crosse Fair 2025"

Media/Materials:
Size:

Part of my project is also documenting workers and their input to the fair

Attachments

Project Budget

29.7 KB

Provided by Applicant

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29.7 KB

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"La Crosse Fair 2025 Swine Champion"



"La Crosse Fair 2025 Fun!"



"La Crosse Fair 2025 Woodcarvers"



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