

Jefferson Plein Air 2018 Prospectus

As of 1/22/18

The Arts Alliance of Greater Jefferson is sponsoring the Jefferson Plein Air from June 27 – July 1, 2018. Artists are invited to capture our historic buildings, churches, the beautiful Rock and Crawfish rivers, landscapes and other points of interest throughout Jefferson over three days.

A minimum of 95% of each painting must be created entirely on-site, within the boundaries, in the true spirit of plein air painting. Minor studio adjustments or corrections may be made only to fix forms or colors.

Artists must paint within the designated area around the city of Jefferson to qualify. A map will be posted on the website www.artinjefferson.com along with suggested locations and will be included in your packets at check-in.

Painting Period: Wednesday June 27th (8am) through Friday June 29th (5pm).

Registration: Limit of 30 artists (first to apply)

- \$35 and a completed registration form
- Artists may participate in any or all days
- Fees are non-refundable and non-transferable

Check-in and Material Stamping

ALL PAINTING SURFACES MUST BE STAMPED PRIOR TO PAINTING

Brickhaus Café (check-in table will be outside unless inclement weather)
126 E Milwaukee
Jefferson, WI 53549

Wednesday 8am to Noon and 3pm to 5pm

Thursday 8am to Noon

Friday 8am to Noon

(If stamping is needed outside these times, please call Ellen at 414-322-1440)

Materials:

- Media may include oils, acrylics, watercolors, pastels & gouache
- For dark colored materials, paint a white patch on the back to provide a legible stamping area
- Each artist may submit three (3) paintings (1 small and 2 large, 2 small and 1 large or 3 small)
- Maximum material sizes:
 - Small paintings: 12 inches X 12 inches
 - Large paintings: 320 square inches (length X width = sq inches i.e. 16"X20"=320 square inches)
 - Maximum frame width: 4 ¼ inches
 - Maximum mat width: 4 inches

Submission:

Submissions will be accepted at:

The Jefferson Area Business Center
222 S Wisconsin Dr
Jefferson, WI 53549

Thursday from 4pm – 6pm

Friday from 3pm - 5pm

- Each artist may submit three (3) paintings (1 small and 2 large, 2 small and 1 large or 3 small)
- All paintings must be stamped by AAGJ, with the stamp visible on the back of each painting
- Paintings must be appropriately framed and **wired** for hanging
- We reserve the right to refuse any paintings that are improperly framed including: wrapped canvases, stained mats, alligator hangers, wet painted edges, or those without wire will be refused.

Painting Prices:

Paintings will be sold at the price selected by the artist and indicated on the painting submission form. Price changes will not be allowed after painting submission. Any manual price changes found on title cards will result in the removal of the corresponding painting from the exhibit.

Commissions:

The Arts Alliance of Greater Jefferson will retain a 35% commission on all painting sales.

Artist's payments will be mailed to the address provided at registration within two weeks following the sale.

Off-easel and Post-Exhibit Sales:

Please respect the substantial volunteer effort to coordinate the event by not selling off-easel during the event and paying a 10% finder's fee on post-exhibit sales made payable to the Arts Alliance of Greater Jefferson.

Judges

A panel of three judges will judge the exhibit on Saturday June 30th from 8 – 10am at Woolen Mills.

Awards

The AAGJ plans to award \$3000 in prize money.

Best of Show Purchase Award - \$1200

Second Place \$700

Third Place \$500

Fourth Place \$300

An artist may only win one of the above awards

Artists Choice \$300

Venue

The submitted paintings will be displayed at the Woolen Mills 222 S Wisconsin Dr. Jefferson, WI 53549. An opening reception with the judges and artists will begin at 10:00am on Saturday June 30th following the judging. The public will be invited beginning at 10:30am. The gallery will be open for sales on Saturday June 30th from 10:30am – 5pm and Sunday from 11am – 4pm.

Pick-up

ALL unsold paintings must be picked up **Sunday July 1st from 4pm – 6pm** at the Woolen Mills. Abandoned paintings will become the property of the Arts Alliance of Greater Jefferson.