

Jefferson Plein Air 2017 Prospectus

Updated May 19, 2017

The Arts Alliance of Greater Jefferson is sponsoring the Jefferson Plein Air from June 28 – July 2, 2017. 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 sent to you after receiving the registration form and will be posted on the website www.artinjefferson.com along with suggested locations.

Painting Period: Wednesday June 28th (8am) through Friday June 30th (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

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

Wednesday and Thursday 8am to Noon and 3pm to 5pm, Friday 8am to Noon.

ALL PAINTING SURFACES MUST BE STAMPED PRIOR TO PAINTING

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

Wednesday from 4pm – 6pm

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 July 1st from 8 – 10am at Woolen Mills. Our 2017 esteemed judges are William A Suys, Jr, Paula Swaydan-Grebel, and Terrence Coffman.

Awards

The AAGJ plans to award \$2500 in prize money.

Best of Show Purchase Award - \$1000

Second Place \$600

Third Place \$400

Fourth Place \$200

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 July 1st following the judging. The public will be invited beginning at 10:30am. The gallery will be open for sales on Saturday July 1st from 10:30am – 5pm and Sunday from 11am – 4pm.

Pick-up

ALL unsold paintings must be picked up **Sunday July 2nd from 4pm – 6pm** at the Woolen Mills. Abandoned paintings will become the property of the Arts Alliance of Greater Jefferson.