

**2021 Jefferson Plein Air Main Event
and
“Main Street Quick Paint”
Prospectus**

As of 1/18/2021

The Arts Alliance of Greater Jefferson (AAGJ) is sponsoring the Jefferson Plein Air from June 23-June 27, 2021. 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. We are also holding a Quick Paint. The prospectus for the quick paint is detailed after the main event information.

The AAGJ is making some minor changes to the flow and procedures for the event to keep the artists and volunteers as safe as possible. We are optimistic, given the vaccine roll-out, that we can hold this event. If we find it necessary to make changes due to the status of Covid-19, we will communicate those changes as swiftly as possible.

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.

Jefferson Plein Air Main Event

Painting Period: Wednesday June 23rd (8am) through Friday June 25th (5pm).

Registration: Limit of 30 artists (first registrations received)

- To register go to www.artinjefferson.com.
- If you prefer to mail a check complete the registration form that can be found at www.artinjefferson.com.
- \$35 registers all artists for the Main Event and the “Main Street Quick Paint”.
- Artists may participate in any or all days.
- Fees are non-refundable and non-transferable unless the AAGJ cancels the event or changes it in a significant manner.

Check-in and Material Stamping – Main Event

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

Please socially distance and wear masks while checking in to protect both artists and volunteers.

Wednesday 8am to Noon and 3pm to 5pm

Thursday 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, ink and pencil
- 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: 144 square inches or less (length X width = sq inches)
 - Large paintings: more than 144 square inches and no more than 320 square inches
 - Maximum frame width: 4 ¼ inches
 - Maximum mat width: 4 inches

Painting Submission:

Submissions will be accepted **Friday from 3pm – 5pm** at:

The Woolen Mills

The Jefferson Area Business Center

222 S Wisconsin Dr

Jefferson, WI 53549

- 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.

Replacement Paintings – New This Year

If one of your paintings sells, we will call you to see if you would like to bring in a replacement painting to hang during the remainder of the sale. See the Sales Desk at the Woolen Mills with the painting and Painting Submission Form for assistance in getting a title card and hanging the painting.

Judges

A panel of judges will judge the exhibit on Saturday June 26th from 8:30 – 10:30am at Woolen Mills.

Awards

The AAGJ plans to award \$3000 in prize money for the Main Event:

- 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. In addition:

- Artists Choice \$300

Venue

The submitted paintings will be displayed at the Woolen Mills 222 S Wisconsin Dr. Jefferson, WI 53549. All artists are asked to come to the venue at 10:30 on Saturday to view all paintings and submit a ballot for the Artist Choice Award. We will then proceed to an opening reception with the judges that will begin at 11:00am. The gallery will be open for sales on Saturday June 26th from Noon – 5pm and Sunday June 27th from 11am – 4pm. Social distancing and masking guidelines will be followed. The public will not be invited to the reception unless Covid-19 guidelines are expanded to allow larger groups prior to the event.

Pick-up

ALL unsold paintings must be picked up **Sunday June 27th from 4pm – 6pm** at the Woolen Mills. Abandoned paintings will become the property of the Arts Alliance of Greater Jefferson.

“Main Street Quick Paint”

Thursday, June 24th, 2021

Presented by the Arts Alliance of Greater Jefferson
in conjunction with the 2021 Jefferson Plein Air

Painting Period: Thursday, June 24th from 8:00am to 11:30am. Based on feedback from artists at previous events, the painting timeperiod has been shortened.

Registration: Limit of 30 artists - Artists are automatically registered when fee is paid for Main Event

- To be included in the Quick Paint, artists must check-in and have material stamped separate from main event.

Check-in and Material Stamping – Main Street Quick Paint

ALL PAINTING SURFACES MUST BE STAMPED PRIOR TO PAINTING

Thursday June 24th from 8:00am to 9:00am

Brickhaus Café (check-in table will be outside unless inclement weather)

126 E Milwaukee

Jefferson, WI 53549

Painting Guidelines

- **Painting must take place between 8am and 11:30am on Thursday, June 24th.**
- Each artist may submit (1) small painting with **material size 144 square inches or under.**
- Artists must paint within a designated area. A map will be posted on the website www.artinjefferson.com and will be included in your check in packets.
- See all other guidelines in Main Event Prospectus regarding materials and framing.
- Painting materials **MUST** be stamped prior to starting to paint as listed above.

Painting Submission

Submission for the Quick Paint is **between 11:30am-12:30pm on Thursday, June 24that:**

The Woolen Mills

The Jefferson Area Business Center

222 S Wisconsin Dr

Jefferson, WI 53549

- Only one painting may be submitted.
- Judging of Quick Paint submissions will be held on Saturday June 27th along with the Main Event Judging.
- See all other painting submission guidelines in the Main Event Prospectus.

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 judges will judge the exhibit on Saturday June 26th from 8:30 – 10:30am at Woolen Mills.

Awards

The AAGJ plans to award \$1000 in prize money for the "Main Street Quick Event"

- Best of Main Street - \$500
- Second Place \$300
- Third Place \$100
- Honorable Mention - \$50
- Honorable Mention - \$50

Venue

See the comments under the Main Event Venue.

Pick-up

ALL unsold paintings must be picked up **Sunday June 27th from 4pm – 6pm** at the Woolen Mills. Abandoned paintings will become the property of the Arts Alliance of Greater Jefferson.