

2022 Jefferson Plein Air Main Event and “Main Street Quick Paint” Prospectus

As of 12/30/21

The Arts Alliance of Greater Jefferson (AAGJ) is sponsoring the Jefferson Plein Air from June 13-June 19, 2022. Artists are invited to capture our historic buildings, churches, the beautiful Rock and Crawfish rivers, landscapes and other points of interest throughout Jefferson over six days. We are also holding a Quick Paint on Saturday June 18. The prospectus for the quick paint is detailed after the main event information.

The AAGJ is making some changes in 2022 based on feedback from the artists and judges. First of all, we are allowing more days to paint for the Main Event (Mon – mid-day Fri). Second, we are moving the Quick Paint to Saturday morning. And third, we have added several Honorable Mention Awards to the Main Event.

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: Monday June 13th (8am) through Friday June 17th (Noon).

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

Focus Co-Working
126 E Milwaukee
Jefferson, WI 53549

Monday, Tuesday and Wednesday 8am – 10am.

(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: 154 square inches or less (length X width = sq inches)
 - Large paintings: 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 Noon to 2pm**

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

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. The painting must have been stamped and completed during the painting time period. Bring your replacement painting and Painting Submission form to the Sales Desk at Woolen Mills for assistance in getting a title card and hanging the painting.

Judges

A panel of judges will judge the exhibit on Saturday June 19th from 11:00am to 12:30pm at the Woolen Mills.

Awards

The AAGJ plans to award \$3300 in prize money for the Main Event:

- Best of Show Purchase Award - \$1200
- Second Place \$700
- Third Place \$500
- Fourth Place \$300
- Honorable Mention \$100
- Honorable Mention \$100
- Honorable Mention \$100

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 12:30pm on Saturday to view all paintings and submit a ballot for the Artist Choice Award. The Awards Presentation will begin at 1:00pm. The gallery will be open for sales on Saturday until 5pm and Sunday from 11am – 4pm. The Public is invited to the Awards Presentation at 1:00pm.

Pick-up

ALL unsold paintings must be picked up **Sunday June 19th from 4pm – 6pm** at the Woolen Mills. Abandoned paintings will become the property of the Arts Alliance of Greater Jefferson.

“Main Street Quick Paint”

Saturday, June 18th, 2022

Presented by the Arts Alliance of Greater Jefferson
in conjunction with the 2022 Jefferson Plein Air

Please pay close attention to the changes for the Quick Paint (QP) this year. In summary, the QP will occur on Saturday morning with only two hours to paint. Submission will be at the Rotary Park Bandshell. Artists are requested to bring an easel for the painting to be displayed on. You must still complete a submission form. Once we check your form you will be asked to fill out a title card and then place your painting on your easel in the designated area. Judging will take place immediately after submission and judges will place the ribbons after all paintings are judged. The sale of the QP paintings will start at Rotary Park following the judging until 12:30pm. We strongly encourage the artists to stay during this sale. At 12:30pm any unsold QP paintings will be moved to the Woolen Mills and will remain in the gallery until Sunday 4 PM. We would appreciate the artists assist by moving their unsold painting and easel. At the Woolen Mills you will be directed where to place your QP.

Painting Period: Saturday June 18th from 8:00am to 10:00am. This has been shortened to 2 hours.

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

Saturday June 18th from 7:30am – 8:00am

Focus Co-Working
126 E Milwaukee
Jefferson, WI 53549

Painting Guidelines

- **Painting must take place between 8:00am and 10:00am.**
- Each artist may submit (1) small painting with **material size 154 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 10:00am - 10:30pm on Saturday June 18th at:**

Rotary Park Bandshell
301 S Gardner Ave
Jefferson, WI 53549

Only one painting may be submitted. (How are you planning on doing the title cards?)

- Judging of Quick Paint submissions will be held on Saturday June 18th at Rotary Park directly following submission
- 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 Quick Paint paintings on Saturday June 18th at 10:30 at Rotary Park.

Awards

The AAGJ plans to award \$950 in prize money for the "Main Street Quick Event"

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

Pick-up

ALL unsold paintings must be picked up **Sunday June 19th from 4pm – 6pm** at the Woolen Mills. Abandoned paintings will become the property of the Arts Alliance of Greater Jefferson.