

2023 Jefferson Plein Air Main Event and Jefferson County Fair “Year of the Arts” Plein Air Prospectus

As of 1/26/23

The Arts Alliance of Greater Jefferson (AAGJ) is sponsoring the Jefferson Plein Air from July 10-16, 2023. Artists are invited to capture our historic buildings, churches, the beautiful Rock and Crawfish rivers, landscapes, and other points of interest throughout Jefferson over five days. We are also excited to announce the Year of the Arts at the Jefferson County Fair where artists can paint at the Fair Park to promote the Fair’s 2023 theme “Year of the Arts”. We will not have a Quick Paint this year, but new this year is a Nocturne and prizes for the Nocturne.

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

Painting Period:

Mon July 10	Tues July 11	Wed July 12	Thur July 13	Fri July 14 (till noon)
Main Event and Nocturne	Main Event and Nocturne	Main Event and Nocturne	Main Event and Nocturne	Main Event
		County Fair 8:00 am - 10:00 pm	County Fair 8:00 am – 10:00 pm	County Fair 8:00 am - Noon

For paintings to qualify for the Jefferson Main Event and Nocturne awards, they must be done within the boundaries on the Boundary Map (excluding the Jefferson County Fair Park) as highlighted on the map.

For paintings to qualify for the County Fair awards, they must be done within the ticketed area of the Jefferson County Fair Park. Areas open to the public inside and outside buildings are available to artists from the hours of 8:00 a.m. to 10:00 p.m. on Wednesday and Thursday and 8:00 a.m. to Noon on Friday.

Your Plein Air name badge will provide you admission to the Jefferson County Fair Park and a parking permit. One additional ticket will be provided by the Arts Alliance at your request.

Awards

AAGJ plans to award \$3,500 in prize money for the Main Event and Nocturne:

- Best of Jefferson Purchase Award - \$1200
- Second Place \$700
- Third Place \$400
- Fourth Place \$200
- Honorable Mention \$100
- Honorable Mention \$100

An artist may only win one of the above awards. In addition, they can win one of the following:

- Best Nocturne \$500
- Second Place Nocturne \$300

Jefferson County Fair plans to award \$3,500 in prize money for the Jefferson County Fair Paintings:

- Grand Champion \$1,200 Purchase Award
- Reserve Grand Champion \$900 Purchase Award
- Award of Merit \$400

An artist may only win one of the above awards. In addition, they can receive award monies from the following categories:

- Entertainment at the Fair - \$200
- Food at the Fair - \$200
- Fun at the Fair - \$200
- Animals at the Fair - \$200
- Night at the Fair - \$200

The Grand Champion and the Reserve Grand Champion will become the property of the Jefferson County Fair and will be utilized to raise funds for youth art programs at the Jefferson County Fair. Details to be determined.

Registration: Limit of 30 artists (first registrations received)

- To register go to www.artinjefferson.com.
- \$40 registers all artists for all three competitions (Main, Nocturne, Fair).
- Artists may participate in any or all days.
- Fees are non-refundable and non-transferable unless the AAGJ cancels or significantly changes the event.

Check-in and Material Stamping

ALL PAINTING SURFACES MUST BE STAMPED PRIOR TO PAINTING. THE JEFFERSON PLEIN AIR STAMP CAN BE USED FOR PAINTINGS FOR BOTH THE JEFFERSON PLEIN AIR MAIN EVENT AND JEFFERSON COUNTY FAIR.

Monday and Tuesday 8:00 a.m. – 10:00 a.m. Focus Co-Working
126 E Milwaukee
Jefferson, WI 53549

Wednesday 8:00 a.m. – 10:00 a.m. Jefferson County Fair Park
Activity Center
503 N Jackson Ave
Jefferson, WI 53549

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

Painting Material Guidelines:

- 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 6 paintings.
- Maximum material sizes:
 - o Maximum material size no more than 320 square inches
 - o Maximum frame width: 4 ¼ inches
 - o Maximum mat width: 4 inches

Exhibition Venue:

Submitted paintings will be displayed at the Activity Building at the Jefferson County Fair Park. All artists are encouraged to attend a private reception and awards program on Friday, July 14th from 5:00 p.m. to 8:00 p.m.

in the Activity Center. The Awards Presentation will begin at 6:30 p.m. Sales will begin on Friday evening at 7:00 p.m. and extend on Saturday and Sunday.

Painting Submission:

Submissions will be accepted **Friday from Noon to 2:00 p.m. *ON THE SUBMISSION FORM YOU WILL DESIGNATE IF THE PAINTING IS FOR THE JEFFERSON MAIN EVENT OR THE JEFFERSON COUNTY FAIR EVENT.***

Jefferson County Fair Park
Activity Center
503 N Jackson Ave
Jefferson, WI 53549

Artists may enter the Fair Park at Gate 3 – Handicap/Special Guest Gate located along Jackson Avenue.

- 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
- AAGJ reserves the right to refuse any paintings improperly framed including: wrapped canvases, stained mats, alligator hangers, and wet painted edges. Paintings without wire will be refused.

Judging

A panel of judges will judge the exhibit on Friday July 14th at the Activity Building at the Jefferson County Fair Park Activity Center.

Painting Pricing:

Paintings will be offered for purchase at the price submitted by the artist on the 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 painting from the exhibit.

Arts Alliance of Greater Jefferson and Jefferson County Fair 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 Sales:

Please respect the substantial volunteer effort to coordinate the event by not selling off-easel during the event. However, if you choose to do so, a 10% finder's fee shall be paid to the AAGJ.

Replacement Paintings

If one of your paintings sells, we will call the artist to see if they would like to bring in a replacement painting to hang during the remainder of the sale. The painting should be one created during the week-long event or completed after judging but not submitted. Replacement paintings must be brought to the Plein Air information desk in the Activity Building where they will receive a title card and hanging instructions.

Painting Pick-up

ALL unsold paintings must be picked up **Sunday July 16th between 6:00 p.m. – 8:00 p.m. or Monday June 17th between 10:00 a.m. and Noon** at the Jefferson County Fair Park Activity Center. Abandoned paintings will become the property of the Arts Alliance of Greater Jefferson or the Jefferson County Fair Park.