

# 2025 Jefferson Plein Air Prospectus

The Arts Alliance of Greater Jefferson (AAGJ) is sponsoring the Jefferson Plein Air from June 11-14, 2025. Artists are invited to capture our historic buildings, churches, the beautiful Rock and Crawfish rivers, landscapes, and other points of interest throughout Jefferson over 2 1/2 days.

Artists must paint within the designated area around the city of Jefferson. A map will be posted on the website [www.artinjefferson.com](http://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.

New this year will be “postcard” paintings. We want to appeal to a broader spectrum of buyers by adding this category. These paintings can be done at any time and within the boundaries on the Plein Air map.

### Painting Period:

Wed June 11	Thur June12	Fri Jun 13	Sat Jun 14
Check-in 8am-10am Painting All Day	Check-in 8am-10am Painting All Day	Painting until Noon Submission Noon-2pm Reception & Awards 6:30pm – 8:00pm	Gallery Sale 10am-4pm Pick up Paintings 4pm-6pm

For paintings to qualify, they must be done within the boundaries on the Boundary Map as highlighted on the map.

\*There is no painting time limit and eligibility may be subject to review by the AAGJ Plein Air Committee.

### Awards

- Best of Jefferson - \$1000 \*Note this is NOT a purchase award this year
- Second Place \$700
- Third Place \$500
- Fourth Place \$300
- Fifth Place \$200
- Honorable Mention \$150
- Honorable Mention \$150
- Honorable Mention \$150
- An artist may only win one of the above awards.

### Postcard Awards

- First Place \$300
- Second Place \$200
- Third Place \$100
- Honorable Mention \$50

**Registration:** Limit of 30 artists (first registrations received)

- To register go to [www.artinjefferson.com](http://www.artinjefferson.com).
- \$45 registers all artists for the full event (the registration was reduced due to the reduction in days)
- 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.***

Wed and Thu 8:00 a.m. – 10:00 a.m.

Focus Co-Working  
126 E Milwaukee  
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 3 paintings (plus postcard noted below) within the following sizes:
  - Maximum material size no more than 320 square inches
  - Maximum frame width of 4 inches
  - Maximum mat width of 4 inches
  - Post card painting – Each artist may submit 1 post card painting – 5X7 inches unframed area
- 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.

### **Exhibition Venue:**

Submitted paintings will be displayed at the City of Jefferson Public Library . All artists and their guests are encouraged to attend a “first look” reception and awards presentation on Friday June 13th with the Awards Presentation at 6:30 p.m. Sales will begin on Friday evening at 7:00 p.m. and extend on Saturday.

### **Painting Submission:**

Submissions will be accepted **Friday from Noon to 2:00 p.m.**

City of Jefferson Public Library  
321 S Main Street  
Jefferson, WI 53549

### **Judging**

A panel of judges will judge the exhibit on Friday June 13<sup>th</sup> at the City of Jefferson Public Library.

### **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.

Post card Paintings – Each artist will set a price of \$150 or less for their painting.

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 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 event or completed after judging but not submitted. Replacement paintings must be brought to the Plein Air information desk at the Library where they will receive a title card and hanging instructions.

### **Painting Pick-up**

ALL unsold paintings must be picked up **Saturday 4:00pm-6:00pm** the City of Jefferson Public Library. Abandoned paintings will become the property of the Arts Alliance of Greater Jefferson.