

8th Annual Plein Air Painting Event

June 19 - 29, 2008

In Historic Cedarburg, Wisconsin

This event is hosted by the Cedarburg Artists' Guild, Inc., and is part of Cedarburg's 23rd Annual Strawberry Festival June 28 - 29, 2008.

Plein Air: "Open air, a term used to describe paintings executed outdoors as opposed to in a studio. Both painter and subject must be outdoors."

RULES FOR THE EVENT

- 1. Painting Area:** An artist may paint any subject or scene outdoors he or she chooses, as long as it is within the boundaries of: Pioneer Rd. (Hwy C) to the South, Granville Rd. (Hwy Y) to the West, Pleasant Valley Rd. to the North, and Hwy I & the Cedarburg City limit to the East.
(a map will be provided at check-in).
- 2. Painting Time Period:** Each work of art must be started and completed "en plein air" from **(new) THURSDAY, June 19th - THURSDAY, June 26th**
(In addition, a Quick Paint Event will take place Saturday, June 28th see Rule #9.)
- 3. Required Registration:** All artists must register prior to any work being done.
A table will be set up daily in front of the Cedarburg Cultural Center, W62 N546 Washington Ave.
8 a.m. to 10 a.m. Thursday, June 19th through Thursday, June 26th *(No Exceptions)*
The event will be held rain or shine, so come prepared.
- 4. Material Requirements:**
 - Only the following mediums will be accepted: oils, acrylics, watercolors, pastels and gauche.
 - The artists' canvas, paper or board must be stamped by the Cedarburg Artists' Guild at the registration table prior to any work being done. An unlimited number may be stamped.
 - Size of unframed artwork not to exceed 16" x 20".
- 5. Painting Submission Requirements:**
 - Paintings should be delivered to the judging site: Cedarburg Cultural Center on **(new) THURSDAY, June 26th from 1 to 3 p.m.**
 - Each artist may submit two (2) finished paintings for the competition, and silent auction.
 - Each finished painting submitted should be signed on the front.
 - The "Plein Air Stamp" provided at registration must be visible on the back of each painting.
 - All paintings must be appropriately framed, mounted and securely wired for hanging in the Cultural Center gallery.
We reserve the right to refuse any painting improperly framed or wired - i.e. no unframed wrapped canvases, stained mats, alligator hangers, etc.

RULES FOR THE EVENT (CONTINUED)

6. **Extended Exhibition & Sale Period (June 30th - July 6th):** When the painting(s) are submitted, the artist may choose to extend the period their paintings are on exhibit for sale at the Cedarburg Cultural Center until Sunday, July 6th. To make this selection the artist must:
 - check the appropriate box on the Artwork Submission Form
 - sign the Cedarburg Cultural Center's "Exhibit Contract", when painting(s) are submitted
 - pick-up unsold paintings on Tuesday, July 8th from noon - 5:00 p.m.
7. **Artwork Pricing:** Each artist will set the starting bid amount on their artwork for the silent auction Friday & Saturday (June 27th & 28th), and also select a fixed price for the sale of their artwork on Sunday (June 29th). If the artist chose to extend the exhibition & sale period, the painting(s) will remain for sale at the fixed price from June 30th through July 6th.
8. **Jurying:** Artwork will be judged by three (3) jurors the morning of Friday, June 27th.
9. **Quick Paint Event:** On Saturday, June 28th all registered Plein Air painters are invited to participate (*previously unregistered artists may participate for a fee of \$40*). Only one painting per artist may be submitted. Canvas sizes are the same as in the Plein Air event, and must be securely framed and wired when submitted. One (1) \$200.00 and three (3) \$100.00 cash awards will be presented. Detailed information will be available upon your arrival.
10. **Silent Auction:** (*new*) Friday, June 27th & Saturday, June 28th from 10 a.m. to 6 p.m. Artwork that does not sell during the silent auction, will remain for sale through Sunday, June 29th until 3 pm, unless the artist chose to extend the exhibition & sale period to July 6th (*see #6 above*).
11. **Awards:** The Best of Show award is a purchase award of \$2,000.00 cash. This work of art will become the property of Ozaukee Bank. There will be twelve (12) additional awards of \$250.00 each. An Artist's Choice Award will also be selected by the Registered Plein Air artists, who are encouraged to vote for the best painting representing the Plein Air style. Ballots will be available at Main Street Gallery in the Cedarburg Cultural Center on Friday, June 27th.
12. **Painting Pick-up:** Unsold paintings must be picked-up Sunday, June 29th from 3:30 - 4:30 p.m., unless the artist previously chose to extend the exhibition and sale period (*see #6 above*). Artwork not picked up will be donated to the Cedarburg Cultural Center.
13. **Proceeds from Painting Sales:** For paintings sold on Saturday and Sunday (June 28th - 29th), each artist will contribute 35% of the proceeds to the Cedarburg Artists' Guild, and the Cedarburg Artists' Guild will mail a check to the artist for 65% of the proceeds.

For paintings sold during the extended exhibition & sale period (June 30th - July 6th): Each artist will contribute 35% of the proceeds to the Cedarburg Cultural Center, and the Cedarburg Cultural Center will mail a check to the artist for 65% of the proceeds.

14. Artists will be responsible for all shipping requirements needed before and after the show. The Cedarburg Artists' Guild and the Cedarburg Cultural Center assume no responsibility for theft, damage or liability. The artist is responsible for insurance of his or her artwork. We will make our best effort to assure the security of the artwork once it is at the judging site.

For further assistance call: (262) 377-8828 or Log on to: www.cedarburgartistsguild.com