


CEDARBURG PAINTING EVENT
JUNE 6-17, 2017

Cedarburg Gems Prospectus

PRESENTED BY



Wednesday, June 13 – Friday, June 16, 2017

This event encourages the creation of historic downtown Cedarburg paintings for those collectors interested in smaller pieces at a lower price point.

Artists painting near Cedarburg's shops, mills, gardens and restaurants draw attention to your easel and to paintings already on exhibit at Cedarburg Cultural Center.

Registration:

Only artists previously registered for the 2017 Cedarburg Painting Event may participate.

Cedarburg Gems Guidelines:

Please respect the long tradition of plein air painting by creating your painting on-site, without the use of reference materials, such as ipads or photos.

Painting Boundary:

The artist must be standing within historic downtown Cedarburg. A map will be provided in your Registration Bag.

Painting Period:

9am Tuesday, June 13 through Noon Friday, June 16, 2017

Check-in and Material Stamping:

Painting materials MUST be stamped prior to starting to paint, at Main Street Gallery inside the Cedarburg Cultural Center, W62 N546 Washington Ave., Cedarburg (parking available in the rear).

Tuesday, June 13: 9am - Noon

Wednesday, June 14: 10am - Noon

Thursday, June 15: 10am - Noon

Materials:

- Each artist may submit **two (2) paintings**.
- Media may include: oils, acrylics, watercolors, pastels and gouache.
- For dark colored materials, please paint a white patch to provide a legible stamping area.
- **SMALL paintings:** Maximum material size 12 inches x 12 inches of canvas, paper or board unframed.
- **FRAME width:** Maximum 4 ¼ inches.
- **MAT width:** Maximum 4 inches (watercolors).

Painting Submission:

Friday, June 16, 10am - noon at the Cedarburg Cultural Center.

- Replacement paintings will not be accepted.
- Check-in stamp must be visible on the back of the painting.
- Painting must be signed, appropriately framed, mounted and securely wired for hanging.

We reserve the right to refuse any improperly framed paintings, wrapped canvases, stained mats, alligator hangers or those with wet paint on the edges.

Pricing:

- **Artist is required to select a price that is \$400 or less.**
- Paintings will be sold at the price selected by the artist.
- 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 Cedarburg Artists' Guild will retain a 35% commission on all painting sales. Artist payments will be mailed to the address provided at registration within 2 weeks following the sale.

Off-Easel or Post-Exhibit Sales:

Please respect the substantial volunteer effort and cost (total of \$33,400) expended to attract collectors and coordinate the event by paying a 10% finder's fee on all off-easel or post-exhibit sales.

Fees may be given to the Plein Air cashier at the gallery. Make all checks payable to: Cedarburg Artists' Guild; mailing address: P.O. Box 663, Cedarburg, WI 53012. Also, please provide the buyer's name and address, so we may invite them to the Collector Event next year.

Judging and Awards:

Paintings will not be judged, nor will they be eligible for awards.

Painting Pick-up:

All paintings must be picked up on Saturday, June 17 between 5 - 6:30pm, Cedarburg Cultural Center. Artists removing paintings without consent will be banned from participating in the 2018 event. Abandoned paintings will be donated to the Cedarburg Artists' Guild.

Liability:

Regardless of cause, the artist agrees to bear all risk and expense for any loss, theft or damage to their artwork or other personal property or injury to their person. The artist agrees to be responsible for insuring their artwork, all necessary shipping, and to abide by all rules set by the Cedarburg Artists' Guild.