



# Main Event Prospectus

SUNDAY JUNE 3-SATURDAY JUNE 9, 2018

PRESENTED BY Cedarburg Artists Guild

PAINTERS! Your presence on our streets sells paintings! Our community loves watching you work and buys images of their favorite local shops, mills, waterways, historic homes and buildings, gardens and restaurants!

## NEW THIS YEAR - KICKOFF EVENT

### *"Fresh from Cedarburg"*

Sunday, June 3, 3 – 5 pm on the Cedarburg City Hall Lawn  
W63N645 Washington Ave, Cedarburg, WI 53012

Check In & Stamping	8 – 11am	Cedarburg Art Museum
Public Sale Set Up	2 – 2:45 pm	Cedarburg City Hall Lawn
Public Sale	3 – 5 pm	Cedarburg City Hall Lawn

- Paint until 2pm, submit unlimited number of paintings for *"Fresh from Cedarburg"*
- Subject(s) needs to be located within the historic district (View on Map: Insert Map)
- **Bring Your Easel**, display your freshly painted artwork on it
- Paintings must be signed, appropriately framed, mounted and securely wired for hanging
- Check in stamp must be visible on the back of each painting

**No painting sales on Sun., June 3 except for the *"Fresh from Cedarburg"* Event**

Unsold paintings during this event may be used as a Main Event submission  
**All other main event guidelines apply (see below): materials, commission, etc...**

Participation in the *"Fresh from Cedarburg"* event qualifies you for a special art supply gift cards drawing held on Friday, June 8 during the awards ceremony.

## WELCOME PLEIN AIR PAINTERS!

**Registration:** Complete Form online:

- The first **150 artists** to register will be accepted.
- **\$60 fee** entitles artist to participate in all events
- Fees are non-refundable and non-transferrable.
- Fees received after the maximum number of artists have registered will be refunded.

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### **Main Event Guidelines:**

A minimum of 95% of each painting must be created on-site, within the event boundaries, in the true spirit of plein air painting. Minor adjustments or corrections may only be done in a studio to fix forms or colors. A painting will be disqualified for judging if:

- the artist is found using an ipad or photos on their easel;
- the artist is standing outside the boundaries;
- or artists intentionally impede the sightline of another artist.

### **Painting Boundary:**

**Main Event:** The artist must be standing within City and Town of Cedarburg. View map on: Insert Map

**Fresh from Cedarburg Event:** Subject needs to be located within the historic district. (View on Map: Insert Map)

### **Painting Period:**

Sunday June 3, (8 am) through Thursday, June 7 (1 pm), 2018

### **Check-in and Material Stamping:**

Painting materials **MUST be stamped** prior to starting to paint.

**Sunday, June 3 – Wednesday, June 6**

**New Location:** the Coach House located behind the Cedarburg Art Museum

W63N675 Washington Ave, Cedarburg, parking available in the rear.

**Sunday: 8am – 11am**

**Monday: 8am – 10 am**

**Tuesday: 8am – 10 am**

**Wednesday: 8am – 10 am**

### **Materials:**

- media may include: oils, acrylics, watercolors, pastels and gouache
- for dark colored materials, please paint a white patch to provide a legible stamping area
- **New this year!** each artist may submit **three (3) paintings for the Main Event**
- **New this year!** framed paintings cannot exceed 30” in any direction

### **Painting Submission:**

**Thursday, June 7, 10:30am – 1 pm at the Cedarburg Cultural Center**

- each artist may submit three (3) paintings, which may include unsold *Fresh from Cedarburg* event paintings
  - check-in **stamp must be visible on the back** of each painting
  - paintings 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:**

- The price will be set by the artists at the time of submission.
- 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:**

**10% finder's fee on all off-easel or post-exhibit sales.**

**Off Easel Sales may begin on Monday, June 4, no sooner.**

Off Easel sales: Fees may be given to the Cedarburg Plein Air Event cashier at the Cedarburg Cultural Center during the public sale, June 8 - 9 or mailed to: Cedarburg Artists Guild, PO Box 663, Cedarburg, WI 53012. Make checks payable to Cedarburg Artists Guild. Also, please provide the buyer's name and address, so we may invite them to the Collector event next year.

**Judging:**

**Friday, June 8, 9am – 1 pm.** The judges for the main event are nationally-known plein air artists:

Kathie Wheeler, <http://www.kathiewheeler.com/>

Steve Puttrich, <http://www.steveputtrich.com/>

Stuart Fullerton, <http://stuartfullerton.com/>

**Awards:**

**Presented Friday, June 8 at 6:30 pm during the Public Opening Reception which will be held from 6 – 9 pm, Cedarburg Cultural Center.**

<b>Best of Show</b> – Purchase award	\$3,000 Cedarburg Art Museum, sponsored by: Ozaukee Bank's Gift to the Future Fund
<b>2nd Place</b>	\$1,000
<b>3rd Place</b>	\$500
<b>3 Honorable Mentions</b>	\$250 each
<b>Best of the City of Cedarburg award:</b>	
<b>Sandra McCutcheon Pape 1st place award</b>	\$500
<b>Artist's Choice awards (selected by participants):</b>	
<b>WI Plein Air Painters Assoc. award</b>	\$300

Each artist may only win one of the above awards with the exception of the Artists Choice Award. Artists awarded more than \$550 must complete a federal form W-9 prior to receiving the cash.

**Painting Pick-up:**

**at Cedarburg Cultural Center**

**All paintings must be picked up on Saturday, June 9 between 5 – 6:30 pm**

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.

<http://cedarburgartistsguild.com/pleinair.html>

Cedarburg Artists Guild  PO Box 663  Cedarburg, Wisconsin 53012