

PLEIN AIR PAINTING

What is it?

En plein air is French for *outdoors*. *Plein air* painting is simply painting outdoors. Artists have the opportunity to capture landscapes in the changing natural light and colors of the outdoors. Painting outdoors has its challenges such as encountering animals, bugs, weather conditions and spectators.

French impressionists Claude Monet and Pierre-Auguste Renoir were avid plein air painters. Some American painters famous for plein air painting are Winslow Homer, Edgar Alwin Payne, and Tim Solliday.



Claude Monet Painting by the Edge of a Wood (1885)
by John Singer Sargent

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P10 PLEIN AIR QUICK PAINT!

1st Annual | June 16, 2018

Potential painting opportunities

- Flora and fauna on the Prairie
- The dramatic Eau Claire River bank
- A foraging Sandpiper darting about
- A serene scene of the River Prairie pond
- Canoe/kayakers paddling down the river
- Winding and rocky River Prairie Creek
- Architecture such as the River Prairie Center
- Food trucks at the River Prairie Plaza
- A landscape scene looking out from one of the trails
- Canadian geese splashing in for a landing on the River Prairie pond
- A fisherman/woman on the banks of the Eau Claire River reeling in a trout
- Families enjoying River Prairie Park

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Participating artists will have the chance to paint within the River Prairie Development in Altoona, Wisconsin.



Joseph Maurer
Bucket-list Birds: Blackburnian Warbler, 2018
Watercolor on paper

Exhibition & Sales

June 16, 2018 – August 24, 2018
River Prairie Center

All registered P10 Quick Paint! artists are required to keep their entered works on display in the River Prairie Center through August 24, 2018, subject to the terms of the *Exhibition and Sales Agreement*, which is available at <https://bit.ly/2H92O8w>

All art work on display must be for sale with the City of Altoona receiving a 30% commission on all paintings sold.

The River Prairie Center exhibit is FREE and open to the public. This is a great opportunity for our community to purchase local art for business or home.

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P10 PLEIN AIR QUICK PAINT!

Schedule of Events

Saturday, June 16

8 am - 9 am

SET UP & STAMPING

9 am - 12 pm

P10 PLEIN AIR QUICK PAINT!

Registered P10 PLEIN AIR QUICK PAINT painters will have 3 hours to paint the flora, fauna, and folks of River Prairie starting at 9 am and ending at 12 pm.

12 pm-12:45 pm

JUDGING by local art teachers and Altoona Mayor Pratt

12:45 pm

AWARDS CEREMONY

1st place \$500

2nd place \$300

3rd place \$200

City Pledge

Mayor's Choice \$300

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Participation Requirements

- Participating artists are required to register by email or mail no later than Monday, June 11th, 2018.
- Artists will paint within the River Prairie development.
- Artists will bring their own supplies (i.e. paint, canvases, brushes, etc.)
- All art must be wired for display.
Sawtooth hangers are unacceptable.
- Canvases and painting surfaces must be stamped prior to painting. This can be done Saturday, June 16, 2018 from 8 am to 9 am at the stamping station located on the River Prairie Plaza.
- Submitted art must be either framed or gallery wrapped canvases with painted edges.
- All participants are required to exhibit and offer for sale their painting(s) at the River Prairie Center through Friday, August 24, 2018.
- Participants must sign a *P10 Plein Air Quick Paint Exhibition and Sales Agreement* which will be available at the stamping station located on the River Prairie Plaza on the day of the event. All paintings displayed at the River Prairie Center must be for sale. All sales will incur a commission payable to the City of Altoona at a rate of 30%. To view a copy of the agreement before the day of the event, go to: <https://bit.ly/2H92O8w>

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P10 PLEIN AIR QUICK PAINT!

Registration

Name _____

Address _____

City _____

State _____ Zip _____

Phone (_____) _____

Email _____

Website _____

Mail or email this form by June 11, 2018 to:

P10 Plein Air Quick Paint Registration
City of Altoona
1303 Lynn Avenue
Altoona, WI 54720

cityhall@ci.altoona.wi.us

The City of Altoona reserves the right to cancel the event if fewer than 10 painters register by Monday, June 11th, 2018.





P10 PLEIN AIR QUICK PAINT!

EXHIBITION AND SALES AGREEMENT

Artist's Name				
Address				
City			State	Zip
Phone		Email		
Dates of Loan June 16, 2018 to August 24, 2018	Dates of Exhibit June 16, 2018 to August 24, 2018	Title of Exhibit P10 PLEIN AIR QUICK PAINT!		
Artist's Statement (or attach document)				
Artist's Bio (or attach document)				
Title of Work	Description/Technique	Insurance Value	Sale Price	Date Returned to Artist

The **City of Altoona**, at its River Prairie Center, wishes to exhibit the artwork of the named artist(s) for the aforementioned **P10 PLEIN AIR QUICK PAINT!** event noted on page 1 of this agreement under the following terms:

- All painting(s) must be delivered to the River Prairie Center by the artist.
- Upon receipt of the painting(s) and a signed agreement, a copy of this agreement will be given to the artist.
- The artist is responsible for incoming and outgoing shipping of artwork to and from the River Prairie Center.
- Installation of the paintings will be planned and implemented under the supervision of the City of Altoona, with a mind towards public interest, accessibility and safety, professional appearance, security of the artwork, and condition of the City of Altoona property. Paintings must be wall-ready and hung with wires. **Saw-tooth hangers are unacceptable and the artwork will not be exhibited.**
- The City of Altoona reserves the right to accept or reject any works of art in its full and absolute discretion. All paintings to be exhibited must be of professional quality and must be available for sale.
- All labeling of information for the exhibit will be taken from the information provided by the artist on page 1 of this agreement. If there are any changes to be made, it is the responsibility of the artist to contact the City of Altoona in writing. All works must be clearly labeled.
- The retail price of each piece is set by the artist and will not be altered by the City of Altoona without written permission from the artist. We expect that this price is no higher than the artist would sell the piece elsewhere. Please include the City of Altoona's commission in your price. Wisconsin sales tax (5.5%) will be added at the time of the sale.
- The City of Altoona's commission on sale of artwork is 30%. Payment to the artist for items sold will be issued at the end of the exhibit minus the City of Altoona's commission and WI sales tax (5.5%). Checks will be mailed to the artist within two (2) weeks of the end of the exhibit.
- Artwork is and will remain the sole property of the artist until sold. Sale of work does not constitute transfer of the artist's copyright.
- The City of Altoona shall exercise as much care in respect to the artwork as it does in safeguarding its own property. Notwithstanding the foregoing, the artist acknowledges and agrees that the City of Altoona will provide no additional security for the artwork beyond the current security provided at the River Prairie Center. The artwork is fully insured up to \$1,000 for each piece by the City of Altoona against loss or damage (unless caused by faulty materials or workmanship) while in the City of Altoona's possession. Should loss or damage occur, the City of Altoona or its insurer will pay the artist the stated insurance value up to \$1,000.
- If damage or deterioration is noted, the artist will be notified at once. Should damage occur in transit, the carrier will also be notified and all packing materials saved for inspection.
- The City of Altoona assumes the right to photograph works on display for publicity, education, and archival purposes.
- You may pick up your work between August 27 and September 7, 2018 at a pre-arranged time. Unless prior arrangements are made, any work left at the River Prairie Center after September 7, 2018 will become the property of the City of Altoona.

This contract constitutes the entire agreement between the parties. Any changes in this contract must be in writing, dated and signed by both parties.

Artist Date

City of Altoona representative Date

PAINTING RECEIVED by COA

PAINTING RETURNED to ARTIST

Artist's signature Date

Artist's signature Date

City of Altoona representative Date

City of Altoona representative Date