

Plein Air at the Fair

Main Event Prospectus



Rules:

Each painting must be created entirely on site at the Wisconsin State Fair on Monday, August 7, 2017 between 7 am – 10 pm and Tuesday, August 8, 2017 between 7 am – 11 am.

Artists may submit up to two paintings in the main painting event.

A painting will be disqualified for judging if the artist:

- Is found using an iPad or photos on their easel
- Is not within the ticketed area of Wisconsin State Fair Park
- Intentionally impedes the sightlines of other artists

Artists must paint in the ticketed area of the Fair Park. Only those areas open to the public are available to artists. A map marked with the ticketed areas will be provided to artists on August 7, 2017 at check-in.

Artists will be responsible for framing their artwork. Final framed artwork must be submitted by 11 am on August 8, 2017 (see submission section).

Time period for painting:

Monday, August 7, 2017 from 7 am – 10 pm and Tuesday, August 8, 2017 between 7 am – 11 am.

Registration:

First 60 artists to register will be accepted.

Registration fee of \$35. All registered artists will receive four (4) complimentary admission tickets and two (2) parking permits to the Fair. The registration fee must accompany the registration form. All registration materials must be postmarked by July 13, 2017. Registration fees are not refundable or transferrable. Any registration fee received after the maximum number of artists are registered will be returned.

All registered artists will automatically be registered for the Quick Paint – Tiny Treasures event to take place on Tuesday, August 8, 2017.

Check-in and material stamping:

Check-in and material stamping will be open from 7 am – 8:30 am on Monday, August 7, 2017 outside the northwest corner of the Exposition Center. Look for the Plein Air at the Fair signs. All artists **must check-in at this time** regardless of when painting due to driving restrictions on the grounds. **Please note: Monday is the only day that materials can be stamped for the main event.**

Artists will drive to the Exposition Center and drop-off supplies in the Plein Air at the Fair corral area located on the outside of the northwest corner of the Exposition Center, which is east of the Sky Glider Landing. Artists will then park their vehicles in the lot west of the Expo (map will be provided). After their vehicles have been parked, artists will be shuttled back to the drop-off area to check-in.

Painting materials **must** be stamped before artists are allowed to begin painting. For dark colored materials, please paint a white patch on the back to provide a visible stamping area.

Artists will receive a button at check-in, which must be worn while painting.

Look for the Plein Air Exhibit Staff to assist you.

Materials:

Media may include oils, acrylics, watercolors, pastels and gouache.

Maximum submission size:

- Unframed/canvas area – 320 square inches
- Framed – 480 square inches

For the purposes of this competition, square inches shall refer to the standard formula of length multiplied by width. For example: 16 inch x 20 inch canvas = 320 square inches.

Submission:

Each artist may submit a maximum of two signed paintings. Artists must drop off the framed artwork to the Plein Air Exhibit located inside the northwest corner of the Exposition Center between noon – 10 pm on Monday, August 7, 2017 or between 9 am and 11 am on Tuesday, August 8, 2017.

Check-in stamp must be visible on the back of each painting in order to be accepted.

Paintings must be appropriately framed, mounted and securely wired for hanging.

All submitted exhibit art must be for sale and remain in the exhibit until the end of the show.

The Wisconsin State Fair reserves the right to accept or not accept any painting for exhibition, including but not limited to paintings that are improperly framed, wrapped canvas, stained mat, alligator hanger, those with wet paint on edges, etc.

Price:

Artists will set the price for their paintings. Price changes will not be allowed after painting submission.

Purchased Artwork:

Artists will be notified if their artwork is sold. All purchased paintings will stay on exhibit for the complete run of the Fair, which closes on August 13, 2017.

Paintings can be purchased by credit card during the Fair.

Purchased artwork may not be removed until Monday, August 14, 2017 and must be picked up between 10 am – 2 pm that day, or special arrangements need to be made in advance.

Pick up artwork:

Artwork which is not sold may be picked up on Monday, August 14, 2017 from 10 am – 2 pm in the Plein Air Art Exhibit area located inside the northwest corner of the Exposition Center.

Commissions:

The Wisconsin State Fair will retain a 35% commission on all paintings sold during the Fair.

Artist payment will be mailed to the address provided at registration within four weeks following the end of the Fair.

Judges:

A panel of three plein air artists will judge the exhibit once hung inside the northwest corner of the Exposition Center on Tuesday, August 8, 2017 from 1 pm – 3 pm.

Awards:

Top Awards – Artists can receive only one award from this section:

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|------------------|---------|
| Grand Champion | \$1,000 |
| Reserve Champion | \$600 |
| Award of Merit | \$400 |

Special awards – Artist can receive multiple awards from this section:

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| Best Fair Happiness | \$200 |
| Best Fair Landmark | \$200 |
| Best Fair Streetscape | \$200 |
| Best Fair Nature at the Fair | \$200 |
| Best Dairy Animal (Sponsored by the WI State Fair Dairy Promotion Board) | \$200 |

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 costs and to abide by all rules set by the Wisconsin State Fair.

Participating artists and all paintings submitted may be photographed and videotaped by Wisconsin State Fair for promotional purposes.

Registration Deadline:

Registration forms must be postmarked by July 13, 2017. All registered artists will receive four (4) complimentary admission tickets and two (2) parking permits to the Fair.

Questions:

More information about or question regarding competition rules should be directed to Jill Albanese by phone at 414/777-0580 or by email at jill.albanese@wistatefair.com.