

Plein Air at the Fair

2024 Postcard Perfect Painting Prospectus

Overview:

The **Postcard Perfect Painting** is a postcard perfect size painting with a wallet wise pricing, just another opportunity to paint during 2024 Plein Air at the Fair. Due to overwhelming Quick Paint sales in past years, the Postcard Perfect Painting is going even smaller, with extremely budget friendly pricing making your artwork affordable to more Fair guests. All artwork must embody the **Plein Air spirit by capturing the light, mood and atmosphere of the moment.**

Rules:

All rules from the Main Event Prospectus will pertain to this event, unless indicated below. All artists must create entirely onsite at the Wisconsin State Fair on Monday, August 5, 2024, between 9:00 am and 9:00 pm. **Artists may submit one painting in the Postcard Perfect Painting.**

Artists will be responsible for framing their artwork. Final framed artwork must be submitted by 10:00 am on Tuesday, August 6, 2024 (see submission section).

Painting Time:

From 9:00 am to 9:00 pm on Monday, August 5, 2024.

Registration:

All artists registered in the 2024 Plein Air at the Fair Main Event are encouraged to participate in the new Postcard Perfect Painting.

Check-in and Material Stamping:

Check-in and material stamping will be open from 7:30 am to 8:45 am on Monday, August 5, 2024, 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 painting time, due to driving restrictions on the grounds. **Please note: Monday is the only day that materials can be stamped for the Postcard Perfect Painting.**

Artists will drive to the Exposition Center and drop-off supplies in the “Plein Air at the Fair” check-in area located on the outside of the northwest corner of the Exposition Center, 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 Plein Air Exhibit Staff for assistance.

Materials:

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

Maximum submission size:

- Unframed/canvas area – 5 inches x 7 inches, 35 square inches or smaller
- Framed – 99 square inches

Submission:

Each artist may submit **one** signed painting for the Postcard Perfect Painting. Artists must drop-off the framed artwork at the Plein Air Exhibit located inside the northwest corner of the Exposition Center between noon and 9:00 pm on Monday, August 5, 2024, or by 10:00 am on Tuesday, August 6, 2024. 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.

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 mats, alligator hangers, those with wet paint on edges, etc.

Price:

Each artist will set a price of \$100 or less for their painting. Price changes will not be allowed after submission of painting.

Purchased Artwork:

Artists will be notified if their artwork is sold. All purchased paintings will stay on exhibit for the complete run of Wisconsin State Fair, which closes on Sunday, August 11, 2024. Paintings can be purchased by credit card during Wisconsin State Fair. Purchased artwork may not be removed until Monday, August 12, 2024, and must be picked up between 10:00 am and 1:00 pm that day, or special arrangements need to be made in advance.

Commissions:

The Wisconsin State Fair Park Foundation will retain a 35% commission on all paintings sold during the Wisconsin State Fair. Artist payment will be mailed to the address provided at registration within four weeks following the end of the Wisconsin State Fair.



The Wisconsin State Fair Park Foundation, established in 1995, is a 501c3 non-profit corporation. We are committed to providing a superior experience for Wisconsin State Fair Park visitors through public and private partnerships, year-round art and education programs, and the continual enhancements and environmental sustainability of the fairgrounds. For more information about the Foundation and how you can get involved, please visit www.wsfpfoundation.org.

Judges:

A panel of three Plein Air artists will judge the exhibit once displayed inside the northwest corner of the Exposition Center on Tuesday, August 6, 2024, from 3:00 pm to 5:00 pm.

Artwork Pick-up:

Artwork that is not sold may be picked up on Monday, August 12, 2024 from 10:00 am to 1:00 pm in the Plein Air Art Exhibit area located inside the northwest corner of the Exposition Center.

Voluntary Donations for the Foundation!

If your painting does not sell at the Wisconsin State Fair, the Wisconsin State Fair Park Foundation kindly asks you to consider donating your work to our organization. The Foundation is an independent 501c3 nonprofit that uses donor contributions to support agricultural education, arts and environment-related programming tied to the Wisconsin Fair. Your painting will be used for a future silent or live auction and has the potential to make a difference at the Wisconsin State Fair. All donations will be featured on social media and artists will receive an acknowledgement letter for tax purposes.

Awards for Postcard Perfect Painting:

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

| | |
|-------------------|-------|
| Grand Champion | \$200 |
| Reserve Champion | \$150 |
| Award of Merit | \$100 |
| Cream of the Crop | \$50 |

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 Wednesday, July 10, 2024. All registered artists will receive four (4) complimentary admission tickets and two (2) parking permits to Wisconsin State Fair.

Questions:

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

Wisconsin State Fair Competitive Exhibits Code of Conduct

Anyone attending Wisconsin State Fair Competitive Exhibits as an exhibitor, spectator, parent, superintendent, judge or Wisconsin State Fair official must always conduct themselves with honesty and good sportsmanship. Conduct in a competitive environment shall always reflect the highest standards of honor and dignity.

Consequences of violating the Wisconsin State Fair Competitive Exhibits Code of Conduct may include: removal from the Fairgrounds, suspension, reduction and/or loss of prize(s), loss of ribbon(s), loss of future exhibiting privileges, and/or permanent suspension from Wisconsin State Fair. If an exhibitor wishes to protest a decision, one must follow the protest procedures sequence as specified in the Wisconsin State Fair Park Competitive Exhibits Department Decision Review Procedures available online.

Goal

The goal of the Wisconsin State Fair Competitive Exhibits is to encourage creativity, showcase exhibitors' talents and celebrate the Wisconsin State Fair tradition. Good luck to all!

Ethics

1. Exhibitors agree to accept all systems/procedures selected by Wisconsin State Fair to verify rule compliance.
2. Exhibitors agree to accept all procedures used by Wisconsin State Fair Competitive Exhibits to select qualified judges for all competitions.
3. Tampering with the competition or judging process will be considered fraud and deception.
4. To maintain a high degree of confidence and integrity in the Competitive Exhibits, Wisconsin State Fair reserves the right to disqualify any exhibitor for intentional tampering, deception or misinformation.
5. All exhibitors involved in breaking rules will be subject to award(s) and prize money forfeiture, which may include dismissal from the Fairgrounds and/or being barred from competition immediately and/or in future competitions at Wisconsin State Fair.
6. The act of entering an exhibit at the Wisconsin State Fair gives verification that the exhibitor has read the Wisconsin State Fair Competitive Exhibits Code of Conduct and understands the consequences and/or penalties for violating any rules. It is further a consent that any action which contravenes these rules and is also in violation of federal, state or provincial statutes, regulations or rules, may be released to appropriate law enforcement authorities with jurisdiction over such infractions.

2024 General Rules and Regulations – Wisconsin State Fair

Exhibitors are expected to read and understand all rules prior to submitting an entry.

General Rules and Regulations

Wisconsin State Fair management reserves the final and absolute right to interpret these rules and regulations and to arbitrarily settle and determine all matters, questions or differences in regards thereto, or otherwise arising out of, connected with, or incident to Wisconsin State Fair. It further reserves the right to determine unforeseen matters not covered by these rules, to amend or add to these rules as they, in their judgment, may deem advisable.

All exhibitors are expected to conform with Wisconsin State Fair General Rules and Regulations. Any person who violates any of the special rules will forfeit all privileges and prize money and be subject to such penalty as the management may order. Failure to comply may result in award(s) and prize money forfeiture, dismissal from the Fairgrounds, and being barred from competition immediately in the department in which the violation occurred and from all departments entered, and/or in future competition in Wisconsin State Fair. In the event of conflict between the general rules and the special rules governing the various departments, the special rules will govern.

The following due process will be used in the questions of rule violation: the exhibitor and/or parties involved will be questioned by the Department Superintendent. If it is felt that a violation has occurred, the Department Superintendent will make a ruling. The ruling of the Department Superintendent will be final. See Wisconsin State Fair Park Competitive Exhibits Department Decision Review Procedures available online.

Administrative Offices

Any correspondence should be addressed to:
Wisconsin State Fair Park, 640 S 84 St, West Allis, WI 53214.

Admission Tickets

See entry form to order tickets. Ticket orders will be limited to 50 tickets per exhibitor. Tickets will be mailed out beginning in mid-June.

Entry Questions

For information and questions, please call: 414/777-0580.

Entry Requirements

Application for entries in all departments must be made on the printed entry form (or online) and must be in full compliance with the printed instructions. **There are no refunds of entry fees or late fees.** Entries will be disqualified if not entered under the name of the person who made the item. All entries must be made by the exhibitor unless otherwise stated in the entry information. Violation of this rule will forfeit any prize money awarded to such exhibitor in all departments at the Wisconsin State Fair. Wisconsin State Fair management reserves the right at any time to refuse entries or items entered. Entry deadlines are specified under each department's rules/schedule. Exhibits that have been erroneously entered in a division, and/or do not meet the specifications of the class can be transferred to a proper class or disqualified by the superintendent prior to judging. If such classes already have been judged, they shall not be reopened. No employee of the Wisconsin State Fair, or member of their immediate family shall be allowed to exhibit in the department in which they are employed. Any exhibitor's check(s) returned from a financial institution for any reason will be charged a \$20.00 service fee.

Note: Entry forms will be returned if not filled out completely.

Exhibit Release

Exhibits will be released according to each department's regulations. The Wisconsin State Fair Director or their designee may change the time of release in any department at their discretion. Competitive exhibits which have not been claimed by exhibitors by 6:00 pm on the Tuesday after the Wisconsin State Fair will be disposed of and/or donated by management as they see fit.

Judging of Exhibits

Judges have been carefully selected. All exhibitors submitting exhibits for the Wisconsin State Fair accept these judges and agree to abide by their decisions. The judging schedule is printed at the beginning of each department in the Exhibitors Guide & Prize Listing. If any exhibitor attempts to interfere with the judge in any manner, the exhibitor shall forfeit all prize money awarded and will be excluded from further competition. Judges will not be permitted to show in divisions they judge. Unworthy exhibits will not be placed by the judge. The decision of the judge will be final in all cases.

Prize Money/Awards

Prize money will be mailed starting in September, 2024. In paying prize money, no evidence of awards will be recognized except the signed Judging Sheets. Any prize money discrepancies must be mailed to Wisconsin State Fair no later than October 1, 2024. Exhibitors should contact Wisconsin State Fair in writing at 640 S 84 St, West Allis, WI 53214. Please include your name, department, division, class and explanation of the discrepancy. All checks are void one (1) year after they are issued. Any checks not cashed causes automatic forfeit of prize money won.

Liability

Wisconsin State Fair will take reasonable precaution to protect the safety of the exhibits sent to the Wisconsin State Fair, but owners themselves take the risk of exhibiting them. Should any exhibit or portion thereof be injured, damaged, lost or stolen, Wisconsin State Fair personnel will give assistance toward recovery of the same, but will not be liable or make any payment for the value thereof.

Neither the State of Wisconsin, Wisconsin State Fair, its agents or employees shall be liable for any loss to an exhibitor occasioned by fire, accident, condition of structure, or damage caused by weather to any exhibit, article, item, equipment or commercial exhibit left in the building or on the grounds after the close of the Wisconsin State Fair.

Exhibitors and/or machinery, while stationary or in motion, and any other exhibits or equipment which may cause accidents, injury or damage to persons or property coming in contact with or in proximity to them, shall guard their exhibits or machinery, and protect the public from coming in contact therewith at all times while on the Fairgrounds. Every such exhibitor or owners shall indemnify the State of Wisconsin, Wisconsin State Fair Park Board, its agents and employees from and against claims and demands, costs, charges and expenses which it or they might incur, suffer or be put to by reason of failure to take the precaution above referred to or failure to comply with Wisconsin State Fair rules, policies or directives. Liability insurance to comply with indemnity provisions is required. Presentation of an exhibitor's receipt shall be deemed acceptance of this provision.

Wisconsin State Fair Park Competitive Exhibits Department Decision Review Procedures

Now available online at www.tinyurl.com/25m44xfh