

Plein Air at the Fair



New for 2017!

Quick Paint – Tiny Treasures Prospectus

Overview:

The goal of the Quick Paint - Tiny Treasures is a second plein air paint event where artists are encouraged to create a tiny treasure with a maximum size of 9 inches by 12 inches for sale at a lower price point. To participate in this event, artists must register for Plein Air at the Fair. This should encourage Fairgoers to start collecting Wisconsin State Fair plein air art!

Rules:

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

Artists may submit one paintings in the Tiny Treasures 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 at check-in on August 8, 2017.

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:

Tuesday, August 8, 2017 between 7 am – 11 am. Paintings must be submitted with 2.5 hours of materials beings stamped, or 11 am, whichever comes first.

Registration:

Only artists registered in the 2017 Plein Air at the Fair main event may participate in this **new** Quick Paint – Tiny Treasures event.

Check-in and material stamping:

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

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 – 108 square inches
- Framed – 250 square inches

For the purposes of this competition, square inches shall refer to the standard formula of length multiplied by width. For example: 9-inch x 12-inch canvas = 108 square inches.

Submission:

Each artist may submit one signed painting for Quick Paint – Tiny Treasures. Artists must drop off the framed artwork to the Plein Air Exhibit located inside the northwest corner of the Exposition Center between 9 am and 11 am on Tuesday, August 8, 2017.

Quick Paint – Tiny Treasures 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 for Quick Paint – Tiny Treasures:

Each artist will set a price under \$200 for their painting. 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 displayed inside the northwest corner of the Exposition Center on Tuesday, August 8, 2017 from 1 pm – 3 pm.

Awards for Quick Paint – Tiny Treasures:

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

Grand Champion	\$300
Reserve Champion	\$200
Award of Merit	\$100

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.