

The 2017 Penticton en Plein Air Painting Event Guidelines

WHAT:

This is not a competition. The 2017 Penticton en Plein Air Event is an opportunity for likeminded artists to interact. A wet painting sale will take place during the weekend and the following week until our exhibition openings for the participating artists. The event is open to any artist who paints using the Plein Air technique in oil, watercolor, acrylic, or pastel. Plein Air (open air) paintings are executed outdoors from real life channeling the famous Impressionist painters, as opposed to being painted from photographs in a studio. Both painter and subject must be outdoors, and photographs are NOT used.

WHEN:

Saturday, September 9th, 11 am – 4 pm

Sunday September 10th, 11 am – 4 pm

WHERE:

Along Okanagan lake between the Sicamous and the Esplanade above the Marina. This event is hosted by the Penticton Art Gallery, 199 Marina Way, Penticton, BC.

WHO: All artists of all calibre can register for this event.

WHY: By bringing artists together from throughout the province to meet and work together, this event will allow everyone involved an opportunity to see, firsthand, the individual approaches to the artistic process. It is hoped that friendships will be the result. As well, as part of the education programming of the Penticton Art Gallery by bringing this event into the streets and interacting with artists viewers will gain a greater awareness of individual artistic practice and further engage with the Penticton Art Gallery.

RULES FOR THE EVENT:

1. Painting Area: artist may paint any subject/scene outdoors, within the designated area.
2. All canvas/panels/paper will be stamped PRIOR to painting at the time of registration. NO unstamped art will be accepted. An unlimited number may be stamped. Up to two (2) paintings can be submitted for the wet painting sale.
3. Painting Time Period: There will be paint outs on Saturday and on Sunday Each work of art must be started and completed "en plein air" within the time allotted.
4. The event will be held rain or shine, so come prepared.
5. Only the following mediums will be accepted: oil, watercolour, acrylics, and pastels.
6. Size of unframed artwork is not to exceed 16" x 20".
7. Artists must provide their own materials and a sturdy easel(s), Artists, or artist -designated representative, will be required to remain with their easels during this time and will be responsible for their paintings. The Penticton Art Gallery shall assume no responsibility for loss or damage to any work, display or person during this event.
8. All participants are asked to keep their entries on display until Sunday, September 24th. This is an opportunity for artists to have the works on display the following week for gallery visitors and our exhibition opening, happening September, 21st for maximum exposure.
9. Artists may pick up unsold work from the Penticton Art Gallery at their own convenience, or shipping can be arranged.
10. Payment for sold works will be mailed in October.

REQUIRED REGISTRATION:

Pre- registration is recommended but not required. The pre-registration fee is \$20, registration the day of the event is \$25. All artists must register and have their canvas, panels or paper stamped prior to any work being done for each event. Registration/check in will be set up Saturday and Sunday from 10 a.m. until the 11 a.m starting time.

SUBMISSION and PROCESS:

1. Paintings must be delivered to the gallery by within half an hour after the time limit
2. Each artist may submit up to two (2) finished paintings for each event.
3. Each finished painting submitted must be signed on the front.
4. The "Plein Air Stamp" provided at registration must be visible on the back of each painting at the time of submission.
5. Framing, under the circumstances, is not required. All works unframed will be hung for the duration of the event for the wet painting sale. Paintings will remain on display until 4 p.m. Sunday, September 24th.

SALES:

All works created during the event will be displayed at the Penticton Art Gallery, priced and available for sale. Artists must price their own works after each painting event. There will be a 30% commission collected from the proceeds of each sale of work. Proceeds will be used to fund future events.

ARTIST RECEPTION:

Light refreshments, coffee, pastries and fruit will be at the gallery each morning for participating artists. Artists are asked to attend a reception at the gallery Tea Room on Saturday, September 9th, at 6:00 p.m. This exclusive reception is for the artists and any guests to meet, mingle and enjoy the fruits of the Okanagan.