

Plein Air 2019

West Reading

Wednesday, June 12 through Saturday, June 15, 2019
Revised 12/18/18

PROSPECTUS

The 4th annual Plein Air West Reading (PAWR) exhibition and competition will be the keystone event of Art on the Avenue, West Reading's popular, one-day art, craft and food festival usually drawing 15,000+ visitors.

The competition will be open to the first 50 artists who register (\$40 fee). They are invited to produce plein air artwork of scenes anywhere in Berks County, Pennsylvania, from 6/12 through 6/14. Intake will be open at 9:00am to 3:00pm on Friday, and awards presented at the wrap party that evening. On Saturday, the exhibit will move to a large tent at the center of West Reading's annual Art on the Avenue street festival.

AWARDS

First Place: \$1000

Best West Reading Scene: \$1000

Second Place: \$700

Third Place: \$400

Honorable Mentions (2): \$200

People Choice Award: \$100 (may be given to a piece that has also received another award)
(Additional awards may be added)

JUDGING

The plein air competition will be judged by Kenn Erroll Backhaus, the most nationally accredited Bucks County, Pennsylvania Impressionist living today. He is a Master Level Artist in both the Oil Painters of America and the American Impressionist Society. He is a member and past President of the Plein Air Painters of America, the oldest and most prestigious plein air organization in the country. He has also achieved Signature Member status, the highest level, in the California Art Club, one of the oldest and most active art organizations in the country. His paintings have won numerous awards, including Best in Show, Collector's Choice, Master's Award of Excellence and Artist's Choice Awards.

Kenn was one of the host artists in the APT Television Series, *Passport and Palette* and the PBS Series *Plein Air, Painting the American Landscape*. He was featured in the *Plein Air Magazine's* June/July issue, 2016, five years after his painting graced the cover of that magazine. His

paintings have been included in several museum shows and appear in two books: *Art of the National Parks* (2013) and *100 Plein Air Painters of the Mid-Atlantic* (2014).

REGISTRATION:

The competition is tentatively limited to the first 50 artists to register. The event administrators reserve the right to increase the number of participants.

A non-refundable registration fee of \$40.00 can be paid online at www.pleinairwestreading.com, or by mailing a completed registration form (the last page of this document) and a check made out to WRCRF, to: WRCRF, 500 Chestnut St., West Reading, PA 19611

RULES

Plein Air West Reading (PAWR) will include a competition open to all artists 18 and over, working in all visual art media exclusive of photography. Artists under the age of 18 may participate in the judged competition with the permission of a parent, guardian or teacher. The non-refundable registration fee is a \$40.00 entitles the artist to paint/draw any or all days of the event, and to enter up to three pieces in the judged competition.

Only work completed between Wednesday, June 12 and Friday, June 14, 2019 will be considered for judging.

- a) **Check-in:** Canvases and other surfaces must be stamped at check-in. Artwork submitted on an unstamped surface will not be accepted. You may have stamped as many surfaces as you anticipate using, but may submit no more than three pieces into the competition.
- b) **Subject Matter:** Subjects may include landscapes, wildlife, streetscapes, architecture, people etc. in any outdoor setting in Berks County, Pennsylvania. All work must be original and be created primarily on location. It is permissible to fine tune the work in the studio. PAWR organizers reserve the right to not display work that is not produced within these guidelines or that is otherwise deemed inappropriate.
- c) **Media:** Any medium used to create 2-D art—oils, acrylics, watercolors, pencil, pastel, charcoal, fabric etc.—is acceptable. Variances may be allowed with the permission of the event organizers.
- d) **Size & Number of Submissions:** Each artist may submit a maximum of three pieces, on stamped surfaces only. Maximum size is 30", including frame, along the longest edge.
- e) **Framing & Hanging:** All 2-D work entered must be submitted wired, labeled and otherwise ready for hanging. Framing is advisable but not mandatory.

SCHEDULE:

A demo by judge Kenn Backhaus and is planned for Saturday afternoon. More details on this as well as the following schedule will be provided at check-in:

Wed., 6/12: Check-in will be at Art Plus Gallery, 604 Penn Avenue, West Reading, PA 19611, beginning at 9:00AM. You may have all of your surfaces stamped at that time.

Paint anywhere in Berks County for the next 3 days. Hold completed pieces for Friday intake.

Thurs., 6/13: If you need additional surfaces stamped on Thursday or Friday, Art Plus Gallery will be open both days at noon.

Friday, 6/14: Deliver your entries to the theater at 603 Penn Avenue, across the street from Art Plus Gallery. Intake will be from noon to 3:00PM. Artwork delivered after 3:00 PM may not be included in the judging. Each submission must be delivered wired, labeled and ready to hang.

The artwork will be displayed in the theater and judged. That evening, the Patrons Preview Party will begin at 6:00pm. Awards will be presented at 7:00pm. Participating artists will attend the Friday event without charge. Tickets for this catered event at the theater will be \$10, the cost of which will be applicable toward the price of any one piece of artwork purchased that evening.

Artists will set the prices for their own work, the only requirement being a minimum price of \$200. Each piece displayed will be accompanied by a silent auction form, which will include the artist's asking price as a minimum. Attendees will be invited to outbid others for the piece. The bidding will close at 7:45, at which time all transactions will take place.

Saturday, 6/15: The exhibit will be relocated to the Plein Air West Reading tent at Sixth and Penn Avenues, and opened to the public at 11:00AM. Artists are encouraged (but not required) to co-host the exhibit along with Art Plus Gallery members and volunteers.

Juror Kenn Backhaus will do a plein air demo near the tent, starting around 1:00pm.

Visitors to the exhibit (there will be many hundreds) will be invited to vote for their favorite piece. The voting will close at 5:00pm, and the People's Choice Award announced at 6:00pm.

Unsold work may be taken as early as 6:30pm, and must be removed by 7:15pm/

SALES & COMMISSIONS: All artwork exhibited must be offered for sale. A commission of thirty percent (30%) will be charged to the asking price of each piece sold during Friday's Patron Preview Party and Saturday's Art on the Avenue. For artwork sold above asking price during Friday's silent auction, the difference above the asking price will be split 50/50 between the artist and WRCRF.

Work that is not sold at that time, but is sold within 30 days to a contact made at the event, will also be subject to the 30% commission.

SUBMISSIONS: Each registered artist may hang up to three pieces in the judged competition. Maximum size is 30", including frame, on the longest side.

DISCLAIMER:

Reasonable care and caution will be taken with all submissions, but Art Plus Gallery, WRCRF and event volunteers are not responsible for the loss or damage to any artwork.

REGISTER NOW!

The competition is tentatively limited to the first 50 artists to register. The event administrators reserve the right to increase the number of participants.

Register online at www.pleinairwestreading.com. Or you may mail or deliver the completed Artist Registration Form on the next page with check for \$40, made out to Art Plus Gallery.

PLEIN AIR WEST READING 2019
ARTIST REGISTRATION FORM

By submitting payment you are acknowledging that you have read, understand, and agree to follow the Plein Air West Reading (PAWR) Rules & Regulations. Artists agree to make available to PAWR high-resolution digital images if requested, for the purpose of promoting PAWR. These uses many include, but are not limited to, publication in advertisements, rack cards, posters, magazines, newspapers, and other promotional applications for PAWR.

All reasonable care will be taken in handling pieces submitted, but Art Plus Gallery, West Reading Community Revitalization Foundation, and other event sponsors do not insure or assume responsibility for any work.

Paying by Check: A check for \$40 may be made out to Art Plus Gallery, and sent or delivered with this completed form to:

Art Plus Gallery
604 Penn Ave.
West Reading, PA 19611

I acknowledge that I have read and understand the PAWR Rules & Regulations.

NAME: _____

ADDRESS: _____

CITY, STATE & ZIP: _____

PHONE: _____

EMAIL: _____

SIGNATURE _____

DATE: _____