

RICHESON PLEIN AIR 2024 PROSPECTUS

Dates: Friday, September 27 to Saturday, October 5th

Keeping with the gallery's commitment to serve the artists and the community through providing high quality art, we bring you our first annual Richeson Plein Air event.

Registration & Awards

Richeson Plein Air will have two participation categories for this event – The Community Category and the Competition Category:

Competition Category - \$50 (limited to the first paid 30 artists)

Artists registering in the Competition Category will be entered into the painting competition for awards and sales. Richeson Gallery sponsors the following awards:

- **Best in Show** - \$750 Cash
- **1st Place** \$250 Cash & \$250 Jack Richeson & Co. Art Materials
- **2nd Place** \$150 Cash & \$150 Jack Richeson & Co. Art Materials
- **3rd Place** \$200 Jack Richeson & Co. Art Materials
- **Artists' Choice Award** Jack Richeson & Co. Art Materials

Additional partner sponsored purchase awards TBD.

A formal reception and awards ceremony will be held on Friday, October 4th from 5:30pm to 7:30pm at Richeson Gallery. An artist Meet and Greet for paid participating artists will begin at 4:00pm.

Community Category - \$35

The Community Category is a way for artists interested in Plein Air to get accustomed to it without the pressure of competing.

Artists in both categories will receive the following benefits:

- Jack Richeson & Co. Swag Bag
- Exclusive Richeson Plein Air invitations to events such as paint outs, the artist meet & greet, and reception.
- Free plein air lecture series
- Exclusive Richeson Gallery art supply discounts
- Discounts on classes scheduled during the event.

Register online at richesongallery.com/pleinair.com or in person at the Richeson Gallery.

Check-in, Packet Pick-Up, Stamping

All stamping occur at the Richeson Gallery.

Address: 557 Marcella St. Kimberly WI 54136

Check in and stamping times and dates are as follows:

- Friday, 9/27 9a-5p
- Saturday, 9/28, 9a-12p
- Sunday, 9/29 – Gallery Closed
- Monday, 9/30, 9a-4p
- Tuesday, 10/1, 9a-4p
- Wednesday, 10/2, 9a-4p
- Thursday, 10/3, 9a-4p

Event Guidelines

All Paintings must be created within the map boundaries, outdoors, in the spirit of plein air.

Artists must be respectful of the natural landscape and hosting communities and must remove and clean up all materials.

All work must be completed between 9am, Friday, September 27th and 11am, Friday October 4th.

A minimum of 95% of the painting must be created on site within the boundaries laid out by the map received at check-in.

Paintings will be disqualified if the artist is found:

- Working from a photo, tablet or phone.
- Painting outside the boundaries.

Materials and Framing

Only 2 dimensional works will be accepted

Qualifying Mediums:

- Oils, Acrylics, Casein, Pastels, Gouache, Watercolors

Paintings must be framed and wired with D-Ring hangers.

All paintings must be framed, cradle panels or gallery wrapped canvases must be at least 1.5" deep

All paintings must be appropriately framed and wired for hanging. No saw tooth hangers will be accepted. We reserve the right to disqualify any improperly framed and/or wired paintings.

Frame profile can not exceed 4"

All submissions must clearly show that they have been stamped.

Artists may submit up to 2 paintings.

Replacement paintings may be submitted as works are sold.

Pricing & Judging

The price of the artwork will be set by the artist. Once the price is set and the painting is submitted no changes can be made to the price.

Richeson Gallery and School of Art will retain 25% of all sales.

We request a 10% finders fee for all off easel sales.

Sales Tip: The typical budget of patrons in the area is between \$200 and \$500 per painting.

Judging takes place Friday 10/4/24. The judge this year is TBD.

Painting Pick-Up

All unsold, non-award winning paintings can be collected immediately following the reception and sales event on Friday, October 4th and must be picked up by 4:00pm Saturday, October 5th.

Artists must not retrieve their own paintings – a Gallery representative will assist with pick-up. Abandoned paintings will become property of the Richeson Gallery.

Liability

As a condition of participation in the Richeson Plein Air 2024 festival & competition, the artist acknowledges that he/she is responsible for and agree to bear, all risk and expense for any loss, theft or damage to paintings or personal property or injury to his/her person, regardless of cause. The artist agrees to be responsible for insuring his/her artwork, all necessary shipping, and to abide by all rules set forth in this prospectus.

The artist indemnifies and holds harmless Richeson School of Art & Gallery, Jack Richeson & Co. Inc., DecoArt, and all participating businesses from and against any claims, suits, actions, liabilities, and/or expenses arising out of or relating in any way to the Event as well as the exhibition or use of any images of the artist's paintings for publicity.

Richeson School of Art & Gallery reserves the right to accept or decline any painting presented for display at the Event for any reason. The artist acknowledges and agrees that the paintings and the artist may be photographed and/or filmed by Richeson School of Art & Gallery for promotional purposes.