

Plein Air 2022

West Reading

Monday, June 13 through Saturday, June 18, 2022

PROSPECTUS

The 7th annual Plein Air West Reading (PAWR) will showcase the artwork of 30 juried artists competing for \$3500+ in awards. There will be two \$1000 first prizes: one judged to be the best painting of West Reading, the other being anywhere in Berks County, PA. All work must be created primarily en plein air, on location.

Participating artists will sign in and get surfaces stamped on the morning of Monday, 6/13, and may paint until intake closes at noon on Friday, 6/17. Each artist will be able to submit up to three pieces for judging. The awards will be presented Friday evening at the Patrons Preview. On Saturday, the exhibit will be rehung as the keystone exhibit of Art on the Avenue, West Reading popular art & craft street festival.

AWARDS

First Place, Best Berks County: \$1000

First Place, Best West Reading: \$1000

Second Place: \$700

Third Place: \$400

Honorable Mentions (2): \$200

People Choice Award: \$100

Plus theme-specific awards TBA 3/15/22

The event, now in its seventh year, is produced at Art Plus Gallery with the generous support of sponsors who will be recognized in March 2022 update of this prospectus and throughout the event.

EVENT JUROR: VALERIE CRAIG

Since leaving her career in nursing administration in 1998 to pursue her passion for painting full-time, Valerie Craig has earned national recognition as an artist. Valerie is most inspired by painting from life. She challenges herself to explore a variety of subject matter and teaches workshops in Ireland and throughout the USA.

Valerie has juried numerous plein air competitions. She is a Signature Member of the American Impressionist Society and Mid-Atlantic Plein Air Association. Her recent achievements include Best of Show, American Impressionist Society National Small Works Show 2021; Award of Excellence, National Oil and Acrylic Best of America 2021; Judge's Award, Olmsted Plein Air 2020; Second Place, National Plein Air Salon; Artists Choice, Ireland's Art in the Open 2017; Gold/Mayor's Choice Award, Ireland's 2013 Art in the Open; Grand Prize American Women Online Juried Competition; Best in Show, Wayne Plein Air 2011; Second Place, Plein Air Easton 2011, Artists' Choice Award, Plein Air Easton 2010.

Valerie lives in Villanova, Pennsylvania.

ENTRY PROCEDURE

Submission deadline: March 1, 2022.

Use the Entry Form at www.artplusgallerypa.com to submit JPGs of three pieces created primarily en plein air and within the last three years.

Show only the image; no frame, mat or background.

File size must not exceed 2MB.

Naming files: your last name_first name_medium_title.

Example: Slocum_Russell_oil_GriesemersBridge

A \$40 entry fee must be submitted along with the images.

Thirty artists will be selected from all entries. The event administrators reserve the right to marginally increase or reduce the number of participants. Entrants will be notified about acceptance the week of 3/14/22.

RULES

Plein Air West Reading (PAWR) is open to all artists 18 and over. Only work completed between Monday, June 13 and Friday, June 17, 2021 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 event for judging.
- b) **Subject Matter:** Subjects may include landscapes, wildlife, streetscapes, architecture, people etc. in any outdoor setting in, or seen from, Berks County, Pennsylvania. All work must be original and be created primarily on location. 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 framed, wired and presented with a professional appearance. A label template will be provided for you to print and submit labels along with your artwork. Work that is submitted with an unfinished or unprofessional appearance may be disqualified from the exhibition. Hanging is up to the discretion of the Plein Air West Reading hanging committee.

SCHEDULE

Additional events will be announced prior to check-in

Mon., 6/13: 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. That evening there will be an Artist-Sponsor Mingle from 6:00 to 8:00pm, at a historic mansion near West Reading. Details will be included in your welcome pack/swag bag.

Paint anywhere in Berks County through Friday. Hold all of your completed artwork for Friday intake. If you need additional surfaces stamped, you can have this done at Art Plus Gallery starting at noon every day.

Friday, 6/19: Intake will be from 9:00am to noon at the theater at 603 Penn Avenue, across the street from Art Plus Gallery. Each submission must be delivered framed, wired, labeled and ready to hang. The Patrons Preview in the theater will open to invitees at 6:00pm, and the awards presentation will begin at 7:00.

Saturday, 6/20: The exhibit will be rehung in front of the theater as the centerpiece of Art on the Avenue. This popular street festival will open 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.

An exclusive plein air painting demo by juror Valerie Craig is planned for Saturday afternoon on the avenue. More details on this will be provided at check-in.

Throughout the day, visitors to the exhibit (there likely will be many hundreds) will be invited to vote for their favorite piece. The People's Choice Award voting will close at 6:00pm, and the winner announced at 6:30pm.

Sunday, 6/21 thru 7/7/20: Participating artists will be invited to hang any remaining unsold pieces as the featured exhibit in Art Plus Gallery, or one of the gallery's nearby retail showcases, through July. If the work is still unsold by the end of the extended exhibit, it will be the artist's responsibility to pick it up.

Artists NOT wanting to participate in this extended show will be able to submit a form during registration and take unsold artwork at the end of the Saturday festival.

SUBMISSIONS

Each registered artist may hang up to three pieces in the judged competition. Maximum size is 30", including frame, on the longest side. Additional pieces created during the event, while not eligible for judging, may be made available through Art Plus Gallery's digital store and, space permitting, possibly during the extended exhibit.

SALES & COMMISSIONS

All artwork exhibited must be offered for sale. A commission of thirty percent (30%) will be retained for each piece sold during Friday's Patron Preview Party, Saturday's Art on the Avenue and during the extended exhibition.

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. (We're on the honor system here.)

HOST HOUSING

We have a number of generous supporters of the arts who have indicated that they will open their nearby homes to visiting artists. There will be no charge for the accommodations, but it is hoped that artists will follow the tradition of leaving their hosts a painting as a token of gratitude.

Accepted artists who contact us first will be placed in this limited number of private homes. Should there not be enough host housing available, suggestions for convenient hotels and other accommodations will be provided. (Details will be provided closer to the event.)

DISCLAIMER

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