

# Plein Air 2021

---

## West Reading

Tuesday, June 15 through Saturday, June 19, 2021

## PROSPECTUS

Version 12.19.20

The 6th annual Plein Air West Reading (PAWR) will showcase the artwork of 30 juried artists competing for \$4000+ 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. All work must be created primarily en plein air, on location.

Participating artists will sign in and get canvases stamped on the morning of Tuesday, 6/15, and paint until intake closes at noon on Friday, 6/18. Each artist will be able to submit up to three pieces for judging.

If conditions allow for Art on the Avenue to be held, the PAWR exhibition will be the keystone event of this popular art, craft and food festival on June 19. This will be preceded by a Friday evening Patrons Preview and awards presentation.

### 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 from event sponsors*

### JUDGING

Plein Air West Reading 2021 will be judged by Dan Graziano, an award-winning, nationally exhibited artist.

Dan is best known for paintings that capture the hidden beauty found in the unexpected places and fleeting moments of everyday life. Incorporating dramatic light, shadow, color and perspective, his urban compositions feature the visual diversity of time-worn buildings and multiple layers of decay, renewal and adaptation. His work is influenced by American realists John Singer Sargent, Edward Hopper and the three generations of Wyeths along with California artists Wayne Thiebaud and Richard Diebenkorn.

## ENTRY PROCEDURE

### **Submission deadline: March 1, 2021.**

Use the Entry Form at [www.pleinairwestreading.com](http://www.pleinairwestreading.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 \$30 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 3/15/21.

## RULES

Plein Air West Reading (PAWR) is open to all artists 18 and over. Only work completed between Tuesday, June 15 and Friday, June 18, 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 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, labeled and presented with a professional appearance. 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

**Tue., 6/15:** 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. Conditions permitting, from 7:00-8:30pm there will be a kick-off gathering at Art Plus Gallery, limited to artists, sponsors and event staff.

Paint anywhere in Berks County through Friday. Hold all of your completed artwork for Friday intake.

**Wed-Fri:** If you need additional surfaces stamped staff will be available at Art Plus Gallery starting at noon every day. .

**Friday, 6/19:** Intake will be from 9:00am to noon at Art Plus Gallery. Each submission must be delivered framed, wired, labeled and ready to hang. Conditions permitting, that evening there will a Patrons Preview Party along with the awards presentation.

**Saturday, 6/20:** If Art on the Avenue is held, the centerpiece of the street festival will be the large Plein Air West Reading tent in front of the theater. The 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. Visitors to the exhibit (there likely will be many) will be invited to vote for their favorite piece.

A demo by judge Dan Graziano is planned for Saturday afternoon. More details on this will be provided at check-in.

The People's Choice Award voting will close at 6:00pm, and the winner announced at 6:30pm.

If Art on the Avenue is postponed or cancelled, the exhibit will open Saturday 6/20 in Art Plus Gallery.

**Sunday, 6/21 thru 7/7/20:** Any remaining unsold pieces will be invited to hang as the featured exhibit in Art Plus Gallery, or one of the gallery's nearby retail showcases, through the remainder of June and July 4th weekend. If the work is still unsold by the end of the show on 7/5, it will be the artist's responsibility to pick it up. Artists NOT wanting to participate in this extended exhibit 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.

## **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. 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 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.