



An outdoor painting event for all levels!

Saturday, March 10, 2018

## PROSPECTUS

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*Plein Air Key West* is a non-juried plein air painting event sponsored by the Key West Art Center. The event starts with four hours of plein air painting at the artists' location of choice. Artists must return their finished work to the Art Center by 1:30 PM. The entries will be judged with prizes awarded at the Happy Hour Show & Sale that evening. All paintings will be for sale and displayed on the artists' easels that evening and throughout the following week.

On Friday, March 9<sup>th</sup> at 4 pm the Art Center will host an artist demonstration by John Clayton, this year's plein air judge. Everyone is invited to stay for a welcome reception and pre-registration for Saturday's 10<sup>th</sup> Annual Plein Air Key West.

## Guidelines

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1. Plein air participants are responsible for providing their own easels and all materials.
2. The maximum size of the finished artwork is 22" x 30"; framing is not required.
3. Artists must be fully registered and payment must be received in order to participate.
4. The artist's canvas and/or paper will be officially stamped on the back at check-in between 8:00 AM - 9:00 AM, March 10, 2018 at the Key West Art Center located at 301 Front Street, Key West.
5. Artists may have more than one canvas or paper stamped; space may limit how many paintings will be in the show.
6. All paintings must be completed *en plein air* on March 10<sup>th</sup>, 2018 in Key West without the use of photographs.
7. All work in the show must be for sale.
8. Awards will be presented at the evening's event in the professional category for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place and for 1<sup>st</sup> place in the recreational category. Honorary Mention awards may also be given out at that time.
9. The show will remain on display in the gallery from March 10<sup>th</sup> to Wednesday, March 14<sup>th</sup>. All unsold work must be removed by Sunday, March 18<sup>th</sup>.
10. The Key West Art Center will handle all sales retaining a 30% commission. If the art is purchased with a credit card the 3% processing fee will be retained with the artist receiving 67% of the sale; if purchased with cash, the artist will receive the full 70% of the sale. Commission checks will be sent out in early April.
11. This event will be held rain or shine.
12. Plein Air Key West is open to all artists 18 years and older.

Thank you for your interest in Plein Air Key West. Space is limited so register early!

Maggie Ruley

Chair ~ Plein Air Key West

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*Plein Air* - from the French phrase *en plein air* (in the open air), the painting style developed by the French Impressionists circa 1870 to show the effects of atmosphere and light on the landscape.

## Time Line

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### FRIDAY, MARCH 09, 2018

**4 PM to 6 PM** - Painting demonstration with John Clayton followed by welcome reception and pre-registration at the Key West Art Center.

### SATURDAY, MARCH 10, 2018

**8 AM to 9 AM** – Artist sign-in and registration at the Key West Art Center. Coffee and snacks provided. Entrance fee must be paid by this time.

**9 AM to 1 PM** – Paint at location of your choice within the City limits of Key West.

**1:30 PM** - All finished works must be returned to the Art Center where it will be registered and displayed on the artist's own easel for the judging.

**5 PM to 7 PM - Happy Hour Show & Sale**

**6:15 pm - Winners Announced & Awards Presented**

We request that all participants be in attendance for the awards announcement.

Professional

1<sup>st</sup> Place - \$100

2<sup>nd</sup> Place - \$75

3<sup>rd</sup> Place - \$25

Recreational

1<sup>st</sup> Place - \$25

### THURSDAY, MARCH 15, 2016

The show will remain in the gallery through Wednesday, March 14<sup>th</sup>. All unsold works must be removed by artists by the end of the day Sunday, March 18<sup>th</sup>.





## ARTIST REGISTRATION FORM

The Art Center is open 10 am – 5pm DAILY for registration & payment drop off

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Phone ( ) \_\_\_\_\_

❖ MOBILE NUMBER IN CASE WE NEED TO CONTACT YOU WHILE YOU ARE OUT PAINTING!

Medium \_\_\_\_\_

Where do you expect to be painting? \_\_\_\_\_

- I have read and understand the prospectus.
- I agree to abide by the guidelines.
- I agree to leave my easel for display of my artwork.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

\$35 NON-MEMBER Registration Fee

\$30 KWAC ARTIST/ASSOCIATE MEMBER Registration Fee

\$25 2018 Associate Membership

New Member  Renewal

*Associate Membership is paid annually, expiring on December 31<sup>st</sup>. You may renew your membership or sign up to become an Associate Member with this registration form.*

TOTAL PAID: \$ \_\_\_\_\_

