

The Wauwatosa Historical Society Invites You to Participate in the *2010 Wauwatosa Plein Air & Village Affair*

EN PLEIN AIR is a French expression which means "in open air", and is particularly used to describe the act of painting outdoors. The **Wauwatosa Plein Air & Village Affair** is an invitation to all artists to spend time painting outdoors throughout the city of Wauwatosa. The event will feature an auction/sale July 16th and 17th.

Wauwatosa offers a diverse palette of painting possibilities with its distinct and varied neighborhoods, beautiful homes and scenic gardens, historic and commercial districts, as well as natural parks, woods and river views. **We hope you can join us!**

All events originate at:

**The Little Red Store Community Visitor Center
7720 Harwood Avenue Wauwatosa WI**

Where Harwood meets the River –

**You will want to check out our maps online at:
www.wauwatosahistoricalociety.org**

GUIDELINES

- **Painting Area:** An artist may paint any subject or scene outdoors he or she chooses, as long as it is within the boundaries of the city of Wauwatosa, WI.
- **Painting Time Period:** Each work of art must be started and completed "en plein air" any time between 8 a.m. Thursday, July 8th to 7 p.m. Thursday, July 15th.
- **Registration Form** is required to participate. Artists can also obtain a registration form online at our website (above).
- **An event stamp** will be placed on the back of each painting surface before any work is done. Artists may have stamped and begin as many pieces as they like during the event.

Stamps will be available:

- Daily July 8th - 14th, from 8 to 10 a.m. AND 5 to 7 p.m.
&
- July 15th from 8 to 10 a.m.

At The Little Red Store Community Visitor Center.

- **Artist's packet:** Each registered/registering artist will receive an artist's packet upon check in. The packet will include a map of Wauwatosa with highlighted areas of interest, as well as local information and coupons from area businesses.

• **Material requirements**

- Artists may use any canvas, paper or board
- Unframed size may not exceed 16" x 20"
- Media used is limited to oils, acrylics, watercolors, pastels, gouache, pen and ink, pencil, and/or charcoal.

• **Painting Submission Requirements:**

- Artwork created during the week (July 8th-15th) should be delivered to The Little Red Store Community Visitor Center from 3 to 7 p.m. on Thursday, July 15th for judging and inclusion in the auction/sale.
- Each artist may submit one (1) or two (2) finished and signed (on front) paintings for the competition and silent auction/sale.
- Each painting must be mounted, framed and securely wired for hanging.
- Each framed painting must have the plein air stamp visible on its back surface.

• **Auction/Sale**

- A reception, awards ceremony and silent auction of all paintings will be held at the Wauwatosa Historical Society's Little Red Store on Friday evening, July 16th at 6 p.m. Bidding will continue through 8 p.m. on Saturday, July 17th.
- The artist will state a dollar value and a minimum starting bid amount for each painting submitted.
- At the artists' discretion, unsold paintings may remain on exhibit at the Little Red Store through Sunday, July 25th, 2010. Unless otherwise directed, the paintings will be sold at the stated dollar value.

- **Proceeds:** Wauwatosa Historical Society will retain 35% of the sale price from each painting sold; 65% of the sale price will go to the artist. These percentages will apply to art purchased by bid during the auction on July 16th & 17th, as well as to art purchased at the artist's stated dollar value during exhibit from July 18th to July 25th, 2010.

- **Judging:** All artwork will be judged the morning of Friday, July 16th.

• **Awards:**

- **Main Paint:**

Best of Show \$600

Four (4) Additional Awards @ \$200 each

- **Quick Paint:**

Best of Show *Quick Paint* \$300

Two (2) Additional Awards @ \$100 each

- **All Entries:**

Artists' Choice \$50 plus Gift Certificate

Spirit of Wauwatosa Award \$50 plus Gift Certificate

Four (4) Honorable Mentions Gift Certificates

- **Painting Pick-up:** You will be notified if your artwork does not sell. Unsold paintings may be picked up **from 8 - 10 p.m. on Saturday, July 17th (at the close of the Silent Auction); and from 10 - 11 a.m. & 3 - 5 p.m. on Sundays, July 18th and 25th.**

****Special arrangements can be made by calling 414-774-8672.**

Artwork not picked up or without pick-up arrangements made by 2 p.m. on Tuesday, August 5th will be considered a donation to the Wauwatosa Historical Society's Firefly Art Fair Silent Auction.

- **RESPONSIBILITIES:** Artists will be responsible for their own health and safety requirements while participating in Wauwatosa's Plein Air & Village Affair. Everyone paints at their own risk. The Wauwatosa Historical Society assumes no responsibility for theft, damage or liability. The artist is responsible for insurance of his or her artwork. We will make our best effort to assure the security of the artwork once it is at the judging and display site.

Quick Paint - Saturday, July 10th, 2010

All of the aforementioned Plein Air Guidelines apply to **Quick Paint** submissions except:

- **Quick Paint** submissions must be stamped, created and returned during any 4 hour time period between 8 a.m. & 9 p.m on July 10th.
- One **Quick Paint** submission per artist.

**Wauwatosa Plein Air & Village Affair
2010 REGISTRATION FORM**

Please print clearly:

Artist's Name: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

I plan on participating in:

_____ July 8th – 15th **Plein Air** only.

_____ July 10th **Quick Paint** only.

_____ **Both**

TOTAL ENCLOSED:

_____ \$30.00 Early Registration, postmarked by July 1st, 2010

_____ \$40 if postmarked after July 1st, 2010

Make Checks Payable & Mail with this form to:

Wauwatosa Historical Society
7406 Hillcrest Drive
Wauwatosa, WI 53213-2226

Consent and Liability Waiver: In consideration of your accepting this entry, I, the undersigned, intending to be legally bound, hereby, for myself, my heirs, executors and administrators, waive and release any and all rights and claims for damages I may have against the Wauwatosa Historical Society and the City of Wauwatosa, and their affiliates, agents, servants, employees, assigns, successors, and heirs and any other sponsors and their representatives.

Signature of entrant (Parent or guardian if under age 18)

Events will be held rain or shine, so come prepared!

Wauwatosa Historical Society
7406 Hillcrest Drive
Wauwatosa, WI 53213-2226

**Wauwatosa
Plein Air & Village Affair**

**Outdoor Painting
Competition & Sale**



- **Open Painting
July 8th - 15th, 2010**
- **Quick Paint
July 10th, 2010**
- **Sale & Awards
July 16th – 17th, 2010**