

Prospectus
2nd Annual Watercolor Plein Air Carson City Nevada 2022
September 15-18, 2022

This is a Two-Phase Plein Air Competition

Phase I – Juried Painting

Phase II – Plein Air Painting Competition

Prospective artists for this watercolor plein air event must enter the first phase to participate in the second phase. Depending upon the number of entrants, the competition may need to be juried for selection. If selected, or “juried in” to Phase I, artists commit to participating in the plein air event days and submitting at least one entry to the Phase II competition. *This is a charitable fundraiser. Registration fees are not refundable unless the event is canceled.*

Event Registration \$70
("Early Bird" Registration \$60)
Artist's Guest Ticket* \$40 each

Event registration includes:

- 1) Consideration for juried entry into the two-phased plein air competition.
- 2) Ticketed entry to the Nevada Governor's Mansion Reception Fundraiser Event (\$50 value)
- 3) Tote "Swag Bag" (\$20 value)

** Artist's Guest Ticket(s) for Governor's Mansion Fundraiser Event. Must be purchased at registration to save \$10 off regular ticket price.*

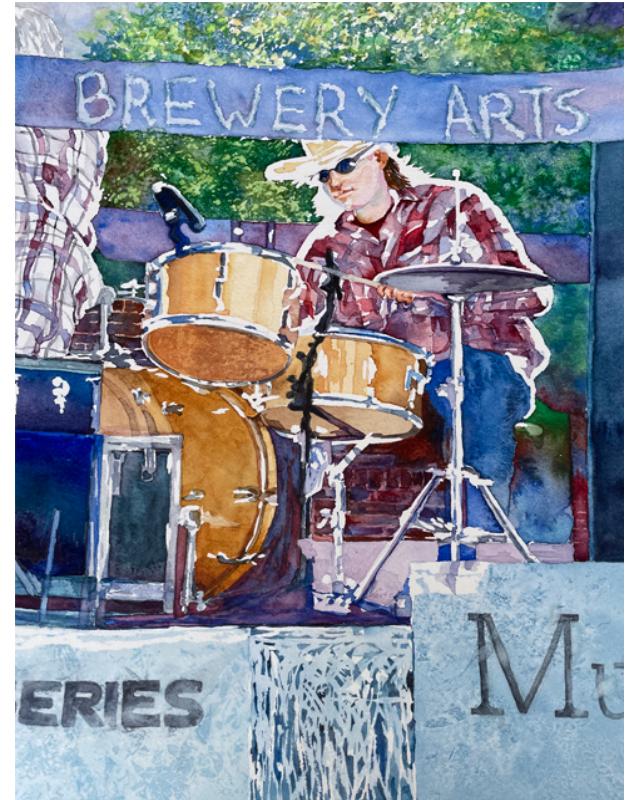
Over \$2500 in cash and prizes

Best of Show Award \$1000

BOS award will be a plein-air-only entry

Important Dates in 2022

Mar 18 – Registration opens
May 1 – “Early Bird” registration ends
July 1 – General registration ends
Jul 20 – Entry & image submission deadline
Jul 25 – Jury results emailed to registrants
July 25 – Sep 14 Juried artists frame paintings
Sep 15 – Plein Air Event begins



Best of Show

1st Annual Watercolor Plein Air Carson City

Levitt Flatbed Concert

By Laura Lawrence

Schedule of Events (September 15 – 18)

Thurs, Sep 15	Plein air painting, Day 1
Fri, Sep 16	Plein air painting, Day 2
	5-7pm – Juror Demonstration
	7-9pm – Artists' Social & Dinner
Sat, Sep 17	Plein air painting, Day 3
	All paintings delivered by 7pm
Sun, Sep 18	1-4pm – Governor's Mansion Awards reception
	Art Exhibition
	Sales Auction
	Light refreshments & live entertainment

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Criteria for Phase I - Submissions due by July 20, 2022

1. Artists may submit up to two entries for jurors' consideration.
2. All artworks must be created with **transparent watercolor** as the dominant medium. Other water media permitted if less than 20% of the whole.
3. Must be painted on **paper**. No hardboard, clay board, canvas surfaces, etc. permitted.
4. Minimum painting size 80 square inches, maximum 330 square inches, not including mat and frame. Maximum frame plus mat width not to exceed 6 inches.
5. Must be created in 2022 and not previously exhibited.
6. Works completed under instruction are not permitted. Works done in group painting or open-studio sessions are permitted when not guided by an instructor.
7. Paintings done plein air or mostly plein air will receive bonus points during jurying for selection.
8. Use of photographic reference is allowed. Must be noted during image submission upload.
9. Image(s) of painting submission(s) must be uploaded as directed and before the specified deadline.
10. Scenes or impressions of the Intermountain West, or Carson City itself, are encouraged.
11. All juried entries must be presented with **frame, white or off-white mat, under glazing**, dust covers, identifying label(s), d-ring style hooks, and hanging wire. No sawtooth hangers, eyelet screws, varnish, or other alternative framing presentations permitted.
12. Juried paintings must be delivered **between September 15 - 17th (no later than 7pm)** to CRME Exploring Watercolor, 400 W. King St., Suite 111, Carson City, NV 89703.
13. Artists agree to a 40% sales commission on all sales during the event and for 90 days after event closing.
14. All framed works must be priced at \$100 or more for the sales auction.

Phase II - Plein Air Competition

September 15 -17, 2022

Criteria for Phase II

1. Participating artists must have been juried into Phase I of the competition.
2. **All entries must be painted; 1) 100% plein air, 2) during event days, 3) on paper, 4) within the borders of Carson City County, Nevada.** No use of any photographic reference or off-site touch-up permitted.
3. Must be created with **transparent watercolor** as the dominant medium. Other water media allowed if less than 20% of the whole.
4. Juried artists may submit up to three, **but must submit at least one**, plein air painting(s) for competition and sales auction.
5. Artists must check-in at a specified location (to be announced) before beginning plein air painting. Check-in times available for each of the three plein air days. *Artists may participate in all or any day of the plein air event days.*
6. Submissions must be presented in a sealed clear protective package with a white or off-white mat, foam core backing, and identifying label. Deliver, along with juried painting(s), to CRME Exploring Watercolor, 400 W. King St., Suite 111, Carson City, NV 89703 **no later than 7pm on September 17th**.
7. Artist agree to a 40% sales commission on all sales during this event and for 90 days after event closing.
8. All plein air works must be priced at \$50 or more for the sales auction.

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Image Submissions

1. All images must be uploaded via the ***Phase I – Juried Painting Form*** by the submission deadline.
 - No emailed images will be accepted.
 - Ask for help! Contact [Colleen](#).
2. Entering artists grant permission for use of images for promotional purposes.
3. *Jurors should see the best match of the work that will be presented for exhibit.*
 - Submit image(s) without mat, frame, or other extraneous background showing.
 - Capture photograph(s) with good, even lighting, eliminating cast shadows.
 - Ensure image is not skewed. Take photo with the camera face parallel with the painting surface.
 - Any digital photo manipulation detected during jurying will exclude the entry from consideration (i.e. digital smudging, erasing, blurring, cloning, dodging, burning, etc.).
 - Recommend uploading images less than 5M in overall size.
 - Ensure camera's date and time settings are accurate.
4. Participating plein air artists are asked to capture image(s) of artworks prior to packaging, and to upload images, along with entry details, to the ***Phase 2 – Plein Air Form***.

Event Sales

1. Auction Sales

Minimum Bid* - Artists **must** assign a minimum bid for all competition entries. Minimum bids must be:
 - **\$100 or more** for a framed entry in the Phase I Competition. Artists submit the minimum bid price, along with other entry details, during image submission entry for Phase I.
 - **\$50 or more** for a matted entry in the Phase II Competition. Artists submit the minimum bid price, along with other entry details, during plein air entry drop-off. Plein air entries are due by 7pm on Day 3 of the plein air event days.

**To determine an artwork's minimum bid price, artists should calculate the costs for creating the artwork (including framing costs), the 40% event commission, and the desired minimum profit for each art piece submitted. For example; on a \$100 sale, the artist will receive \$60 after the 40% event commission is assessed.*

"Buy Now" Pricing – Artists **may** assign a "Buy Now" price. Buy Now prices are not required.
 - A prospective buyer at auction may opt for a "Buy Now" price to avoid being out-bid by another buyer.
 - Artists who want to **encourage competitive bidding** during the auction sales event should **not** assign a "Buy Now" price.
2. Participating artists agree that all event entries are subject to the 40% sales commission for sales occurring before, during, and 90 days after the event. Artists agree that "side deals" offered before, during, or after the event are prohibited.
4. Artists can expect to receive payment for all auction sales, less commission, within 30 days of the event closing.
5. Artists are responsible for retrieving all unsold entries at the conclusion of the reception and auction event.

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Compliance (the “Sticky Icky Stuff”)

Registering artists are competing for limited exhibit space. In other words, selected artists are “taking up seats” that are prized and valued by all competing artists. It is therefore incumbent upon all entering artists to agree to the entry obligations of the competition. Artists agree to the following penalties for non-compliance of **any of the terms for entry**, as specified in this prospectus:

1. A two-year prohibition from entering future *Watercolor Plein Air Carson City* competitions.
2. A \$40 fee will be assessed for each **selected** painting not presented for the auction sales event.
Submissions must have adequate framing.
3. A \$40 fee will be assessed for opting out of the Phase II Plein Air Competition, *if selected as a competing artist in Phase I*.