

Cape Ann Plein Air – Celebrating the Arts and Our Community

Cape Ann Plein Air, New England's premier plein air painting event, is debuting its Virtual Week on Sunday, October 4th with an online gallery including works for sale by CAPA's 35 artists, Zoom Artist Conversations and daily demos and studio tours from some of the world class artists participating this year. All art will be offered for sale through December. Additionally, these amazing plein air painters will be convening in Cape Ann in May 2021 for a week-long festival.

For 2020, the challenges brought on by the Covid-19 pandemic meant that the CAPA team needed to change direction in their planning. This year, Cape Ann Plein Air will have a two-pronged approach, with a virtual online event planned for the week of October 4-11, 2020 and a fully-planned weeklong event during the week of May 23-30, 2021. Both events will feature the 2020 juried slate of thirty-five CAPA artists.

The online event will feature in-depth looks at the 35 artists. Additionally, there will be online demos, studio tours, Zoom conversations with the artists and, of course, the opportunity to purchase paintings from the featured artists. The website will be brimming and social media will play an important role in bringing the artists to our audience. The sale and online events start on Sunday, October 4th.

The Virtual Gallery is filled with breathtaking paintings created by the 35 CAPA artists. They are an array of Cape Ann local scenes, as well as beautiful vistas from the artists' own backyards all over the country. The prices range from \$640-\$4500 and are easily accessible from CAPA's website.

Our Zoom Artist Conversations are a fun way to learn about the artists. Discussed will be what makes them tick, why Cape Ann is such a destination for them, how they have been impacted by Covid 19 and more.

Many artists will be featured in studio tours or demos. Stroll through a studio in an intimate look at where the artist completes their work. Watch as an artist takes you from blank canvas through to a complete painting, and learn techniques and tricks along the way. The entire week will be full of interesting and exciting information, and the Virtual Gallery will remain active through December.

May 2021 will be a complete plein air event with the 35 artists coming to Cape Ann for a week of painting, demos, dinners, celebrations, and culminating with a Gala sale and Quick Draw. Like years' past, this is an opportunity to meet the artists, enjoy a meal with them, watch them create their art and be able to buy their completed works. Awards will be given at the Gala, and the whole art community is invited to participate in the Quick Draw.

"CAPA is a remarkable experience for everyone – artists, art lovers, the Cape Ann cultural community, local residents and visitors to the region," said Mike Storella, CAPA Board President.

"It is especially encouraging to see the participation of local businesses and others throughout the community," added Ken Riehl, CEO of the Cape Ann Chamber of Commerce, one of CAPA's creators.

"2020 brought a whole set of issues and with them we created new opportunities for the artists and arts patrons," said Cape Ann Plein Air Executive Director Susan Gould-Coviello. "By having our online event during the traditional week of CAPA in October, we stay in the minds of art enthusiasts, and holding our live event in May 2021 ensures we will be able to hold events safely. Imagine a whole new season in which to paint! Spring on Cape Ann is just beautiful."

Cape Ann's arts legacy is well-established, but CAPA 2019 demonstrated that our community – artists, art enthusiasts, businesses and residents – continue to build on this proud history. And with our unique approach to CAPA 2020, one can expect to see the next exciting milestone on this journey, as the Cape Ann community comes together to welcome these artists and visitors to the region, to preserve and promote our arts legacy, and to support our vibrant creative economy.

For more information on CAPA 2020, visit the CAPA website at www.capeannpleinair.com or check out the [CAPA Facebook page](#).