

5th Annual



2010 Plein Air Paintout

PROSPECTUS

NEW REVISED with CORRECT DATES

Note: PApO week is now

July 26-31, 2010

Application Deadline May 3, 2010

Please read the entire prospectus:

The Frank Bette Plein Air Paintout (PAPo) event is a fundraiser for the Frank Bette Center for the Arts, a non-profit 501(c)(3) organization.

Fee:

• There is a \$35 nonrefundable application fee. Checks payable to Frank Bette Center for the Arts, or enclose credit card number.

Application Process:

- Fill out application.
- Submit three images on a CD - jpeg format, 300 dpi.
- **Do not submit slides.**
- Submitted images should represent recent plein air artwork.
- Title each jpeg as follows: First initial, last name, entry number (1, 2 or 3)
- Label the CD with your first and last name and PAPo 2010.
- Enclose your CD in a sturdy jacket.
- Mail to Frank Bette Center for the Arts, 1601 Paru St, Alameda CA 94501
- **Application deadline: Monday May 3, 2010**

The Jurying Process

Forty artists are selected from all applicants by an impartial selection team. The evaluation process is a blind review of artist's submitted images. The jurors score and cast their votes by secret ballot. Special note – all the submitted images are shuffled (not grouped by artist) before being presented to the selection team. Therefore it is recommended that artists simply submit images of their best work, not attempting to demonstrate consistency, diversity or a series.

Deadlines:

Monday, May 3 - Postmark Deadline for applications.

Monday, May 17 - Notification by phone/email of the 40 selected artists.

Monday, May 24 – List of 40 selected artists posted on website.

Frank Bette Plein Air Paintout Calendar: July 26 – 31

Monday - Friday, July 26 –31 Artists paint Plein Air in Alameda

Monday, July 26 - Artist Check-in at Frank Bette Gallery all day beginning 8 am.

Thursday, July 29 — Quick Draw 9-11am on Park Street - register at Market Place 8:30am. Sale of Quick Draw paintings from noon to 6pm.

Friday, July 30 – Outdoor Exhibit, Sale and Awards Ceremony at Towne Centre. Artists submit 3 paintings for judging.

Saturday, July 31 - 10am - 7pm Outdoor exhibit and sale at Towne Centre

Artists hang as many paintings as fit 3 panels each 3'x6': 1 horizontal, 2 vertical.

Sunday, August 1 – Closing Brunch for Artists, Patrons, Sponsors & Volunteers.

August 31 - Artist commissions paid for July sales. Commission paid to FBCA is 40% for all July sales.

General Paintout Regulations:

Participation in the Saturday, July 31 exhibit at Towne Centre is required.

- Artwork submitted for Awards must have been created en plein air, within Alameda city limits, and without the benefit of photography between July 26 - 30.
- All 2D painting mediums are acceptable.
- Artists are responsible for framing their artwork, bringing it to the exhibit location and hanging it on the displays provided. Filament line and scissors are available.
- Only those paintings created in the 2010 Paintout are eligible for awards.
- After the awards jurying process is completed, returning Artists may add to their display of plein air paintings of Alameda from previous FB Plein Air Paintouts.
- All exhibited artwork must be for sale. Artists set their own prices.
- All sales transactions are processed by FBCA.
- A 40% commission on all sales is retained to benefit FBCA.
- Unsold paintings are the responsibility of the artist.

Alameda en Plein Air Gallery Exhibit, August 6- 28.

- Artists are requested to submit artwork not sold at the Saturday Exhibit to the Alameda en Plein Air gallery exhibit at Frank Better Center for the Arts. **Participation is optional.**
- There is no additional fee to participate in the August gallery exhibit.
- FBCA commission is 40% on August gallery exhibit sales.

Saturday, July 31 & Sunday Aug 1

Receiving artwork at FBCA Gallery for exhibit Alameda en Plein Air August 6- 28.

Friday, August 6 – First Friday Opening Gala 7-9pm.

Saturday, August 28 – Exhibit closes 7pm.

Sunday, August 29 – Artists Pick-up unsold artwork.

Tuesday, August 31 – \$5 per day storage fees begin for artwork left without advance arrangements.

Friday, September 10 - October 31 – Unsold artwork shipped to artists. Artists out of area needing shipping must leave prepaid FedEx shipping labels with FBCA. Packing costs must be prepaid by artists.

Thursday, September 30 – Artist commissions paid for August sales.

Thursday, September 30 – Unclaimed Artwork becomes the property of FBCA.

Awards to be Announced.