

Plein Air Easton 2020 Competition Prospectus

All applicants must provide contact information, upload three (3) digital high-resolution jpeg images of plein air work painted in the past two years and pay a \$50 registration fee. All applications must be submitted online by January 24, 2020 by 5:00pm EST. Any questions or concerns should be directed to Plein Air Easton staff at 410-822-7297 or info@pleinaireaston.com.

What is Plein Air Easton?

In its 16th year, Plein Air Easton is the largest and most prestigious outdoor painting competition in the United States. The festival is the work of the Avalon Foundation, a non-profit organization whose mission is to foster a strong community on the Eastern Shore by creating accessible, uplifting arts, education, and cultural experiences that appeal to the interests of a diverse population and to ensure the long term viability of the historic Avalon Theatre. The event is supported by the Talbot County Arts Council, corporate donors, Friends of Plein Air Easton and strong community support. The object of PAE is to expose the area's vibrant arts community to a larger market and to raise funds to support the festival and the Foundation.

Artists are juried into the festival from hundreds of worldwide applicants. The final 58 selected for the competition are undoubtedly some of the best plein air painters of our time. They travel to Easton, Maryland and paint for six days competing for over \$30,000 in prizes.

Competition paintings produced during the week are exhibited in a local accredited museum and sold throughout the weekend. Celebrating its sixth year is the improved space for display of non-competition works, which provides additional opportunities for the public to view and purchase all work produced during the festival. In 2019, sales exceeded \$416,000.

The entire community mobilizes in celebration of this event. PAE and its community partners produce many events throughout the week including workshops, demonstrations, concerts, and ticketed events. This year's competition dates are July 10-19, 2020 (public-facing events begin in earnest on the 12th of July). To allow artists to get settled and participate in pre-festival paint-outs, host family housing will be open for artists beginning on Wednesday, July 8, 2020. Artist Registration, Orientation, and Canvas Stamping will take place on July 10th. PAE will host a Meet the Artist Dinner and Paint Out for the competing artists, the organization's top collectors and donors on July 11th.

Why should I apply?

Plein Air Easton enjoys the highest art sales of any Plein Air event in the United States. It is a juried competition with a new juror and judge each year. Any artist who paints en plein air may apply. With only the top award winners receiving automatic entry into the competition, the festival tends to see 1/3 to 1/2 of its population as new artists each year. Plein Air Easton represents a meaningful opportunity for emerging artists to gain national recognition. PleinAir Magazine called PAE "one of the most rewarding outdoor Arts Festivals in the USA." With a reputation for strong organization, growing sales, a beautiful landscape, and just plain fun; PAE has become a "must paint" for many of the world's top painters.

What should I expect if I get in?

You should expect to visit a beautiful waterfront community full of welcoming people. You should expect an event that is well organized and values artists. You should expect fierce competition from top plein air artists. You should expect lavish parties and opportunities to connect with collectors. You should plan on making friends and establishing contacts. You should expect it to be hot - very hot and humid. You should expect to have fun and leave tired. You should expect to want to return the next year!

I live locally what is different for me?

Plein Air Easton has always sought to elevate and highlight the local arts community. If your primary residence is in any of the five counties surrounding Easton, MD (Kent, Queen Anne, Talbot, Caroline or Dorchester), **please indicate so on your registration form**. After the juror chooses the 2020 slate (based on the images submitted by all applicants, including those that live locally), he/she will be presented with the images submitted by the “local” artists, of which he/she will choose three additional artists to participate in the competition. This will give local artists **two** chances to be juried into PAE. PAE does not reveal which artists are juried into the festival through this local-only process.

Important Dates:

January 24, 2020, 5:00pm EST – All entries must be received.

February 7, 2020 - Plein Air Easton competition artists will be posted online at www.pleinaireaston.com and all competing artists will be notified via email.

July 8, 2020– Host Family Housing is available

July 9, 2020 – Tilghman Island Pre-festival Paint Out

July 10, 2020- Artist Orientation

July 11, 2020 - Meet the Artists Party & Paint Out

July 10-16, 2020 – Artists produce competition paintings

July 16, 2020– Hard Deadline: Artists submit paintings for judging, exhibition, and sales

July 17, 2020 – Mandatory attendance at the Collectors’ Preview Party located in the Academy Art Museum & Waterfowl Festival Building. The event opens to ticketed collectors at 7pm.

July 18-19, 2020 – Exhibit and sales continue workshops, lectures, quick draw competitions and more!

July 19, 2020– Small Painting Sunday and Judge’s Talk. All unsold paintings must be collected by artists at 4pm on July 19.

How is Plein Air Easton Juried/Judged?

Plein Air Easton names a new juror and judge each year. The juror views three digital images from each artist online, therefore, is important to give us files that will present well on a computer monitor. The juror sees no identifying information about the artists. After selection, the juror submits a list of numbers to the Festival's executive team who convert the numbers back to names and announce the list of competing artists.

All competition paintings are eligible to win prizes that are awarded by the competition judge at the Collectors' Preview Party.

Who are this year's Judge and Juror?

Judge: Daniel H. Weiss, President and CEO Metropolitan Museum of Art

Daniel Weiss became the fifth President of The Metropolitan Museum of Art on July 1, 2015, and was appointed President and Chief Executive Officer in June 2017. Prior to that, he served as President and Chief Operating Officer. With approximately two million objects in its collection representing more than 5,000 years of artistic achievement from around the world, seven million visitors annually, and an operating budget of \$320 million, The Met is one of the largest and most diverse art museums in the world.

During the previous decade, Weiss served as the 14th president of Haverford College and before that as the 16th president of Lafayette College. At Haverford (2013-15), Weiss led the effort to prepare a comprehensive strategic plan and secure the funds to support new interdisciplinary initiatives and major renovations to the library, new facilities for biology, psychology, and music, as well as a new center for visual culture, arts, and media. From 2005-13, Weiss served as president of Lafayette, where he worked to increase the size of the permanent faculty by 10%, developed revised curricula, introduced new interdisciplinary programs, and created innovative alliances with the City of Easton. During his tenure, Lafayette became the only college in the nation to receive a collaborative grant from the NEA under its Urban Arts Initiative. A leading voice on liberal arts colleges in a changing higher education landscape, Weiss co-edited *Remaking College: Innovation and the Liberal Arts*, which was published in 2014.

From 2002 to 2005, Weiss was James B. Knapp Dean of the Zanvyl Krieger School of Arts & Sciences at the Johns Hopkins University, where he had previously served as Professor and Chair of the History of Art Department. He earned an MA and Ph.D. in art history from Johns Hopkins and joined the faculty there in 1993. He holds a BA from The George Washington University and an MBA from the Yale School of Management and was a consultant with Booz, Allen & Hamilton from 1985 to 1989.

A member of the Council on Foreign Relations, Weiss is Vice Chair of the Board of the Samuel H. Kress Foundation, a member of the Advisory Board of the Yale School of Management, and a trustee of the Wallace Foundation, the Library of America, and the Posse Foundation.

Juror: TBD

What about awards?

Awards will total over \$30,000 and typically include 16-20 awards for competing painters.

If I get into the Competition, what else should I consider?

- Arriving early (host family housing begins on July 8th) to get settled and to participate in any Pre-Plein Air activities
- Taking advantage of host family housing as a great way to reduce travel costs and get to know this community.
- Participating in the Tilghman Island Pre-festival Paint-out, July 9, in order to create enough inventory for sale, meet collectors and become familiar with the area.
- Attending Orientation on July 10th in order to get briefed on the comprehensive rules and get canvases stamped.
- Enjoying the Meet the Artists Dinner and Paint Out, on July 11th, to meet collectors & donors as well as enjoy the rich landscape of the Eastern Shore.
- Providing up to eight additional plein air paintings from home or that are produced during the week for exhibit and sale.