

Plein Air Easton 2022 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 21, 2022 by 5 pm EST. Any questions or concerns should be directed to Event Director, Marie Nuthall at 410-924-7279 or info@pleinaireaston.com.

What is Plein Air Easton?

In its 18th 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.

While the last several years have presented challenges for everyone, Plein Air Easton has continued to innovate, create and shape its events to be safe, fun, and successful. While there are no guarantees that Plein Air Easton's Events for 2022 will be executed exactly as presented in this prospectus, artists can be assured that Plein Air Easton will always act with safety as a priority, provide clear communications, listen to artist's concerns, and will adapt events and parameters to work towards excellence whenever possible.

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 one week 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. Non-competition works produced during this week are exhibited just across the street in what has become known as the PAE Library, throughout the week and at various other satellite events. The "PAE Library" provides additional opportunities for the public to view and purchase all work produced during the festival and to engage in lectures, demos, and other events. In 2021, sales were just under \$500K

Plein Air Easton will stamp competition canvases on Thursday, July 14 at its Artists Orientation. Host family housing will be provided (if desired) beginning on Wednesday, July 13. All competition paintings must be submitted for judging and sale by Thursday, July 21. The Collectors Party and awards will be held on Friday, July 22. Any unsold paintings must be collected by artists at 4pm on July 24. Artists are not required to be present at orientation/canvas stamping (though it is highly encouraged) or required to stay through until the event concludes on Sunday, July 24 (but arrangements must be made for any unsold artwork).

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 located in any of the counties on the Eastern Shore of Maryland, **please indicate so on your registration form (Talbot, Kent, Queen Anne, Caroline, Dorchester, Wicomico, Somerset and Worcester)**. After the juror chooses the 2022 slate (based on the images submitted by all applicants, including those that live locally), he/she will be presented with the images submitted by “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 21, 2022, 5:00pm EST – All applications for the 2022 competition year must be received.

February 4, 2022 - Plein Air Easton competition artists will be posted online at www.pleinaireaston.com and all competing artists will be notified via email.

July 13, 2022– Host Family Housing is available

July 14, 2022- Artist Orientation & Canvas Stamping

July 14-21, 2022 – Artists produce competition paintings

July 16, 2022 - Meet the Artists Party & Paint Out

July 21, 2022– Hard Deadline: Artists submit paintings for judging, exhibition, and sales

July 21, 2022 – Collectors’ Preview (for Host and Benefactor level donors only and Competition Artists). This preview takes place in the Academy Art Museum & Waterfowl Festival Building.

July 22, 2022 – Collectors Party (for ticket-holders only)

July 23, 2022 – Quick Draw Competition

July 24, 2022– 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?

Pre-competition: 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.

During the Competition: All competition paintings are eligible to win prizes that are awarded by the competition judge at the Collectors’ Preview Party. The 2022 judge will also select the winners of the Quick Draw Competition.

Who are this year’s Judge and Juror?

Judge: Julia Marciari-Alexander, Executive Director and CEO of the Walters Art Museum

Each year, PAE carefully considers each juror who consequently serves as judge the following competition year. The PAE team was particularly inspired when a juror-turned judge such as Marciari-Alexander brings a fresh bi-coastal perspective and a background rich in representational art to the PAE competition. Julia Marciari-Alexander has served as Executive Director & CEO of the Walters Art Museum since 2013. The fifth director of the Walters, she is the first woman to hold the post. During her tenure, she has overseen the completion of a \$30 million endowment campaign and a major restructuring of the organization. She is inspired by the collaborative work that she and the team at the museum do to create exhibitions and public and educational programs that connect the wide-ranging and diverse communities the Walters serves.

Marciari-Alexander came to the Walters from the San Diego Museum of Art (SDMA) where she served from 2008 to 2013 as the Deputy Director for Curatorial Affairs as well as periods in which she held the positions of Interim Co-Director (2009–2010) and Interim Deputy Director for Education (2010–2011). Before her work with SDMA, she spent more than ten years at the Yale Center for British Art, first as a curator and then as an Associate Director.

She earned her MA and PhD in History of Art at Yale University. She also received an MA in French Literature from New York University and a BA in Art History and French at Wellesley College. Marciari-Alexander is married to John Marciari, the Charles W. Engelhard Curator and Head of the Department of Drawings and Prints at the Morgan Library & Museum in New York. They and their teenage twins, Beatrice and Jack, reside in Baltimore City.

Juror: TBD

What about awards?

Awards will total over \$30,000 and typically include 16-20 awards for competing painters. In addition to cash, the awards for Grand Prize, Artists Choice, Second Place and Third Place also receive an automatic invitation to participate in next year's competition. Additionally, the first prize in Quick Draw and the Quick Draw Alumni Award also receive an invitation to participate as a competition artist the following year.

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

- Attending Orientation on July 14th to get briefed on the comprehensive rules and get canvases stamped.
- Enjoy the Meet the Artists Dinner and Paint Out, on July 16th, to meet collectors & donors as well as enjoy the rich landscape of the Eastern Shore.
- Painting out at various Plein Air Easton events and pop-up sales throughout your stay.
- Participating in Quick Draw where the top prize is an invitation to participate as a competition artist in the 2023 competition year.
- Attending any Zoom orientations and asking questions.
- Listening to the Plein Air Easton podcast (on youtube or your favorite podcast app).

Competition Artists Must Agree to (PLEASE READ):

- Comply with any local or organizational rules or policies around public health or safety (this may or may not include vaccine requirements, testing, or mask policies).
- Paint within specified areas from July 14-21, 2022
- Turn in two completed, framed, PAE competition date-stamped, framed, and ready-to-be hung artworks painted within the specified geographic areas by no later than 11am July 21, 2022.
- Turn in one 6x8 or 8x6 completed, framed, PAE date stamped and ready to be hung artwork painted within the specified geographic areas by no later than 11am July 21, 2022.
- Work must be a two-dimensional medium.
- **The width of all submitted work may not exceed 44 inches including its frame. The height of submitted work may not exceed 50 inches including its frame.**
- All competition work must be completed *en plein air* (materially onsite) without the assistance of photography.
- Pick up any work that is not sold on July 24, 2022 at 4pm OR make shipping arrangements.
- Agree that from one week prior to the event and until one week after the competition:
 - NOT to sell any work done during Plein Air Easton without paying a 40% commission to the hosting organization (Avalon Foundation, Inc.). The same commission applies to any work commissioned during or as a result of participation in Plein Air Easton,
 - Hold inventory pricing for one week prior and one week after the competition.

FAILURE TO COMPLY WILL RESULT IN A 40% FORFEITURE IN YOUR COMMISSION CHECK.

- Agree to price work with a retail price commensurate with one's normal gallery pricing structure.
- Allow images of work entered into the competition to be used by the Avalon Foundation for publicity purposes.