

Friends Of RiverFront

Beloit, Wisconsin *Where Friends and River Meet*

1003 Pleasant Street, Beloit, WI 53511

**Edge of the Rock Plein Air
Professional and Teen Painting Events
June 3-11, 2010
Beloit, Wisconsin**

The fourth annual events are hosted by Friends of RiverFront, a nonprofit organization that brings life to the riverfront with programs that celebrate art, nature, music and community. Participants and their families are invited to attend activities in Beloit during the painting week. For additional information and registration forms visit our website: www.friendsofriverfront.com or call 608-362-0964.

Plein Air, or “in the open air”, is a French phrase to describe a style of painting created in the moment from nature. Paintings are executed outdoors rather than in a studio. Photographs are not used.

RULES FOR THE EVENT

- 1. Each plein air work of art must be started and completed at any time during the Plein Air painting week from June 3 through June 11, 2010 by 12 noon.**
- 2. Each art work must be framed and securely wired for hanging. Art work must be delivered to the judging site, Visit Beloit at 500 Public Street, on Friday, June 11 between 9 AM and 12 Noon. Earlier submissions must be arranged in advance. All forms in the registration packet must be completed when the art is submitted. We reserve the right to refuse any work improperly framed/wired, such as unframed wrapped canvases, stained mats, alligator hangers, etc.**
- 3. Artists may paint any outside subject or scene on the Beloit riverfront between the Grand Avenue and Henry Avenue Bridges and the Historic Downtown District at State Street and Grand Avenue. Registration packets will contain maps and a calendar of local Beloit events during the painting week.**
- 4. Only the following mediums will be acceptable: oils, acrylics, watercolors, pastels and gauche. The artists' canvas, paper or board must be stamped by Friends of RiverFront at registration prior to any work being done. The recommended minimum canvas size is 10X12 unframed. The finished art work must be signed on the front.**
- 5. An unlimited number of canvases, paper or board may be stamped. Only 2 finished pieces of work may be submitted for the judging and**

- sale. The plein air stamp must be visible on the back of each work of art submitted.
6. Canvases must be stamped at Visit Beloit, 500 Public Street at corner of Public and Pleasant Streets on June 3rd and 4th from 9 AM to 4 PM and on Saturday, the 5th, and Sunday, the 6th, from 10 AM to 12 Noon and June 7-11 from 9 AM to 11AM.
 7. Each artist will set a fixed price for their work for the exhibition and sale.
 8. Art work will be judged by three judges. See their bios on the website. Winning art will be adorned with a blue ribbon until the award announcements on Saturday. Criteria will rely on these definitions of painting in the open air: the work captures the momentary effects of sunlight and shadow using color; the work is fresh and free of pretense or detail; the submitted work is more like an impressionist painting than a landscape.
 9. Artists are invited to view the exhibit to select their Artists Choice Award on Friday, June 11 at 6 PM. The Artists Choice award is a portable easel.
 10. The exhibit opens to the public at 6 PM on June 11, 2010 at Visit Beloit 500 Public Avenue. Awards will be announced on Saturday, June 12 around 3 PM. The Professional Division purchase prize awards are \$1,500, \$1,000 and \$750. Honorable mentions of \$250 will also be given. The cash awards in the Teen Division are \$100, \$75 and \$50.
 11. Paintings will be available for sale Saturday, June 12 after the awards are announced. A commission of 30% of the proceeds from the sales will be deducted at the time of sale and the remaining proceeds sent to the artist within 30 days of the sale. Artwork that does not sell must be picked up by the end of July at The Villager, 429 E Grand Avenue.
 12. Artists will be responsible for any and all shipping requirements needed before and after the show.
 13. Friends of RiverFront assumes no responsibility for theft, damage or liability. The artist is responsible for insurance of his or her artwork. We will make our best effort to assure the security of the artwork once it is at the judging site.