



1003 Pleasant Street, Beloit, WI 53511

9<sup>th</sup> Annual Edge of the Rock  
 Plein Air Painting Event  
 Professional and Next Generation Divisions  
 June 3-12, 2015

**Rules for the Event**

**Plein air paintings are accomplished by painting outside to capture the natural effects of sunlight, not from photographs nor finished in a studio.**

**Please read the entire list of rules below which apply to the professionals as well as teens. These rules contain important instructions for the contest and dates for specific events. You will sign the registration form accepting rules of the event.**

**Painting Area** - the Beloit riverfront between Grand Avenue and Henry Avenue Bridges; downtown at State Street and Grand Avenue, and the Confluence – (where the Turtle Creek flows into the Rock River) and the Beloit College campus. A map will be provided at registration.

All artists must register at Visit Beloit, 500 Public Street, prior to any work being done and have canvases stamped. (No exceptions)

**Hours of registration - June 3-10, 2015**

Wed 6/3	Thu 6/4	Fri 6/5	Sat 6/6	Sun 6/7	6/8-10
9-12	9-12 5-7 pm	9-12 Workshop day	By appointment	none	9-12

(No exceptions)

**Time period** - each plein air work must be started and completed from June 3 to June 11, 2015

**Material requirements** - Only the following mediums: oil, acrylic, watercolor, pastel and gouache.

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 10"x12" unframed. The finished art work must be signed on the front.

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.

**Painting submission requirements** -. Bring to **Beloit College - Hendricks Center for the Arts at 409 Pleasant Street (next to Visit Beloit) on Thursday, June 11 between 9 am and 12 noon.** Each art work must be framed and securely wired for hanging.

All forms in the registration packet must be completed by the artist when the art is submitted.

Each artist will set a price for their work for the exhibit and sale.

We reserve the right to refuse any work improperly framed/wired, such as unframed wrapped canvases, stained mats, alligator hangers, etc. We reserve the right to refuse any work if artists sell from the easel.

Art work will be judged by three plein air judges. Winning art will receive a blue ribbon before the awards are announced.

**The exhibit opens** at the Beloit College - Hendricks Center for the Arts at 409 Pleasant Street to artists and sponsors at 4:00 pm on Friday, June 12 and to the public at 5:00 pm. Awards are announced at 5:30 pm.

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.

**Final Requirements** - **Artwork that does not sell must be picked up on Sunday, June 14 from the Beloit College - Hendricks Center for the Arts between 10am and noon.** Any other arrangement must be approved in advance. Art work not picked up will become property of Friends of Riverfront. Call Friends of RiverFront at 608-362-0964 or email Jennifer Kodl at [jkodl@friendsofriverfront.com](mailto:jkodl@friendsofriverfront.com).

Artists will be responsible for any and all shipping arrangements.

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