

San Luis Obispo Art Center presents
San Luis Obispo Plein Air Festival
Prospectus

ABOUT THE FESTIVAL: Now in its ninth year, the San Luis Obispo Plein Air Festival is produced by the San Luis Obispo Art Center. Fifty artists will be selected from the open call for entries to participate in a week-long paint out of the unspoiled landscapes, seascapes and cityscapes of this mostly rural county situated on the California coast midway between San Francisco and Los Angeles. Festival artists will bring both a studio painting and a plein air painting to exhibit in the Art Center's premier gallery space for 4 days, prior to a juried exhibition that opens on Friday. The festival will also include live music, poetry readings, and a kids plein air day during the week. Since 1967, the Art Center has been a vibrant center for the arts in San Luis Obispo, providing exhibitions, classes and arts events. The San Luis Obispo Plein Air Painting Festival is a fundraiser for the Art Center, a 501(c)(3) non-profit organization.

FESTIVAL WEEK: September 27 through October 3, 2010

Early registration is on Sunday, September 26, 11–5 pm. Selected artists register and have their competition canvases stamped at the San Luis Obispo Art Center so they will be free to start painting on Monday at locations of their choice within the county limits. They will also bring-in a studio painting and a plein air painting for the Preview Exhibit at this time. Additional canvases can be date stamped during the week, as needed. A Festival hospitality lounge will be open from Monday through Thursday, 8 am to 5 pm, at the Art Center for the artists—a place to gather and relax, leave messages and get tips about good painting sites, sources for painting supplies, information on good food and local wines. By Friday at noon, artists must deliver three framed pieces painted during Festival Week for the Art Center's juried exhibition AND up to three additional paintings to replace sold work. The exhibition and sale will be held at the San Luis Obispo Art Center Friday evening (ticketed Collectors Party) and all day Saturday and Sunday. On Saturday morning from 9:30 to 11:30 am there will be a Quick Draw paint out around the area near the Art Center followed by a Live Auction of the Quick Draw paintings from noon to 2:30 pm. A party for the artists, hosts and major donors will be held Saturday evening. Festival ends Sunday, 4 pm.

RULES: Entry must be received, either by mail or e-mail, by 5 pm on April 15, 2010

Upon acceptance, artists agree to provide their collector's mailing addresses on a disc or on labels for Festival invitations mailed nationwide. (one-time use only.) Artists agree that their names and images may be used for promotion of the Festival. Accepted images become part of the Festival's archives and may be used for future Festival event promotion. Artists must submit up to three paintings for the juried exhibition and sale and three replacement pieces for sold works. Framed size will be no larger than 36 inches in any dimension. All paintings must be framed and wired for hanging. All paintings entered in the juried exhibition and sale will be sold at a price set by the artist, beginning at the Collector's Party on Friday evening. Once submitted, the stated price of any artwork entered in the juried exhibition or on a replacement piece shall not be changed. Artists may not remove artwork from the exhibition until the end of sales on Sunday, October 4 at 4 pm. Artist must pick up unsold artwork between 4 and 5 pm on Sunday, October 3. Artwork can be shipped at the artist's expense, if prepaid only, with prearranged shipper.

AWARDS: There will be cash prizes for Best of Show, Artists' Choice Award and Peoples' Choice Award. This year's awards judge is Marcia Burt, founding member of the Oak Group and SCAPE (Southern California Artists Painting for the Environment).

SALES: Artwork must be for sale. The artist will set the selling price commensurate with his or her normal pricing structure. A 40% commission on all artwork sold will be retained by the San Luis Obispo Art Center. Artists' checks, with the buyer's names and addresses, will be mailed on October 15, 2010.

LIABILITIES AND RESPONSIBILITIES: By submitting an entry or artwork to this Festival, each artist will be deemed to have accepted this agreement. The cost of shipping and insurance is the sole responsibility of the artist. All reasonable precautions will be taken to ensure the safety and careful handling of the artwork.

San Luis Obispo Plein Air Festival
September 28—October 3, 2010
Entry Form

MAIL OR E-MAIL THIS ENTRY FORM along with your three digital images, bio, with a non-refundable entry fee of \$35. Make checks payable to the Art Center, or use Visa and Master Card for payment.

Mail to San Luis Obispo Plein Air Festival
PO Box 813
San Luis Obispo, California 93406
Or
E-Mail to: Festival@sloartcenter.org

**Complete entry form with images must be received, either by mail or e-mail,
by April 15, 2010 at 5 pm.**

Name: _____
Street: _____ City _____
State: _____ Zip: _____ Website: _____
Telephone: (_____) _____ E-Mail: _____

- \$35 Check payable to the San Luis Obispo Art Center or
 Visa or Master Card # _____ - _____ - _____ Exp. date _____ / _____
 I would like to stay in a private home
 I will make my own plans
 I am interested in State Parks or County Campgrounds

Artists may check the website at www.sloartcenter.org after May 25 for a list of accepted artists. Alternately, artists may call the San Luis Obispo Art Center at 805-543-8562 ext 13 after May 25 to inquire if they have been accepted or e-mail festival@sloartcenter.org with any questions.

Accepted artists will be mailed a packet on May 25 to confirm participation in the Festival. The Art Center will make every effort to provide housing for those who request it.

YOUR ENTRY MUST INCLUDE:

1. Three .jpg images on a mailed CD or e-mailed jpps (All .jpg images must be 5 inches on the longest side, at least 100 dpi, and labeled with artist, title, media, and size in the image's file info.)
All artwork represented should have been painted within the last two years.
2. Entry form completely filled out.
3. \$35 check made payable to the San Luis Obispo Art Center or Visa or Master Card payment
4. Bio or cv.

Questions: contact Karen Kile by e-mail kkile@sloartcenter.org or by phone 805-543-8562 ext 13.
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