

ART IS IN THE AIR EVENT PROSPECTUS

presented by Heart of Brevard



EVENT DATES: September 13-18, 2022, in Brevard, NC.

FEES: \$25 application fee

OVERVIEW: Art is in the Air En Plein Air Festival is a four-day, open enrollment plein air painting event held that concludes with a "Wet Paint" Art Show & Sale on Sunday, September 18th. The event takes place in the beautiful mountainous area surrounding the town of Brevard, NC western North Carolina, from Tuesday, September 13, to Sunday September 18, 2022. The event celebrates the tradition of outdoor painting by welcoming artists from across the region to share their talents and beauty of downtown Brevard and surrounding areas.

Participating artists are invited to explore their choice of locations Tuesday through Friday. A list of recommended locations will be distributed two weeks in advance.

On Saturday, artists are required be stationed at sites throughout the Heart of Brevard downtown district to paint traditionally AND/OR to compete in the Heart of Brevard Quick Draw Competition.

Apply at <https://brevardnc.org/community/artists/>

CALL FOR ARTISTS

PARTICIPATION: We will be accepting up to 25 artists on a rolling juried basis, beginning July 6th.

PARTICIPATION FEES: The event application fee is \$25 and payable via check or PayPal.

Please note that PayPal payments are subject to a \$5 convenience fee. All application fees are nonrefundable.

Checks should be made to Heart of Brevard, list Art is in the Air Fee in the memo line and be mailed to 26 Times Arcade Alley, Brevard NC, 28712.

SALES: All artwork must be for sale during the event. All sales will be handled through Heart of Brevard during the event. 60% of the proceeds of each art piece will go to the artist and the remaining 40% will benefit Heart of Brevard and supporting our mission. Artists checks will be mailed within 30 days of the "Wet Tent" Sale. Artists are required to submit a minimum of two and a maximum of five pieces into the Wet Paint Show & Sale.

ACCEPTABLE MEDIA: Works in the following approved disciplines will be accepted: painting and drawing. Acceptable media include paint, graphite, charcoal, pastel and watercolor. If you have questions about your eligibility, please contact info@brevardnc.org

SIZE REQUIREMENTS: Works to be hung must be no larger than 4 ft. per side (outside dimensions, horizontal and vertical, including frame).

PRESENTATION REQUIREMENTS: All work must be *finished* and ready to hang.

HEART OF BREVARD QUICK DRAW COMPEITION: This is one of the most exciting experiences of the event. Together, artists and spectators are immersed in the creative process. See the scenes and how the artists interpret them. Smell the wet paint and get caught up in the excitement of watching the paintings come to life before your eyes! Heart of Brevard will host a local makers market and food vendors in conjunction with Saturday's events.

The cost to enter the Quick Draw Competition is included with your registration fee for Art is in the Air. Turn in all artworks by 12:00pm. Registration and Canvas/paper stamping begins at 9:00am. Quick Draw ribbons will be awarded. Artwork will be available for sale at the "Wet Paint" Tent Sale on Sunday.

TENTATIVE SCHEDULE

Tuesday, September 13th - Thursday, September 15th

10am-4pm, Daily: Artist Check In

Artists must check in by 4pm on Thursday, September 15th to have their canvas or paper stamped prior to beginning work to be eligible for entry in the Sunday "Wet Paint" Sale.

Tuesday, September 13th - Friday, September 16th

Participating artists are invited to explore their choice of locations Tuesday through Friday. A list of recommended locations will be distributed two weeks in advance.

Thursday, September 15th

4:30pm: Artist Demonstration with Jeff Ripple

Friday, September 16th

5:30pm-7pm: Artist Reception

Saturday, September 17th

On Saturday, artists are required to work in the Heart of Brevard downtown district.

A map and recommended locations will be available two weeks in advance.

10am-12pm: Heart of Brevard Quick Draw Competition (Artists are welcome to participate in the Quick Draw Competition, there is no additional cost to participate).

5pm: "Wet Tent" Drop Off Deadline (Artists may drop off work anytime between 12pm and 5pm on Sunday).

Sunday, August 20th, 2022

10am: Ticketed Patron Preview and Judging

11am -5pm: Public "Wet Paint" Show and Sale

5pm-6pm: Artists collect any unsold paintings.

Sold artwork claimed by purchasers with receipt.

*Schedule subject to change. Final schedule will be distributed two weeks in advance.

LIABILITY

Heart of Brevard (HOB) will not assume any liability for loss or damage to works of art in this exhibition. Although utmost care will be taken to prevent damage, theft, or loss, there can be no guarantee as the exhibition will be in venues open to the public. Entry in the show constitutes agreement with all conditions in this prospectus.

Participating in the exhibit includes permission to sell the art entry and make digital images of exhibited artwork for HOB archives. 60% of the sale proceeds will benefit the artist and the remaining 40% will benefit HOB. If the item is unsold at the sale, the artist may choose to keep the piece or donate the item.

For more information: contact Heart of Brevard at info@brevardnc.org or 828.884.3278

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