

## **ART IS IN THE AIR EVENT PROSPECTUS**

**EVENT DATES:** September 11-16, 2023, in Brevard, NC.

**PARTICIPATION FEES:** \$75 application fee

**OVERVIEW:** Art is in the Air En Plein Air Festival is a six-day, open enrollment plein air painting event held that concludes with a "Wet Paint" Art Show & Sale on Sunday, September 16th. The event takes place in the beautiful mountainous area surrounding the town of Brevard, NC western North Carolina, from Monday, September 11th, to Saturday September 16th, 2023. 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 Monday through Friday. On Saturday, artists are required to be stationed at sites throughout the Heart of Brevard downtown district to work. **A list of recommended locations will be distributed two weeks in advance.**

**PARTICIPATION:** We will be accepting up to 30 artists, selected by our event jury.

**PARTICIPATION FEES:** The event application fee is \$75 and payable via check or Square. **Please note that Square 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.

### **APPLICATION TIMELINE:**

Application Deadline: April 21st

**\*Both applications and application fees are due by April 21st.**

Notification to Applicants: May 1st

**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 support our mission. Artists checks will be mailed within 30 days of the "Wet Tent" 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](mailto: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. Artists are required to submit a minimum of two and a maximum of five pieces into the Wet Paint Show & Sale.

**HEART OF BREVARD PAINT OUT:** 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!

The cost to enter the Paint Out Competition is included with your registration fee for Art is in the Air. Turn in all artworks by 6:30pm. Registration and Canvas/paper stamping begins at 3:30am. Quick Draw ribbons will be awarded. Artwork will be available for sale at the "Wet Paint" Tent Sale on Saturday.

### **TENTATIVE SCHEDULE**

#### Monday, September 11th - Wednesday, September 13th

10am-12pm and 2pm-4pm, Daily: Artist Check In

Artists must check in by 4pm on Wednesday, September 13th to have their canvas or paper stamped prior to beginning work to be eligible for entry in the Saturday "Wet Paint" Sale.

#### Monday, September 11th - Friday, September 15th

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

#### Wednesday, September 13th

5:30pm: Welcome Reception

\*Artists must check in by 4pm on Wednesday, September 13th to have their canvas or paper stamped prior to beginning work to be eligible for entry in the Saturday "Wet Paint" Sale.

#### Thursday, September 14th

4:30pm Artist Demonstration

#### Friday, September 16th

11am-2pm: Painting Drop Off

4pm-6pm: Paint Out Competition

#### Saturday, September 16th

8am-10am: Painting Drop Off

1pm-5pm: Wet Paint Tent Show & Sale

Saturday, September 16th

8am-10am: Painting Drop Off

1pm-2pm: Ticketed Patron Preview

1:15pm: Paint Out Competition Award Ceremony

2pm-5pm: Public Wet Paint Show & Sale

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

\*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](mailto:info@brevardnc.org) or 828.884.3278

