



# Plein Air Artists Colorado

22<sup>nd</sup> Annual National Juried Fine Art Exhibition and Sale  
October 5-28, 2018



828 Main Avenue  
Durango, CO 81301  
970.247.3555

---

## PROSPECTUS

---

Please read this prospectus carefully before entering.

**AWARDS:** *Last year nearly \$20,000 in prizes (cash and merchandise) were awarded*

**JUROR OF AWARDS:** Gerald Merfeld

**SELECTION JURORS:** Entries will be independently scored by a panel of nationally recognized, professional plein air artists, who are signature members in at least one major national art organization. PAAC keeps the names of the selection jurors anonymous. The Juror of Awards is not involved in the selection process.

**ONLINE CATALOGS:** Both PAAC and Sorrel Sky Gallery will have online catalogs of all accepted works on their respective websites.

**ADVERTISING OPPORTUNITIES:** Publication Sponsors will offer **all** PAAC members special group advertising rates for September issues. Participation is encouraged and recommended for this prestigious event.

---

## EXHIBITION CALENDAR

---

*Mark these dates on your calendar!*

**May 15, 2018** Deadline to submit entries at CaFÉ [www.CallForEntry.org](http://www.CallForEntry.org).  
Last day for entries is May 15th at midnight, mountain time zone...**no exceptions**.  
Jurying begins the following morning.

**By May 31, 2018** Entrants' notification letters will be e-mailed, and accepted artwork posted online thereafter.

**September 24, 2018** Shipped works can begin arriving at gallery

**September 29, 2018** Final date for shipped artwork to arrive at gallery. This is the absolute final date.

**September 30, 2018** Drop off of artworks in person  
Hand-delivered work must arrive at the Gallery between 11am and 5pm and **must** be wrapped in bubble wrap.

**September 30, 2018 and October 01, 2018** Uncrating of shipped works

**October 1, 2018 to October 04, 2018** PAAC Destination Paint Out in Durango – group painting days

**October 1, 2018 to October 03, 2018** Hanging of artworks

**October 5, 2018, morning** Plein Air Demo and Q&A session by Awards Judge Gerald Merfeld

**October 5, 2018** Opening Reception and Awards Presentation from 5pm to 7pm.  
Come see the artwork in person, vote for Artists' Choice, and see who wins top awards.  
Artists' Choice Awards will be announced after the opening, to expedite the ceremony.

**October 5, 2018 to October 28, 2018** Exhibition of artworks

**October 6, 2018** Demos at Gallery

**October 29, 2018** Packing, shipping and pick-up of unsold artwork between 11am and 5pm.

**By November 30, 2018** Payment to show artists of sold works.

---

## ELIGIBILITY and REQUIREMENTS

---

### ELIGIBLE

- Open to all current PAAC Members.  
Membership information: [www.pleinairartistscolorado.com](http://www.pleinairartistscolorado.com)
- Must be two-dimensional media, *excluding* photography, fiber and digital media.
- Only original paintings *completed “en plein air”* in 2016, 2017 and until the deadline in 2018 are eligible.
- Maximum unframed size 320 square inches. (e.g. 16” x 20” would equal 320”)

### NOT ELIGIBLE

- No studio paintings. Still life paintings will not be accepted unless clearly completed outdoors.
- Work done in class and/or under the guidance of an instructor is not eligible for entry.
- Works that have been exhibited in previous PAAC shows are not eligible for entry.
- An artist who withdraws an entry after acceptance into the exhibition shall not be eligible to enter any PAAC exhibition for the two succeeding years.
- Digital images are assumed to be accurate representations of the entrant’s original artworks. Artwork that differs markedly from the submitted image will be disqualified.

## SALES

- Minimum sale price \$450
- Price specified in CaFE will be the price listed throughout the show and is a retail price; no late changes.
- Work **MUST** be available for sale. Any accepted work which is presold **MUST** be included in the show.
- Gallery/PAAC commission applies (50% Artist , 40% Gallery, 10% PAAC)
- Discounts on sales may be arranged between each artist and Gallery. The Gallery will call the artist if an opportunity arises and the artist can determine whether they approve and dictate terms.
- Layaways will be considered the day the show closes and, if a piece remains unsold, and the artist approves, Gallery will initiate a layaway with the information provided.

## ENTRY REQUIREMENTS

**By entering into the show, all participating artists agree to the requirements herein.**

There will be no exceptions to deadlines, specs or rules.

Entry submission is through CaFÉ only. See below for details.

The artist retains copyright to his/her image(s), however, by submitting to this show, artist agrees to PAAC's use of the images for publicity (including future PAAC event promotion) and archival purposes.

Artist is responsible for any shipping charges to and from the exhibition. Artist is responsible for insuring his/her own work during transit.

All fees, for example, Member dues, Entry fees Shipping fees, etc. are non-refundable, whether or not work is accepted and/or presented for exhibition. Entry fees and current year dues must be received prior to jurying or application will not be deemed complete.

Artist is solely responsible for completing application through the CaFÉ system. Only completed applications with fees paid will be considered.

## ENTRY FEES

*Entry fees are Non-refundable*

- \$45 for up to 3 submissions.  
Additional \$10 may be submitted for 1 more image (total of 4= \$55).
- Entry fees paid on CaFÉ site.
- Artist may submit up to 4 images, but a maximum of 2 may be selected to hang in the show.
- A minimum of 3 submissions is required by CaFÉ.  
If entering only 1 or 2 images, fill in the remaining 1 or 2 entries with either blank JPGs sized to CaFÉ specifications, or use the same image and name it “Duplicate Entry.”

---

## HOW TO ENTER

---

*All submissions are to be made online at CaFÉ.*

### CaFÉ INSTRUCTIONS



1. Open for entries through MAY 15, 2018, midnight (mountain time).
2. Register/Log In at <https://www.callforentry.org/>  
Questions? Go to <https://www.callforentry.org/faq.phtml>
3. Go to My Portfolio and upload your images.
  - Your work is juried from the images you submit, so be sure they are good quality.
    - Blurry, poor quality images are not acceptable.
    - If in doubt, hire a professional photographer.
  - Images should be cropped to only show the artwork, no frames.
  - All images must be formatted to certain specifications in order to upload them successfully into the system. There is information on formatting images in CaFÉ Help. [https://www.callforentry.org/image\\_prep.phtml](https://www.callforentry.org/image_prep.phtml)
4. Select up to 4 images from your image portfolio.
5. Then go to APPLY TO CALLS, sort by Application Deadline and scroll down to 5/15/18. Or sort by Name, and scroll down to Plein Air Artists Colorado 22<sup>nd</sup> National Juried Fine Art Exhibition and Sale.
6. Click on VIEW MORE INFO or APPLY TO THIS CALL
7. Submit application. (answer questions)
8. Check Out: Pay the \$45 (or \$55) entry fee online with PayPal, a credit card, or mail in a check payable to PAAC with “**Show Entry**” in the Memo line, to:

Plein Air Artists Colorado  
1659 Peridot Ct  
Castle Rock, CO 80108

***Please note: Your images will NOT be available to jury until we receive your check, so if you are paying by check, don't leave your entry until the last week. If entering at the last minute, you MUST pay with a credit card. The Jury starts one day after the deadline.***

9. When application is submitted, artists immediately receive email notifications from CaFÉ. If you do not receive this email, you may not be entered. Check your spam folder first, and then check at CaFÉ.
10. *If you have not paid your 2018 membership dues*, you may go to <https://pleinairartistscolorado.wildapricot.org/Join-or-Renew> to pay online with a credit card or via Paypal. There are instructions there if you prefer to mail a check. You cannot pay your membership dues at CaFÉ.
11. *You will receive notification on whether your artwork was accepted by May 31, 2018 via email from* [info@pleinairartistscolorado.com](mailto:info@pleinairartistscolorado.com). Make sure this address is listed in your address book, or check your junk folder if you do not see it.

---

## ACCEPTED ARTWORK

---

## FRAMING

1. Paintings must be professionally framed in a fine art gallery-quality wood frame, OR Gallery wrap with finished edges.
2. Must be wired and ready to hang. No sawtooth hangers.
3. Inappropriately framed pieces may not be hung, at the gallery's discretion. Gallery will allow artist to reframe the piece in an acceptable frame, at artist's expense, to remain in the show.
4. Works on paper must be under glass or Plexiglas.
5. Attach a label to the back of the artwork with the following information:

Artist's Name \_\_\_\_\_

Artwork Title \_\_\_\_\_

Medium \_\_\_\_\_

Size: H \_\_\_\_\_ W \_\_\_\_\_

Price \$ \_\_\_\_\_

## DELIVERY TO GALLERY

Sorrel Sky Gallery  
828 Main Avenue  
Durango, CO 81301  
970.247.3555

Artists will be responsible for getting their work to the gallery in one of three ways:

1. Hand deliver artwork to gallery on Sunday, September 30, 2018, between 11am and 5pm.
  - Make sure label is filled out and attached to the back of the artwork.
  - Must be wrapped in bubble wrap.
  - Label again on the outside.
2. Hand deliver artwork to a central location specified by PAAC in Denver or the Western Slope.
  - PAAC has volunteers to take artwork to Durango from the Denver area, and will solicit volunteers from the Western Slope to do the same.
  - To prepare artwork for transit:
    - Make sure label is filled out and attached to the back of the artwork.
    - Wrap in bubble wrap and seal in a box.  
Or, place cardboard on both sides of artwork, wrap in bubble wrap on the outside, and tape.
    - Label again on the outside.
3. Ship artwork to the gallery, to arrive between September 24, 2018 and September 29, 2018. A handling charge of \$25 per box payable to Sorrel Sky Gallery will be required for all shipped entries

All shipped work should include:

- Prepaid shipping label.
  - ***Art shipped without a prepaid return label will not be displayed until a return label is provided. Failure to provide a prepaid return label will result in a \$25 handling fee in addition to the bill for return shipping.***
- Identification tags attached to back of each accepted work.
- It is recommended that artists use either Masterpak or Airfloat boxes for shipping.
- For pieces shipped with glass, neither PAAC nor the Gallery is responsible for breakage or replacement.
  - We suggest you use Plexiglas.
  - It is suggested that artists who ship glass should always cover it with a product called “glass skin” which is available from the Masterpak company... it holds the glass together in case of breakage in transit, is easily peeled off, and may be re-used if handled carefully.  
[http://www.masterpak-usa.com/cat\\_215\\_glassskin.htm](http://www.masterpak-usa.com/cat_215_glassskin.htm)
- ***Include the handling charge of \$25 per box, payable to Sorrel Sky Gallery for each box in the shipment. to cover unpacking, storage of shipping boxes and repacking.***
- Accepted artists will be responsible for shipping and insurance both ways.

## **RETURN OF UNSOLD WORK**

October 29, 2018 between 11am and 5pm

1. Hand-delivered work to be picked up by artists at the gallery.
2. Work that was delivered by volunteers from Denver and Grand Junction to be packed and returned to the same central locations in Denver and Grand Junction for artist pickup.
3. Shipped work will be returned to artists using the return address labels they provided.
4. All unsold artwork not picked up or shipped will become the responsibility of PAAC, and a representative of PAAC will take custody of such paintings, and held for a limited time only. Works not picked up from PAAC by November 30, 2018 will become the property of PAAC and will be disposed of at PAAC's discretion.

## **LIABILITY**

All entries will be made at the risk of the entrant.

Artists are responsible for insuring their work during transit.

Sorrel Sky Gallery will provide insurance on all works in the show while they are on the gallery premises for the same value as the percentages specified in Sales.

Although PAAC and its members will use their best efforts to prevent such occurrences, neither PAAC, its members, nor any other organization connected with the show is responsible for loss or damage from any cause, including shipping, handling, repacking, transport. Any loss or damage during the show is limited to the described insurance provided by Sorrel Sky as stated in the previous paragraph.

By submitting this application, Artist is agreeing to these terms.

## **QUESTIONS?**

Show info will be posted on the website: [pleinairartistscolorado.com](http://pleinairartistscolorado.com)

Email: [info@pleinairartistscolorado.com](mailto:info@pleinairartistscolorado.com)

-END-