



# *Call to Plein Air Artists*

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## Capitola Plein Air

Thursday, Nov 1–Sunday, Nov 4, 2018

Join us for creativity, camaraderie, and beautiful artwork at the 4<sup>th</sup> Annual Capitola Plein Air event!

- Over \$2,500 in Prizes
- Three Full Painting Days
- Sell Your Work at the Exhibition

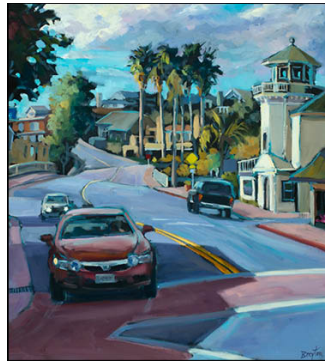
Judge:  
Terri Ford

Registration  
Deadline  
August 1

[www.capitolapleinair.com](http://www.capitolapleinair.com)

Breylon

Welcome to Capitola Art & Cultural Commission's fourth annual Capitola *Plein Air* juried competition, exhibition and sale! **We invite you to apply to paint *en plein air* all around Capitola November 1st-3th, 2018, and compete for the blue ribbon on Sunday, November 4, 2018.**



## *Call to Plein Air Artists*

Capitola Plein Air

November 1-4, 2018

## JUDGE: Terri Ford

- **Online submission deadline: Tuesday, August 1st 2018**
- Entry form must be filled out in its entirety. List sizes up to the nearest inch. Submitted images must not include matting or frame. Crop the photos to include only the artwork. Be sure your images are right-side-up.
- Before uploading your images, make sure they are smaller than 4MB, but at least 1920 pixels on the longest side at 72 dpi. Images should be in JPEG format, sRGB color space. Help in photographing your work and properly sizing your images can be found at: [OnlineJuriedShows.com/help.aspx](http://OnlineJuriedShows.com/help.aspx). If you need help entering your images or are unable to, please contact <https://onlinejuriedshows.com/Contact.aspx>
- Please add [Services@OnlineJuriedShows.com](mailto:Services@OnlineJuriedShows.com) and [Manager@OnlineJuriedShows.com](mailto:Manager@OnlineJuriedShows.com) to your safe senders list to ensure notifications are received.
- The entry fee is \$50.
- **Artists will be notified of acceptance by August 15, 2018.**

### PRIZES

- 1st Place: winning entry will be purchased for \$1,500, added to the City's public art collection, and may be featured in subsequent promotion for the event.
- 2nd Place: winning entry will be purchased for \$800, and added to the City's public art collection.
- Honorable Mentions: Ribbon only
- People Choice, Artists Choice and others: varies

### SALES

- Artists may sell their works, provided they were painted during the course of the event.
- Capitola Plein Air will collect all sales, and responsible for all transactions, record keeping, and collection of sales tax on your behalf. Commissions will be payable within 30 days after the close of the exhibition. Artists will be responsible for reporting and paying sales tax to the Board of Equalization.
- The commission on sales is 30%, with artists retaining 70% of sale price.

A few important rules to note:

- The registration process is juried, and artists work will be reviewed. Not all entrants will be invited to attend.
- Works in any medium are welcome in the competition and exhibition/sale.
- You may paint any subject from any location, outdoors, within Capitola city limits. You may also paint views of Capitola from a distance!
- Saturday, November 3rd is a mandatory painting day, 10am-2 pm.
- There is no limit to the size of the work created, provided that, framed, it does not extend beyond the allotted display area. The display area allotted to each artist is 36"x 80."
- No hosted lodging or transportation is provided to artists.

#### SCHEDULE and DETAILS

##### THURSDAY, NOVEMBER 1

- Welcome Table, canvas stamping, and snacks available 8:00-10:00 am at the community room downstairs at City Hall. Long-term metered parking is behind and above City Hall. When you check in on the painting days, we will stamp your canvas and give you an event name tag.
- Only stamped works created during the event will be accepted into competition and exhibition.
- You may stamp as many blanks as you think you will paint during the weekend.
- **Painting begins!**
- After 10 am, you may have canvases stamped upstairs at City Hall main office, during business hours 9-5 (closed 12-1)

##### FRIDAY, NOVEMBER 2

- Media Day! To participate, set up your easels 9-11 AM on the wharf, or at the Esplanade.
- You may have canvases stamped upstairs at City Hall, during business hours 9-5 (closed 12-1)

SATURDAY, NOVEMBER 3

THIS IS THE ONLY MANDATORY PAINTING DAY.

- 8:30-2pm Check in and Canvas Stamping Welcome Table location at Esplanade Park (look for our balloons).
- Please check in even if you don't need any more canvases stamped. We would like to know where you think you might be painting. Pick up some extra postcards to hand out to interested people who find you painting, and invite them to the exhibition.

SUNDAY, NOVEMBER 5 (DAYLIGHT SAVINGS TIME BEGINS)

- 8:00 – 10 am: Artists check in, set up and display works for sale at New Brighton Middle School Performing Arts Center. Please park in the lot on Washburn Avenue, and bring artworks in through the rear entrance. You may hang up to three finished pieces for judging on your designated 36"x 80" panel.
- 10-11:00 am: Judging
- 11:00 Doors open to the public, art sales and pop up art-making begin. After judging is complete, you may hang additional works for sale, provided you do not extend beyond the edges of the display panel.
- 3 pm: Awards presentation. People's Choice and other special award winners will be announced.
- 11-4 pm: Jazz ensemble performs live, while pop up art-making and fine art sales continue. A bag lunch will be provided to facilitate your presence at the event.
- 4-5 pm: Artists load out unsold works.

IMPORTANT NOTES

- All works competing in the professional division must be signed, framed and wired. No sawtooth hangers, please.
- Artists working in oils are encouraged to utilize floater frames if needed, no gallery wrap will be accepted.
- The display area allotted to each artist is 36"x 80." Framed works must not extend beyond the edges of the display area.
- **All works displayed must have been painted during the event.** No studio paintings, please.
- All paintings displayed between 10-11 am will be considered part of competition. They must be completed, framed, signed, and displayed at the panel provided by 10 AM on Sunday, November 5th.

- By participating in the competition, you give your permission for the city to use images of you or your work in promotion of this or subsequent Commission or City events .

#### ART SALES

- The commission on sales is 30%, with artists retaining 70% of sale price.
- Capitola Plein Air will collect all sales, and responsible for all transactions, record keeping, and collection of sales tax on your behalf. Commissions will be payable within 30 days after the close of the exhibition. Artists will be responsible for reporting and paying sales tax to the Board of Equalization.
- All artists may sell any works painted during the event. Artists may also sell artwork at their painting site, and will be subject to the 30% commission. Please be honorable about sales made on painting days. Works sold before Sunday exhibition are not eligible to compete for a prize.
- The display wall for each artist at the sale is 3'-0" x 6'-8". All works displayed at Sunday's sale must be framed, and must not extend beyond the edges of the display area.
- All paintings on display must be available for purchase.

#### PARKING AND LODGING

- While we wish we could provide alternate transportation solutions for artists, at this time we have no shuttles, or carpools arranged for the event. Artists are responsible for all transportation, movement of supplies and artworks, and parking.
- No hosted lodging is provided to artists. We know this can be a difficulty for artists, and understand that you may choose not to register for the event.
- On exhibition day, plenty of parking is available at New Brighton Middle School Performing Arts Center. Volunteers will be nearby to help out with unloading on exhibition day, but having a helper with you is not a bad idea.

As for parking on painting days:

- 220 parking spaces available in the new Beach and Village Parking Lot 2 (lower), located behind City Hall at 420 Capitola Avenue. Access to Beach and Village Parking Lots 1 & 2 (Upper and Lower) is on Capitola Avenue, Bay Avenue and Monterey Avenue.
- Long term parking (up to 12-hour) is available at the Beach and Village Parking Lots 1 & 2 (Upper and Lower) and on Cliff Drive west of the Village. **On Saturday, artists may park with the free parking pass provided. The passes are valid only at the Beach and Village Parking Lots 1&2. They are not valid for any metered parking spaces. Do not lose your parking pass; it is not replaceable.**

- All other times and locations, plan on paying for parking at the pay stations. The rate for these spaces is up to \$1.50 per hour. Vehicles may be cited if they remain in the same space longer than posted hours, regardless of payment for more time. Vehicles must be moved to another space to avoid ticketing.
- Seasonal residential parking enforcement ends September 20th, so free parking will also be available in many neighborhoods surrounding the village. Please be respectful of residents.
- The pay stations accept cash (\$1.00 & \$2.00 Bills Only), debit cards and credit cards, and operate everyday from 8 a.m. to 8 p.m.

#### PUBLIC RESTROOMS

Restrooms are available at City Hall, Esplanade Park, and the wharf. [See map.](#)

#### LODGING

General info about lodging options [can be found here.](#)

#### ABOUT THE ART & CULTURAL COMMISSION

The Capitola Art and Cultural Commission also produces other cultural events, such as the Twilight Concerts, Summer Movies at the Beach, and the Art & Music at the Beach Series. They instigate the call for all new works in the City's Public Art Collection, and recently released a free iOS app that provides information about local historic sites and public art, the "Capitola Self-Guided Tour of Public Art and Historic Sites," available at the Apple app store. More info at <http://www.cityofcapitola.org/acc/page/art-cultural-commission>