

Artist Call

Pacific Northwest **Plein Air 2010**



To Our Website

www.columbiaarts.org

Paint-Out and Competition
In the Columbia River Gorge
August 26 – September 26, 2010

HOW TO APPLY

Applicants are asked to submit 6 digital images and an artist statement through www.callforentry.org (CaFÉ™). Please visit the [CaFÉ™ website](http://www.callforentry.org) for complete instructions on how to apply. The entry fee is \$25. All applications must be submitted by midnight (Mountain Time) on June 30, 2010. Columbia Center for the Arts will not accept applications directly.

ELIGIBILITY

Any resident of the United States and Canada is eligible to apply. However, upon acceptance, artwork delivered to the exhibition must have been painted on location (in Plein Air) in the last two years in the Pacific Northwest: British Columbia, Washington, Oregon, California, Idaho, or Montana.

DEFINITION

For this exhibition, at least 85% of the painting must be completed onsite and outdoors to be considered "Plein Air."

LOCATION

The Pacific Northwest is Plein Air Painter Paradise. Each year, artists gather in the Columbia River Gorge to take in the stunning beauty of its black basalt cliffs, ribbon-like waterfalls, and lush fir forests. In November 1986, Congress recognized the unique beauty of the Gorge when it made it the nation's first National Scenic Area. In a very small area, there is a diverse range of climate zones for artists to paint.

Nestled along the Columbia River, Hood River sits between the two snow-capped volcanoes Mt. Hood and Mt. Adams. Only a 10 minute drive to the East takes you to the Transitional Zone where the Cascade Mountain Range meets the Desert. The High Desert and Deschutes River are 35 minutes further. To the West, visitors can wander the temperate rain forest and discover

alpine lakes and streams. Portland is 1 hour West of Hood River and the scenic Oregon Coast is 2.5 hrs West of Hood River.

SELECTION PROCESS

Phase 1: Artists interested in being featured in the Plein Air Exhibition in September need to apply now and be pre-screened through CaFÉ in order to be included in the Pacific Northwest Plein Air Exhibition. During this initial review, a panel comprised of regional art collectors, artists, and arts professionals will evaluate the submitted images to determine if the artist will be invited to participate in the exhibition in September. Approximately 30 artists will be selected based on the Plein Air images they submit. However, the submitted images are not necessarily pieces which are committed to the show; it is our hope that the selected artists will create new pieces specifically for the exhibition and participate in the hosted Paintout Event. All artists who apply will receive electronic notification of the results of the screening process. Notification will be sent to the email address supplied when applying through CaFÉ.

Phase 2: The Artists identified by the screening committee will be featured in the September Exhibition. Accepted artists are highly encouraged to participate in the paint out event during the week prior to the show opening. Participating in the Paintout is not mandatory, but we do recommend it as, historically, the majority of the artwork sold during the exhibition is created during the Paintout.

All artwork must be original in concept and executed by the artist within the last two years. Compositions taken from published material or involving copyright infringement issues will not be considered. No student work under supervision is eligible. No work previously featured in the Columbia Gorge Region will be accepted. Artists may deliver up to 6 pieces, with the understanding that there may not be room for all entries in the show; at least 4 pieces will be shown by each accepted artist. Accepted artists will receive follow up instructions including a detailed prospectus and a site map of the Paintout locations.

IMPORTANT DATES

April 29 - CaFÉ begins accepting applications
June 30 - Last date to submit application via CaFÉ Web site
July 15 - Notification e-mailed
Aug. 26 - Aug. 30 - Paint out dates
Aug. 30 - Artwork to be delivered to the gallery no later than 5pm
Sept. 2 - Collector's Preview Party
Sept. 3 - Exhibition opens, public reception 6-8pm
Sept. 25 - Quick Draw
Sept. 26 - Exhibition closes

EXHIBITON JUROR

We are pleased to announce that the juror for the 2010 Pacific Northwest Plein Air Exhibition is Ned Mueller. Ned is a respected member of the Plein Air Painters of America, a resident of the

Pacific Northwest, and an exceptional judge for Plein Air painting.

<http://www.nedmueller.com/>

Once the exhibition is hung, Ned will select the top paintings which will receive ribbons, cash awards and/or gifts.

AWARDS AND PRIZES

1st Place • 2nd Place • 3rd Place

Artists Choice • People's Choice

Prize details to be announced at a later date.

SUBMISSION

Fine art media will be accepted in the following categories:

Oil • Acrylic • Watercolor • Pastel

SIZE

Artwork, including frames, shall not exceed 50 inches in either direction. Minimum image size 2" x 3".

PRESENTATION

Artwork must be professionally framed,* wired and ready for hanging. Required details include: Wire in good condition, flat D-rings used on frames, cleaned up canvas edges without visible staples. No work will be accepted with screw-in eye hooks (unless the eye hooks are not protruding beyond the back of the frame) or metal tooth hangers. If you don't know what these are - please ask and we will be happy to explain.

*Contemporary painters sometimes present their work unframed. This will be acceptable as long as the canvas or wood edge is at least 1.5" thick, and the edges are finished in a professional manner with cleaned up canvas edges and without visible staples. All other hanging requirements will be the same.

SALES

Work must be FOR SALE and priced with intent to sell.

- 60% to the artist
- 40% commission supports Columbia Art Gallery, a non profit community art gallery

SHIPPING

If you live outside the local area and wish to ship a piece to or from the show, all packaging, shipping, insurance and related costs are the responsibility of the artist. Artist is to provide all packing material (box, foam, label) for artwork that will be mailed back to artist after the show. Artist will also make arrangements in advance to cover shipping costs.

EXHIBITION DELIVERY AND PICK UP

All hand-delivered artwork must be delivered to Columbia Art Gallery prior to or on Monday, August 30 between noon and 5:00 pm. You may also ship artwork in advance to arrive prior to or on Monday, August 30, 2010 to Columbia Art Gallery, 215 Cascade Street, Hood River, OR 97031.

All artists will fill out an Artwork Submission form for artwork entries that includes: Artist Name, Title of Work, Size and Price. This list is your receipt for entries, and must be presented when picking up any and all work.

Please pick up all unaccepted entries.

Accepted entries, regardless of whether they are sold, may not be removed until close of show. All unsold works must be removed promptly at the end of the show to make room for the next show. Art not picked up within 60 days after the close of the show will become property of the Columbia Art Gallery.

ABOUT US

Columbia Center for the Arts is an independent 501(c)(3) organization in downtown Hood River, Oregon. Within the Art Center is the Columbia Art Gallery, a 141-seat black-box Theater, and an Education & Studio facility; these three components serve virtually every segment of the Gorge community. For more details about any of our programs, please visit our website: <http://www.columbiaarts.org/>



INFORMATION

We have tried to ensure that the application information and instructions are clear and complete. Please consult the CaFÉ Web site for information about how to prepare digital images or complete an application. For technical support, contact CaFÉ at cafe@westaf.org Monday through Friday, between 8:30 am and 5 pm Mountain Time. For questions about eligibility and other requirements, contact Columbia Art Gallery at galleries@columbiaarts.org or 541-387-8877 x 115. All questions should be made attention to Celeste Bergin, Exhibition Curator.