



## 2024 Plein Air Event

### September 5 - 8, 2024

The 2024 Plein Air Event, in conjunction with the 23<sup>rd</sup> Annual International Worldwide Artist Paint Out, offers four days of art and adventure in the North Georgia Mountains. Designated as one of the top five Art Towns in Georgia by Georgia Council for the Arts and the Georgia Municipal Association, Blue Ridge provides a multitude of opportunities to capture the spirit of plein air art. The 2024 Plein Air Event provides master workshop, a Quick Paint event, silent auction and county-wide paint outs, all of which culminates in the Plein Air awards and exhibit on Sunday.

The 2024 Plein Air Event is an open invitation to all artists, amateur and professional, to paint the natural beauty of our area. Artists are welcome to bring their easels and capture the awe-inspiring fall scenes of Fannin County & Blue Ridge, Georgia. This year's event offers a special workshop with renowned plein air artist, and this year's judge, John Guernsey. Our Quick Paint event for awards will be at Serenberry Vineyards & Winery on Friday.

On Sunday, September 8<sup>th</sup>, artists will return to the Art Center to submit up to two (2) pieces of artwork for judging and exhibition. Prizes totaling \$1,000 will be awarded for this year's event.

We encourage all participating artists, 18 years or older, to submit their Plein Air artwork for our Plein Air exhibit on display from September 10<sup>th</sup> through October 13<sup>th</sup>, 2024 in our Studio Gallery. All artwork on display will be exhibited during the Blue Ridge Mountains Arts Association's 2024 Fall Arts in the Park festival, which is estimated to have over 7,000 attendees in two days.

Pre-register for this event by submitting an event registration form to the Blue Ridge Mountains Arts Association via email at [BlueRidgeArts@gmail.com](mailto:BlueRidgeArts@gmail.com) or via mail or hand delivery to the Art Center at 420 West Main Street, Blue Ridge, GA 30513. Registration for John Guernsey's workshop is **not** included in Plein Air event registration. Please contact [BlueRidgeArts.programming@gmail.com](mailto:BlueRidgeArts.programming@gmail.com) for registration & workshop information or visit our website at [www.blueridgearts.net](http://www.blueridgearts.net).

**Thank you to our participating sponsors:**  
**Serenberry Vineyards & Winery**  
**Fannin County Chamber of Commerce & CVB**  
**John Guernsey**

Blue Ridge Mountains Arts Association and Art Center  
420 West Main Street, Blue Ridge, Georgia 30513  
Phone 706.632.2144

[blueridgearts@gmail.com](mailto:blueridgearts@gmail.com) <http://blueridgearts.net>

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## 2024 Plein Air Event

### SCHEDULE OF EVENTS

#### **THURSDAY, September 5**

#### **9:30am to 4:30pm – John Guernsey’s “Plein Air Painting: Capturing the Light” Workshop**

Space is limited; please contact [BlueRidgeArts.programming@gmail.com](mailto:BlueRidgeArts.programming@gmail.com) for workshop information and registration. Artworks created during the Workshop are **not** eligible for Plein Air Event judging and awards on Sunday, or to hang in the event exhibit.

**\*CLASS REGISTRATION is not included in the standard event registration\***

#### **THURSDAY, September 5**

#### **9am – FIRST DAY of Check-in at the Art Center**

Check-in includes registration for paint-out, quick paint event on Friday, participation in the Silent Auction, and the awards event on Sunday. Welcome information, event badges, and maps of the area will be provided. Approved canvas, etc. will be stamped at this time.

#### **FRIDAY, September 6**

#### **9am – Check-in at the Art Center**

Check-in includes registration for paint-out, Quick Paint event on Friday, participation in the Silent Auction, and the awards event on Sunday. Welcome information, event badges, and maps of the area will be provided. Approved canvas, etc. will be stamped at this time.

#### **2:30pm – Plein Air Quick Paint Event Check-in at Serenberry Vineyards & Winery**

Serenberry Vineyards & Winery, located at 450 Tipton Trail in Morganton, within Fannin County, has opened their incredible property to our fall event. Serenberry is a welcome addition to our fall event with incredible views and vineyards and a cozy wine tasting area, not to mention some of the best Plein Air Painting spots in Fannin County! For more information, please visit their website at [www.SerenberryVineyards.com](http://www.SerenberryVineyards.com).

#### **3pm – 4:30pm - Quick Paint Event at Serenberry Vineyards & Winery**

Artworks created during the Quick Paint event will be offered to the public during a silent auction sale on Saturday, September 7<sup>th</sup> and Sunday, September 8<sup>th</sup>. Each artist may enter one (1) piece in the Silent Auction. These works are not eligible for Plein Air Event judging and awards on Sunday but will be eligible to hang in the event exhibit.

#### **5pm – Quick Paint Judging**

Following the judging, participating artists of the Quick Paint event are encouraged to explore the property, relax and mingle with fellow artists at Serenberry Vineyards & Winery.

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## 2024 Plein Air Event

### **SATURDAY, September 7**

**9am – Check-in at the Art Center. All day paint-out.**

### **12pm – Quick Paint Silent Auction Submission DUE at the Art Center**

Participants of the Quick Paint event are encouraged to submit their Quick Paint artwork for our Annual Plein Air Silent Auction here at the Art Center. **NO LATE SUBMISSIONS will be accepted.**

### **1pm – Quick Paint Silent Auction Begins**

The Quick Paint Silent Auction will be available to the public for bidding and will be on display at 1pm Saturday, September 7<sup>th</sup> through Sunday, September 8<sup>th</sup> at 4pm.

### **SUNDAY, September 8**

**10am – Art Center will begin accepting submissions for exhibit and awards**

### **2pm - Plein Air Event Submissions are Due**

All participating artists must return to the Art Center no later than 2pm with artwork ready for hanging and judging. BRMAA staff will begin hanging artwork for judging promptly at 2pm. **NO late submissions will be accepted.**

### **3pm - Judging begins at the Art Center**

Wine, sponsored by Serenberry Vineyards & Winery, will be made available for guests and artists awaiting the awards ceremony and are encouraged to make their final bids on the Quick Paint Silent Auction artworks.

### **4pm - Quick Paint Silent Auction Closes / Awards are Announced**

Prizes for 1<sup>st</sup> place, 2<sup>nd</sup> place, 3<sup>rd</sup> place, and Honorable Mention will be awarded. Wine will be made available for guests and artists during the awards ceremony.

The Blue Ridge Plein Air Event is an event and exhibition for cash awards and prizes.

### **Exhibit Schedule**

**Tuesday, September 10 – Sunday, October 13, 2024** - Plein Air Event Exhibit on display at the Art Center (Gallery hours Tuesday - Saturday, 10am-6pm; Sunday, 11am-5pm; closed on Monday).

**Tuesday, October 15, 2024** - Artists pick up artwork between the hours of 11am and 4pm at the Art Center.

**For local area accommodations, please contact the Fannin County Chamber of Commerce & CVB 706.632.5680 [www.BlueRidgeMountains.com](http://www.BlueRidgeMountains.com)**

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## 2024 Plein Air Event

### Eligibility and Event / Exhibition Details

All artists must be 18 years or older. All artworks must be completed in the Fannin County / Blue Ridge area on September 5 through September 8, 2024 on stamped canvases. The artist will supply their blank canvases and the canvases will be stamped at the Art Center with an approved insignia beginning on September 5, 2024. Only artwork with approved event stamp will be permitted in the exhibition & for sale. In addition, all works must be suitably framed. Wire hangers must be attached and ready to hang. All artwork exhibited must be “for sale” – artwork marked “not for sale” or “NFS” will not be accepted.

### Entry Fee

Please submit a non-refundable entry fee of **\$30.00 for members and \$35.00 non-members**. Entry fee includes entry to paint-out, Quick Paint event and submission for juried awards & exhibit. Up to two (2) works of art may be submitted for judging.

### Workshop

Workshop is NOT included in entry fee. Please contact Blue Ridge Mountains Arts Association for workshop information and questions (706.258.4322 or [blueridgearts.programming@gmail.com](mailto:blueridgearts.programming@gmail.com) or website [www.blueridgearts.net](http://www.blueridgearts.net)).

### Sales

This event is hosted by the Blue Ridge Mountains Arts Association, a 501(C)3 Non-Profit Arts Council. The Blue Ridge Mountains Arts Association will retain a 30% commission for members and a 35% commission for non-members on all sales during the exhibition, and 20% commission on all sales during the silent auction. Commissioned pieces will also be permitted at the above-mentioned rate. Payments for all work sold will be mailed within (15) business days after sale of artwork.

### Plein Air Event Awards

First Place - \$400

Second Place - \$250

Third Place - \$150

Honorable Mention - \$50

### Quick Paint Event Award

\$150

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## 2024 Plein Air Event REGISTRATION FORM

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: Home \_\_\_\_\_ Work \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

### Emergency Contact Information:

Name \_\_\_\_\_ Phone \_\_\_\_\_

How did you hear about our event? (BRMAA website, online listing, friend, etc.)

Event Registration fee includes participation in weekend paint-outs, Quick Paint event registration, participation in Silent Auction, and submission for the juried exhibition for cash awards and prizes.

\_\_\_\_\_ \$30/ BRMAA Member event registration

\_\_\_\_\_ \$35/ Non-Member Artist event registration

\_\_\_\_\_ Please contact me with more information about John Guernsey's "Plein Air Painting: Capturing the Light" Workshop

\_\_\_\_\_ **Total Enclosed**

**Please Note: No Refunds After August 15, 2024.**

### Method of Payment:

\_\_\_\_\_ Check (payable to BRMAA) \_\_\_\_\_ MasterCard \_\_\_\_\_ Visa

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV (security code) \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

**Please check if you plan on participating in \_\_\_\_\_ Quick Paint and/or \_\_\_\_\_ Silent Auction**

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