

Sangres Art Guild's

Alla Prima Westcliffe 2016

The 10th Annual Plein Air Paint-Out & Paint-In
September 28 – October 1, 2016

Prospectus



Treat yourself to four brilliant Fall days painting in the delightful Wet Mountain Valley of Colorado. Sweeping scenic views of the magnificent Sangre de Cristo mountains, intimate outdoor scenes, historic architecture and special events await your creativity.

This paint-from-life event includes alla prima painting created from life in the manner of plein air, but not necessarily done outdoors.

Subject matter includes landscapes, as well as figurative and still life. All paintings will

be created from life during the event. Historic ranches and special sites will be open for landscape artists. Figure models will be available for indoor painting in inclement weather.

The event begins Wednesday September 28 and concludes Saturday October 1, 2016 with a judged show and sale, artist's reception and presentation of awards.

All Prima Westcliffe is again being held during the 10th annual **Arts Hullabaloo** in Westcliffe on October 1. This fun event highlights arts of all kinds all over town throughout the day. Come and expand your artistic horizons!

Juror



Spring Pattern, pastel, 24x16

We're very pleased to welcome **Lorenzo Chavez** as our awards judge. Lorenzo is a master signature member of **Plein Air Artists of Colorado** and veteran of many national invitational group exhibitions. His work is represented in five galleries in the United States and is included in many private and corporate collections both nationally and internationally. His work has been featured in many popular art publications and instructional books. Lorenzo is also a distinguished plein air workshop instructor and will teach a **2-day workshop in Westcliffe** immediately following Alla Prima Westcliffe.

Lorenzo Chavez finds inspiration for his landscape paintings in the intoxicating, wide, open spaces of the American West. He feels at home in many parts of the West, from the Rocky Mountains of Colorado to the Pacific Northwest, from the southwestern deserts of Arizona and New Mexico to the West Coast. His pastel and oil paintings cover a wide range of subject matter in all seasons, he strives to capture the spirit and immense beauty of the Western United States.

Awards

- Best of Show: \$500 cash + 1/4-page ad in [PleinAir Magazine](#)
- First Place: \$400 cash
- Second Place: \$250 cash
- Third Place: \$150 cash
- Essence of [Mission:Wolf](#) Award: \$100 cash and the winning image to be featured on M:W t-shirt for sale to benefit the M:W sanctuary
- Starry Starry Night Award: \$100 cash — best Town Twilight or Nocturne painting



Plus merchandise awards – *we're very appreciative of our sponsors!*

- [Front Range Frames](#) Award: \$150 value plein air frame
- [Judson's Art Outfitters](#) Award: \$130 certificate
- [H.R. Meininger](#) Award: \$100 certificate
- [Judson's Art Outfitters](#) Award: \$80 certificate
- [Cheap Joe's Art Stuff](#): Three Honorable Mentions, each a \$70 merchandise card
- [Cheap Joe's Art Stuff](#): Two Novice Awards, each a \$70 merchandise card
- [Judson's Art Outfitters](#) Novice Award: \$50 certificate

Novice is defined as any artist new to plein air painting within the past two years. Plus randomly drawn “door prizes” for artists from:

[Blick Art Materials](#): Four \$50 gift certificates as door prizes

[Jerry's Artarama](#) Two \$50 gift certificates as door prizes

[Chartpak](#) Grumbacher paint set

[SourceTek Canvas Panels](#) door prize canvas panels

[Cheap Joe's Art Stuff](#) Five painting aprons



[Golden Artist Colors](#) will provide two sets of [Golden Open](#) slow-drying acrylics for the Pizza Night common canvas painting and QoR watercolor samples.

Registration

Register Online, or use manual registration: Send your name, address, phone number, email and \$35 payment (check or money order) to Sangres Art Guild, PO Box 205, Westcliffe, CO 81252. Indicate it's for Alla Prima Westcliffe – please make sure it gets to us by September 21.

Late registration Fee \$45 after September 21 or the day you get your canvases, paper, or boards stamped on-site. Cash, check, and credit cards accepted (MC, Visa, Discover, AMEX).

Schedule

WEDNESDAY, SEPTEMBER 28:

- 8:00 a.m. — Registration & canvas-stamping begins at 3rd Street Gallery and continues all day. Breakfast goodies and coffee/tea available. Paint anywhere in the Wet Mountain Valley. Gallery closes at 4:00 p.m.
- 6:30 p.m. — Bohemian Night at the gallery. BYO wine, art talk and ... painting! Face mask blanks, t-shirts, and paint available (free) for decorating. You can keep your work if you promise to wear your mask and/or t-shirt in the Arts Hullabaloo parade.

THURSDAY, SEPTEMBER 29:

- 8:00 a.m. — Registration and canvas-stamping continues throughout the day at 3rd Street Gallery. Gallery closes at 4:00 p.m.
- 8:30 a.m. — Caravan leaves 3rd Street Gallery to the optional **Mission:Wolf** paint-out to paint scenes of the wolves and sanctuary. This is the only time where the use of photographs of M:W wolves will be allowed for reference, but the artwork must still otherwise meet the Alla Prima Competition spirit and rules. The winning entry of this part of the competition, chosen by M:W, will be featured on t-shirts to be sold by M:W to benefit the sanctuary. Paintings done during this time are also eligible for the other general awards. Artists can **camp at the sanctuary** if desired, perhaps **stay in one of the teepees there** (call a few days ahead) and listen to the wolves overnight.
- 6:30 p.m. — Pizza night at Tony's Pizza in Silver Cliff, featuring a large "common canvas" that everyone can paint on during the evening with **Golden Open** slow-drying acrylics. Have fun, go crazy. Also featuring live music starting at 7:00 p.m.

FRIDAY, SEPTEMBER 30:

- 8:00 a.m. — Registration and canvas-stamping continues throughout the day at 3rd Street Gallery. Gallery closes at 4:00 p.m.
- Paint at optional locations like the Miller Ranch and Terrible Mine or anywhere in the valley. We'll provide detailed maps.
- 4:00 p.m. — Check in at **Brookwood Gallery** for the Starry Starry Night experience. Join in the Town Twilight / Nocturne painting event: get a special stamp on your canvas for this award. Artist **Jennifer Riefenberg** will provide tips for painting nocturnes from 4-4:30. Artists paint Main Street during twilight and into the evening. No time limits. Paintings done during this experience are also eligible for the other general awards. Check back into Brookwood for some tasty hors d'oeuvres and hot cider. •7:00 p.m. — Starry Starry Night optional telescope viewing at the **Dark Skies** observatory. Nocturnal painting continues. This will be a new moon phase, very dark, great for viewing dark skies, but nocturnal paintings may need to involve street lights. Hmmm, interesting...
- 7:30 p.m. — Optional Ten-Minute-Play Competition at **Westcliffe Center for the Performing Arts** at the historic Jones Theater. The WCPA's seventeenth play competition is dedicated to showcasing new works by playwrights and promises an enjoyable evening of variety. 10% discount to registered APW artists.

SATURDAY, OCTOBER 1:

- 8:00 to 10:00 a.m. — Deadline for competition entries — NO EXCEPTIONS — at 3rd Street Gallery.
- 10:00 a.m. — **Arts Hullabaloo** parade starts. "Steam Punk" theme this year (optional). \$200 in awards: \$50 each for "Best Female Costume" "Best Male Costume" "Best Group" and "Best 4-legged entry." Artists should bring parade clothing and walk in the parade. That's optional, of course, but we hope you'll consider making this 10th Annual Arts Hullabaloo parade bigger than ever! Remember, you'll have masks from Bohemian Night, so... just do it incognito!
- 10:00 a.m. — 4:00 p.m. — Artists paint and sell (commission free) in Jess Price Park during Arts Hullabaloo. **Vendor application** (free).

- 4:00 to 6:00 p.m. — Artists' Reception, Award Ceremony (5:00 p.m.) and sale. **In Concert's** ever popular "Too Many Trombones" will perform from 4-5 pm. Free appetizers, wine and other drink. Door prizes for registered artists present at the reception. Invite your friends and clients!

SUNDAY & MONDAY, OCTOBER 2 & 3:

- 8:30 a.m. — **Lorenzo Chavez workshop**. Locations near Westcliffe to be determined....

Rules for the Alla Prima Competition

- Alla Prima for this event is defined as a painting of an outdoor or indoor scene done entirely on location. Use of photographic references is not allowed, except during the Mission:Wolf paint-out.
- All paintings entered must be 2 dimensional and completed during the event dates; all traditional mediums are accepted.
- Blank painting surfaces must be stamped at the **3rd St. Gallery** (see maps below) prior to painting on September 28, 29, or 30. The gallery will be open at 8:00 a.m. each morning for registration and coffee/tea/fruit/goodies for artists.
- Artists can paint anywhere in Custer County and the Wet Mountain Valley during the event and/or their own indoor or outdoor set.
- Artists are strongly encouraged to paint in Jess Price Park on Saturday during **Arts Hullabaloo**. All sales by artists on Saturday in the park are commission-free and can be any kind of art the artist wants to offer for sale. Sales and sales tax must be handled by the artist. Artists can paint and sell off their easels or set up their own display booth. Booth fee is free to Alla Prima Westcliffe registered artists. **Vendor application**.
- Artwork for the main show **MUST BE FRAMED** (per **Gallery Criteria**; no gallery-wrapped or un-framed canvases – wet paint smudges the walls) and brought to the 3rd Street Gallery ready to hang by 10:00 a.m. on Saturday, October 1. **NO EXCEPTIONS!** Late deliveries result in forfeit of registration fee.
- The back of the painting must be visibly stamped by SAG and marked with the artist's name, title and medium.
- Limit 3 entries per artist.
- Limit 350 square inches per piece, outside dimensions of frame (example: 16"x20" = 320 sq.in.) *or* limit 700 square inches aggregate total if any one piece is over 350 sq.in. (example one 20"x30" = 600 sq.in. + one 5"x7" = 35 sq.in. + one 7"x9" = 63 sq.in.; aggregate total = 600 + 35 + 63 = 698 sq.in.). Size limit refers to external frame dimensions.
- Artists' Reception and Show opening Saturday, October 1, 4:00 – 6:00 p.m., with awards ceremony at 5:00 p.m. Public welcome! Invite your clients, too!
- Commission for all Sales is 30% for SAG members, 40% for non-SAG members. You can join the guild during the event for the lower commission. Entrants must sign **waivers of liability** for the show. SAG assumes no liability for the paintings, however we will make our best effort to assure the security of the artwork once it is at the show.
- Entrants and their guests assume all liability for their presence and conduct on private property during the event. Please respect property owner's rights. Do not trespass.
- Artists agree to the use of their images and images of their artwork for the limited purpose of promotional activities of the Sangres Art Guild. Unsold artwork must be removed by the artist on Sunday or Monday, November 6 or 7. Early withdrawals can be made by special arrangement with the gallery manager. In addition, the gallery manager will make a "Northern Colorado trip" in early November to return paintings to Denver area artists. Buyers may remove the artwork with purchase.