



2025 PROSPECTUS
Plein Air: A Paint Cedarburg Event
Saturday, May 31 to Saturday, June 7, 2025



Welcome, *plein air* artists! Our community loves watching you work and buys images of their favorite local shops, mills, waterways, historic homes and buildings, gardens and restaurants! Your sheer presence is the vibe that sells artwork and makes our event so memorable.

Please read this document **completely and thoroughly**. **New for 2025**

REGISTRATION

- The first 165 registered artists will be accepted. This is a non-juried event. Registration is only available online.
- \$65 fee (\$85 late fee after April 1st) entitles artists to participate in all the events. All fees are **non-refundable** & non-transferable.
- **Optional- \$20 t-shirt can only be purchased at the time of registration. We will **not** ship t-shirts.**

CHECK-IN & STAMPING

Saturday, May 31st through Wednesday, June 4th, Cedarburg Art Museum (CAM), back garden & Carriage House

- **EACH PAINTING SURFACE MUST BE STAMPED** (with the current year's stamp) **BEFORE PAINTING**.
- Check-in, stamping and Artists' Packets will be available on the following dates & times:
 - Saturday, May 31, 8:00 am-12:00pm (for after-hours check-in & stamping contact Kandy Gibson 414.630.6037).
 - Sunday, June 1 - Wed, June 4th, 8:00 -10:00 am **AND Fresh From Cedarburg** 2-5 pm Cedarburg City Hall Lawn (CCHL)
- For dark-colored painting surfaces, please paint a white patch on the back to provide a legible stamping area.

PAINTING BOUNDARIES

- *Fresh From Cedarburg* – Subject(s) must be located within Cedarburg boundaries (see map)
- *Main Event* – Artist must be standing within the boundary of the *Main Event* map. All locations must be within Ozaukee County.

PAINTING GUIDELINES

- Plein air painting refers to the practice of painting outdoors, directly in nature, thereby capturing the nuances of natural light and the landscape or scenes in real-time. Originating from the French phrase *en plein air*, meaning "in the open air," this method emphasizes direct observation of natural light, colors, and atmospheres, giving the paintings an authentic sense of place & time.
- All artworks must be created entirely outdoors, on location, with the subject visible to the artist throughout the painting process.
- Additionally, if the painted subject is of a building, some element of the exterior of the building must be painted in the artwork.
- A minimum of 95% of each painting must be created on-site in the true spirit of plein air painting. Only minor adjustments may be made in the studio.
- All paintings must be framed, signed, with current year's stamp visible & securely wired (no alligator/sawtooth hangers) for hanging.
- **Framed paintings cannot exceed 24" in any direction.**
- Media may include oils, acrylics, watercolors, pastels and gouache.

SUBMISSION GUIDELINES

- Paintings (unlimited) for *Fresh From Cedarburg* must be stamped, signed, framed & set up Sunday, June 1st, 2:00-2:45 pm on Cedarburg City Hall Lawn (CCHL)
- Paintings for the *Main Event* must be stamped, signed, framed (**may submit up to four (4) paintings less than or equal to 24" x 24" framed**) & submitted to the Cedarburg Cultural Center (CCC) on Thursday, June 5th, 8:00-11:00 am only - **NO EXCEPTIONS**

NONACCEPTANCE & DISQUALIFICATION

- If the current year's stamp is missing.
- **If the artist is found painting a subject, whether it is indoors or outdoors, from the inside of a permanent structure. Paintings completed indoors with interior subjects will not be accepted.**
- If using photos, iPad/phone, and/or other electronic devices.
- If the artist is found standing outside the boundaries (see maps) and/or if artists intentionally impedes the sightline of another artist.
- Framed paintings must be wired (no alligator/sawtooth hangers) & cannot exceed **24"** in any direction.
- **The Cedarburg Artists Guild reserves the right to refuse any painting with the subject of interiors, improperly framed paintings, unframed wrapped canvases, stained mats, alligator/sawtooth hangers, or paintings with wet paint on the edges.**



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PAINTING PICK-UP GUIDELINES

- All paintings must be picked up from the CCC on Saturday, June 7th between 5:00-6:30 pm.
- Artists removing paintings without consent or before 5:00 pm will be banned from participating in next year's event.
- Abandoned paintings will be donated to the Cedarburg Artist Guild.

PRICING & COMMISSIONS

- The price will be set by the artists at the time of submission.
- Price changes will not be allowed after painting submission. Any manual price changes found on title cards will result in the removal of the corresponding painting from the exhibit.
- The Cedarburg Artists Guild will retain a 35% commission on all exhibition painting sales.
- Artist payments will be mailed to the address provided at registration within two weeks following the sale. Please notify us if your mailing address has changed since online registration.

OFF-EASEL OR POST-EXHIBIT SALES

Off-easel sales begin Monday, June 2nd. Please respect the cost spent to attract collectors and the substantial volunteer effort to coordinate this event by paying a 10% finder's fee on all off-easel and post-exhibit sales. Fees may be given to the Plein Air committee cashier at CCC. Please make checks payable to Cedarburg Artists Guild, P.O. Box 663, Cedarburg, WI, 53012. Please provide the buyer's name, address and email so we may invite them to the Collector's Invitational Sale next year!

LIABILITY

Regardless of cause, the artist agrees to bear all risk and expense for any loss, theft or damage to their artwork or other personal property or injury to their person. The artist agrees to be responsible for insuring their artwork and to abide by all rules set by the Cedarburg Artist Guild.

PAINTING WORKSHOP To be announced. Please check the Cedarburg Artist Guild website Plein Air page for updates

JUDGING 2025

Marc Anderson, Oils <https://mandersongallery.com/>
Alice Struck, Watercolors <https://www.alicestruckartist.com/>
William Suys, Oils <https://www.williamasuys.com/>

AWARDS *Note: Each artist may win only one award, except the Artists' Choice Award. Artists awarded more than \$550 must complete a Federal W-9 Form prior to receiving the award.*

Main Event

Best of Show • \$3000 Purchase Award from *Ozaukee Bank's Gift to the Future Fund*. The award-winning painting will be part of Cedarburg Art Museum's permanent collection.
2nd Place • \$1000
3rd Place • \$500
Honorable Mentions (4) • \$250 each from *Blick Art Materials & Jack Richeson & Co.*

Best of the City of Cedarburg

1st Place *Sandra McCutcheon Pape Award* • \$500
2nd Place • \$300
3rd Place • \$150
Honorable Mentions (3) • \$50 each



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Paint the Lake

- 1st Place • \$500 from *Bridget and Matt Deloge & Katherine de Shazer*
- 2nd Place • \$300
- Honorable Mentions (2) • \$50

Best Nocturne from *Gardenview Pottery*

- 1st Place • \$300
- 2nd Place • \$100
- Honorable Mentions (2) • \$50 each

Artists' Choice

- 1st Place • \$300
- 2nd Place • \$200

SCHEDULE OF EVENTS

KICK-OFF EVENT: FRESH FROM CEDARBURG

Sunday, June 1st, 2024, CCHL. The rain location is Cedarburg Community Gym next to City Hall.

- PAINT Saturday, May 31st starting 8:00 am until Sunday, June 1st, 2:00 pm
- CHECK-IN & SET UP PAINTINGS, 2:00-2:45pm
 - Bring your easel(s) to set up and display your paintings on the CCHL
 - Submit unlimited number of stamped, signed & framed paintings for *Fresh From Cedarburg*.
 - Paint days/night starting at 8:00 am on May 31 to 2:00 pm on June 1.
 - Subjects must be located within Cedarburg boundaries (see2 *Fresh From Cedarburg* map).
- PUBLIC SALE, 3:00-5:00 pm,
 - No off-easel sales allowed until 3:00 pm.
 - Unsold painting(s) from *Fresh From Cedarburg* may be submitted in the *Main Event*.

MAIN EVENT

- PAINT days/nights starting at 8:00 am on Saturday, May 31st until 10:00 am on Thursday, June 5th.
- ENJOY ARTIST SOCIAL EVENTS
 - Artists' Social, Monday, June 2nd, 6:00-7:00 pm, Washington House Inn (WHI) for complementary coffee, wine & nibbles
 - Artists' Social, Tuesday, June 3rd, 6:00-7:00 pm, WHI Complementary coffee, wine & nibbles
 - Artists' Social, Wednesday, June 4th, 6:00-8:00 pm, TBA
 - Artists' Soiree, Thursday, June 5th, 3:00-5:00 pm, CAM 2 complimentary drink tickets can be used at CAM or CCC
- SUBMIT PAINTINGS
 - Drop-off is Thursday, June 5th, 8:00-11:00 am **NO EXCEPTIONS**, CCC
 - **Submit up to four (4) stamped, signed & framed (24 x 24" max) paintings for the Main Event.**
 - Unsold paintings from *Fresh From Cedarburg* can be submitted
- ARTIST CHOICE VOTING & AWARD WINNER ANNOUNCEMENTS
 - Artist Choice Voting, Friday, June 6th, 12:00-1:30 pm, CCC May use up to 2 complimentary drinks tickets at CCC
 - Award winner announcements, Friday, June 6th, 2:00 pm, CCC. Paint sales commence immediately after the awards.
- PAINTING SALES
 - Collectors' Invitational Sale, Friday, June 6th, 2:00-5:00 pm, CCC Artists are encouraged to stay and mingle with the collectors
 - Public Opening & Gallery Sale, Friday, June 6th, 5:00-8:00 pm, CCC
 - Public Gallery Sale, Saturday, June 7th 10:00 am-5:00 pm, CCC
- PICK UP PAINTINGS
 - All unsold paintings must be picked up from the CCC on Saturday, June 7th between 5:00-6:30 pm.
 - NO EARLY PICK UPS Paintings must be checked out by a Plein Air committee member.



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Plein Air in Cedarburg Continues

- **Optional:** Unsold paintings may be entered into the Cedarburg Cultural Center’s show, Plein Air in Cedarburg Continues. For this show, which runs from June 10th-July 6, drop-off and sign-up takes place across the room immediately following Plein Air pick-up. Unsold paintings must be picked up on July 6th, 12-4pm. Paintings will be on display during Strawberry Festival which attracts an extra 80,000 people to Cedarburg. This is a separate show hosted by the Cedarburg Cultural Center (not the Cedarburg Artists Guild). Any questions can be directed to Jeanette Gabrys 262.375.3676 jeanette@artmusichistory.org

VOLUNTEER FOR PLEIN AIR

Do you have a few hours? Please consider signing up to volunteer at the *Plein Air: A Paint Cedarburg Event*. There are many simple and fun jobs that only require 1-2 hours of your time. Work with other artists and art collectors. Click on the link below to sign up at <https://signup.com/go/tiXpuyq>

QUESTIONS? Visit www.CedarburgArtistsGuild.com/paint-cedarburg or email paintcedarburg@CedarburgArtistsGuild.com
or Kerri Knapp 262.993.9517 Co-Chairperson Plein Air Committee 2025

Cedarburg Location Key

AOJ- Art of Joy W63N664 Washington Ave.

CAM- Cedarburg Art Museum, W63N675 Washington Ave.

CCC- Cedarburg Cultural Center, W63N546 Washington Ave.

CCHL- Cedarburg City Hall Lawn, W63N645 Washington Ave.

WHI- Washington House Inn, W62N573 Washington Ave.

Start making plans for 2026 Plein Air: A Paint Cedarburg Event
May 30th – June 6th, 2026