



Waukesha Art Crawl 7th Annual Plein Air Art Fair 2025

Prospectus and Artist Agreement

1. The painting area is the city of Waukesha; however the preferred painting area is Main Street from The Springs Studios and Gallery/Veterans Park to Barstow Street. Broadway Street from the Fox River to Wisconsin Avenue/Polished Patina and along both banks of the Fox River from Veterans Park to Frame Park/Moreland Blvd. (See map)
2. Artists must be respectful of the natural landscape and must remove and clean up all materials.
3. Artists may paint any outdoor subject within the painting area. This event is open to artists using oils, watercolors, acrylics, gouache or pastels. Artwork must be executed outdoors; no interior access is permitted; no photographs may be used. Maximum size of canvas is 16" x 20" unframed and 24" x 28" framed.
4. The plein air is limited to the first 25 paid registered artists.
5. Each work must be started and completed between 10am Monday, September 29th to 10am Saturday, October 4th.
6. **Check-in and canvass stamping at Almont Gallery is required prior to any work being done.** Almont Gallery is located at 342 W Main Street, Waukesha. Check-in and canvass stamping is Monday September 29th between 10am - 4pm.
7. An optional Nocturn event is available to artists as well. Nocturn paintings can be done any evening during the Plein Air, however a special opportunity to paint from the roof of People's Park will be announced.
8. Submission of finished works is Friday October 3rd from noon – 5pm AND Saturday, October 4th from 10am to noon.
 - a. Deliver paintings to the Waukesha Civic Theater located at 264 W Main St, Waukesha.
 - b. Each artist may submit **UP TO** three (3) pieces for the Artists Reception & Sales Event –
 - i. One (1) piece **must** be from the preferred painting area,
 - ii. One (1) piece artist choice, and
 - iii. One (1) piece of a nocturn.
 - c. Each painting should be signed on the front. A Plein Air stamp provided at registration must be visible on the back of each piece.
 - d. **All paintings must be appropriately framed, mounted and securely wired for hanging. No saw tooth hangers. Paintings not ready to be hung will not be accepted.**
9. The Artist will set the price for each piece. The Artists' Name, title of the piece, medium used and price will be provided by the artist on a card provided during the submission of the piece. This card will be displayed with the painting during the Artists Reception & Sales Event.
10. Artists will retain all copyright privileges and rights to their work.

11. Paintings will be sold at, and Artists should participate in, the Artists Reception & Sales Event on Saturday, October 4th from 5:30 - 8pm located at the Waukesha Civic Theater, 264 W Main St, Waukesha. The Buyers Reception is taking place as part of the 137th Waukesha Art Crawl, which is held from 2 – 8pm. The awards will be announced at 6:00pm.
12. Artists receive 75% of the selling price during the Buyers Reception. The Waukesha West End Artists (WEA) will receive 25% commission and manage sales/sales tax at the point of sale. A portion of the commission collected by WEA will be used to support ACAP/Art Links.
13. Artwork will be judged by up to 3 jurors on Saturday, October 4th between 2 -3pm.
14. People's Choice Award voting taking place from 2 – 5pm on Saturday, October 4th .
15. 6 awards will be given out as follows: **Best in Show** will be awarded \$500, **First Place** \$250, **Second Place** \$150, **Third Place** \$100, **Nocturn Award** \$250 and **People's Choice Award** \$250. Additional honorable mention awards may be given.
16. Unsold, non-award winning, paintings can be picked up by the Artist immediately following the Artists Reception & Sales Event.
17. Up to seven Award winning paintings will be shown in an exhibit at the Waukesha Civic Theater lobby from October 4th to October 14th.
18. Pick up of award-winning paintings will be on Wednesday October 15th from noon – 3pm at the Waukesha Civic Theater.
19. Waukesha Civic Theater will also offer the award winners a featured exhibit in the WCT Waukesha State Bank Fine Art Gallery. Dates for the featured exhibit are TBD. Each award winner will be able to exhibit 3 pieces of their choice that meet the size requirements in item 3 above.

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