



# Plein Air Painting Competition Application

SATURDAY, JULY 15 THROUGH FRIDAY, JULY 21, 2017

**HUDSON**  
Business Lounge + Cafe

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## Artist Information

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Website: \_\_\_\_\_

Welcome to the 2017 **Gallery Night and Day Plein Air Painting Competition** presented by HUDSON Business Lounge. We are thrilled to partner with HUDSON Business Lounge and Splash Studio to make our Plein Air Painting Competition even better!

**2017 Registration Fees** (Registration is available online at <http://bit.ly/3rdwardpleinair2017>)

\_\_\_\_\_ **Early Bird (June 23 or before) \$40.00**          \_\_\_\_\_ **Regular (after June 23) \$60.00**

Registration includes participation in the 2017 Historic Third Ward Plein Air contest with the opportunity to submit up to two paintings. Each registered artist will also receive two (2) tickets to the **VIP Reception** (\$20 value). Reception will include: exclusive first look at gallery of plein air paintings, passed appetizers, champagne, live music, awards ceremony and cash bar and complimentary participation in one **Artist Masters Class** at Splash Studio (\$25 value, pre-registration is required).

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## Guidelines

Judging will be based on the following: Composition, Use of Color and Capturing the Character of the Historic Third Ward.

Images should portray the life and vitality within the Historic Third Ward district. Boundaries are Lake Michigan, the river and Clybourn Street. There are lots of distinct places to choose from!

Painting begins at 10am on Saturday, July 15 and ends at 12pm on Friday, July 21. Artists can submit up to two paintings. All paintings must be framed and ready for display and judging by 12pm on Friday, July 21 at the Hudson Business Lounge. Artists must bring their own easels.

Participants must sign in at the HUDSON Business Lounge (310 E. Buffalo Street)

### Sign In Dates/Times – Hudson Business Lounge (310 E. Buffalo St.)

Saturday, July 15 – 10am to 6pm  
Sunday, July 16 – 10am to 2pm  
Monday, July 18 through Thursday, July 20 – 7am to 6pm  
Friday, July 21 – 7am to 11am

Canvases or panels must be "stamped" during sign in. This insures that the work turned in is done during the event and not prior to the event. Allowed mediums: oils, acrylics, watercolors, pastels, and gouache.

Parking vouchers will be given to the participants to park in one of two parking structures when participants register at the HUDSON Business Lounge.

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## Display and Judging – Hudson Business Lounge (310 E. Buffalo St.)

### Friday, July 21

12pm	Paintings must be delivered to Hudson
2pm – 4pm	Masters Class at Splash Studio (“Colorful Skies”)
3pm – 4pm	Judging takes place
5pm – 6:30pm	VIP Reception, First Look (including passed appetizers, Champagne, Cash Bar, Live Music)
6pm – 6:15pm	Awards Ceremony
6:30pm – 9pm	Gallery open to the public, live music, opportunity to sell paintings

### Saturday, July 22

12 – 4pm	Works on display and available for sale at the Hudson (optional)
3pm – 5pm	Masters Class at Splash Studio (“Reflections of Water”)
4pm to 6pm	Artists must pick up any unsold work

### Prizes

**1st Place** - \$1000

**2nd Place** - \$500

**3rd Place** - \$300

**People’s Choice** – An image of the Artist’s painting will be used on the cover of the 2018 Spring/Summer Third Ward Shopping and Entertainment Guide. A write up about the artist will also be included. 60,000 distribution (\$3000)

(An official Award Certificate will be included with each prize)

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### Art Sales

Sales of all paintings on Gallery Night and Day will be collected through the HUDSON Business Lounge. 35% of sale of piece will be retained by the HUDSON. The artists will receive the remaining 65% of the sale. The HUDSON will accept payment at a fixed selling price set by the artist. Along with your application, please complete and return a W-9 form to the HUDSON office.

\_\_\_ I understand that participation in this competition requires me to allow the sale of my art piece by the HUDSON Business Lounge to accept payment on my behalf at the price I shall determine beforehand by 12pm Friday, July 21.

\_\_\_ I understand the HUDSON Business Lounge will require a W-9 form from me before release of my sale proceeds.

### Advertising - Before the Event

Full color ad in the July Gallery Night brochure (30,000 distribution) announcing the event.  
Email blasts to our mailing list of over 3,000, including OnMilwaukee.com and other news outlets.  
Postings on Historic Third Ward’s social media channels including Facebook (9,700+ fans), Twitter (34,000+ followers), and Instagram (2,300+ followers)  
Event flyers placed throughout the Third Ward and other downtown hotspots.  
Event flyers emailed to you for forwarding to your mailing lists.

### Advertising - After the Event

All winning pictures will be included in a full-page display ad in the October Gallery Night brochure.  
Announce winners in email blasts to over 3,000 people, OnMilwaukee.com and other news outlets.  
Announce winners on Facebook, Twitter, and Instagram

## **2017 Historic Third Ward Plein Air Participant Agreement**

I have read and agree to the terms listed above. I further acknowledge that the participant has liability insurance and accepts full responsibility for any incidents occurring on participant's premises during Gallery Night and Day. Additionally, I understand that the Historic Third Ward Association, HUDSON Business Lounge and/or its affiliates intend to photograph my work and use the images for promotional purposes.

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Signature

Date

**Please mail your participation application by *June 23 for Early Bird pricing (\$40) or anytime after for Regular Pricing (\$60).***

Make checks payable to Hudson Business Lounge or for easy registration and payment, visit <http://bit.ly/3rdwardpleinair2017>

**Thanks,**

Ruth Lawson  
Historic Third Ward  
Gallery Night and Day  
219 N Milwaukee Street, 3<sup>rd</sup> floor  
Milwaukee, WI 53202

Return to: Erin Hochevar  
Hudson Business Lounge  
310 E Buffalo Street  
Milwaukee, WI 53202  
Email: [erin@thehudson.org](mailto:erin@thehudson.org)  
Phone: 414.220.9460