

6th Annual Blowing Rock Plein Air Festival

The Blowing Rock Plein Air Festival is a four-day, open enrollment plein air painting event. It takes place in the beautiful mountainous area surrounding the town of Blowing Rock in western North Carolina, from **Tuesday, August 15th, to Saturday, August 19th, 2023**. Its aim is to bring painters together from around the country to paint outside in the fresh air while getting to know each other and sharing their work. The event prompts applicants to explore the unique Blowing Rock architecture, spectacular Blue Ridge Mountain views, and overall Appalachian feel of one of the most scenic areas in the country.

After four days of painting "en plein air," painters are invited to display their completed works at the **"Wet Paint" Art Show & Sale on Saturday, August 19th**. Collectors and the public are invited to attend this impressive display of Plein Air paintings to both view and purchase the unique works that highlight the incredible beauty of the High Country. In 2022, 600 people viewed the sale on the opening day, with many more museum visitors viewing the extended sale through September.

All submitted art to the art show must be for sale and will be entered into a judged plein air painting competition. Wet Paint Sale shopping reservations will be made available Spring 2023. For sponsorship information, contact Jennifer@BlowingRockMuseum.org.

Visit BlowingRock.com for lodging information. This is a busy tourism season, so book lodging early.

Details

- Registration is limited to the first 100 artists. This will likely sell out, so please do not delay registering.
- Registered artists **check-in at BRAHM the afternoon of Tuesday, August 15, 2023 between 2:00 and 5:00 pm** (or if needed, between 10:00 am and 5:00 pm Wednesday, or Thursday) to have their canvas or paper stamped prior to beginning work to be eligible for entry in the Saturday show and sale.
- Paintings must be two-dimensional medium including oils, acrylics, watercolor, gouache, ink, mixed media, and pastels.

- All paintings must be done “en plein air” outside, in natural lighting during the time frame of the event.
- Artists may stamp an unlimited number of canvases but will submit only up to two pieces for the Wet Paint Show and Sale and awards.
- Canvases must be free of images prior to stamping, though a solid base coat of paint is allowed.
- All work is to be **wired for hanging and framed** with an open back to facilitate viewing of the festival stamp on the back. No exceptions will be accepted. No unframed gallery wraps. No sawtooth hangers.
- All work must be **turned in with paperwork by 5:00 pm Friday, August 18, 2023.**
- 30% commission on all artwork sold during the Blowing Rock Plein Air Festival will be retained by BRAHM, with all event sales handled by BRAHM.
- All proceeds from the registration and art sale will go towards fulfilling the mission of BRAHM in the community.
- Payment to artists for awards and work sold will be mailed within 30 days after the event ends.
- Any "off the easel" sales during the event agree to make a donation to BRAHM comparable to the event commission. Those pieces will not be eligible to be part of the Wet Paint Show or awards.
- Any unsold art may be collected by the artist at the conclusion of the day. However, we strongly encourage artists to leave work in the sale through September. Many additional sales occur during this month. BRAHM is not responsible for return shipping. It is the responsibility of the artist to pick up unsold work by September 30.
- Artists may paint at a variety of locations of their choosing within the area surrounding the picturesque town of Blowing Rock.
- Past sold pieces included everything from street scenes, to local landmarks, florals, to scenic vistas and lake landscapes.
- For ease of shopping BRAHM will limit Wet Paint shopping groups to 30 individuals at a time and to allow everyone the opportunity to view & purchase artwork, each shopping appointment is limited to 20 minutes.

Event Schedule

Tuesday, August 15, 2023

- Artist check-in from 1:00–5:00 pm
- Artist/sponsor mixer 5:00-6:30 pm

Wednesday, August 16 – Friday August 18

- Late check in on Wednesday 10:00-5:00 pm
- Artists continue painting; all work must be turned in with paperwork between 2:00 and 5:00 pm Friday, August 19, 2022. Art may be turned in earlier by appointment. ALL ART MUST BE FRAMED + wired for hanging. **Please frame all art, install hanging wire, and complete paperwork in advance of drop off to expedite the drop off process.**

Saturday, August 19

- 10:00 am: Ticketed Patron Preview and Judging
- 11:00 am - 5:00 pm: Awards Announced, Public Wet Paint Sale (reserve free tickets at www.BlowingRockPleinAir.org)
- 5:00 - 6:00 pm: Artists collect any unsold paintings if they do not wish to participate in the extended sale. Sold artwork claimed by purchasers with receipt.

Event Fees

- \$70 for BRAHM members early bird registration- through February 1, 2023 (\$80 for non members)
- \$80 for BRAHM Members regular registration- February 2 – August 1, 2023 (\$90 for non members)

Cancellation policy: an 80% refund will be issued if artists cancel before July 15, 2023

Registration is online at www.BlowingRockPleinAir.org

What to Bring

- **Canvas/paper** – Keep in mind sizing for your plein air framing.
- **Frames, screws, wire** - All pieces for the show/sale must be wired to hang (no sawtoothhangers) Stamps should be visible on the back of the artwork. Please use open back frames.
- **Paint and palettes** – Are you a "less is more," or "everything but the kitchen sink" painter?
- **Brushes, paints, pastels, pencils, knives etc.** Forget something? Lucky for you there is a first rate art supply store a stone's throw away - Cheap Joe's Art Stuff Outlet Store, located at 374 Industrial Park Drive, Boone, NC 28607.
- **Rain gear** – Blowing Rock receives an average 5 inches of rain in August. Those passing showers create some dramatic sky lighting conditions perfect for capturing on canvas.
- **Sun protection** – other days are likely to be sunny and pleasant, with highs in the low seventies. Dress accordingly in layers, and don't forget the sunscreen. At an elevation of 3,000-5,800 feet, you are that much closer to the sun's rays.
- **Cool weather gear** – Lows of the fifties are common, so bring a jacket for those cool mountain breezes. Morning dews are common and make for magical painting conditions.
- **Sturdy shoes** – Some of our vistas are easily reached from roadsides and sidewalks. But many more await a short hike away. Mountain terrain can be a challenge, so please be prepared for a variety of conditions.
- **Easel, tripod, umbrella, chair, etc** – bring your preferred arrangement, being aware that mountain breezes can be surprisingly strong.

- **Paper towels**, as well as bags for trash and emergency rain shields
- **Camera** to record the scenes you might not get to paint all in one weekend
- **Bulldog clips**, tape, bungees, whatever your method to secure your painting & accessories
- **Brush washing solvents** or water and containers - Bring a spare in case of spills.
- **Small sketch pad** and tools, viewfinder
- **Backpack** and/or box to carry it all.
- **Water and snacks.** Blowing Rock hosts a few market and restaurant options.
- **An open mind** to paint in new locations and conditions

Travel in the High Country

- The maximum speed limit on the Blue Ridge Parkway is 35-45 miles per hour. Speed limit in downtown Blowing Rock is 20 mph.
- Parking on the Blue Ridge Parkway is limited to designated parking areas or off road shoulders. All four wheels must be off the pavement.
- Stay on maintained trails. Hiking shoes or boots are recommended.
- Many areas are outside mobile and WiFi reception. Plan routes ahead of travel.
- Please do not block vehicular or pedestrian traffic, so we ask that you not set up in the roadways or on sidewalks or other high-traffic areas.
- Questions: Call BRAHM at 828-295-9099 during business hours for help.