

7th 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 in and around the town of Blowing Rock in western North Carolina from **Tuesday, August 20th, to Saturday, August 24th, 2024**. Its aim is to bring painters from around the country together to paint outside in the fresh air while getting to know each other and sharing their work in a stunning location. The event prompts applicants to explore the unique Blowing Rock architecture, spectacular Blue Ridge Mountain views, and feeling of being in Appalachia—one of the most scenic areas in the country.

After four days of painting "en plein air," artists are invited to display their completed works at the **"Wet Paint" Art Show & Sale on Saturday, August 24th**. 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 beauty of the High Country. In 2023, 650 people viewed the sale, purchasing 128 original artworks on the opening day with many more museum visitors shopping the extended sale through September.

All art submitted to the 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 2024. Individuals and businesses may sponsor the event for tickets to the Wet Paint Preview Sale for the earliest possible shopping/viewing of artwork. For sponsorship information, contact Jennifer@BlowingRockMuseum.org

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

Details:

- Registration is limited to the first 100 artists. This will fill quickly so check our calendar and please don't delay registering.
- Registered artists **check-in at BRAHM the afternoon of Tuesday, August 20, 2024 between 1:00 and 5:00 pm** (or if needed, between 11:00 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, charcoal 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 are limited to two pieces maximum 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 made. No unframed gallery wraps. No sawtooth hangers.
- All work must be **turned in with paperwork by 5:00 pm Friday, August 23, 2024.**
- 30% commission on all artwork sold during the Wet Paint Sale 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 of the event ending.
- Any "off the easel" sales during the event agree to make a donation to BRAHM comparable to the event commission. Those sold pieces will not be eligible to be part of the Wet Paint Show or awards, but artists may submit two other unsold pieces completed during the event.
- 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 27.
- 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 local landmarks and florals to scenic vistas and lake landscapes.
- For ease of shopping, BRAHM will limit Wet Paint shopping to a timed entry to allow everyone the opportunity to view & purchase artwork. Each shopping appointment is limited to 20 minutes.
- Pastel and watercolor artists are strongly encouraged to use UV or museum non-glare glass. Standard picture glass creates harsh glares which make it difficult for potential buyers to clearly see the art.

Event Schedule

Tuesday, August 20, 2024

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

Wednesday, August 21 – Friday August 23

- Late check-in on Wednesday 11:00 am-5:00 pm
- Artists continue painting; all work must be turned in with paperwork between 2:00 and 5:00 pm Friday, August 23, 2024. 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.** Workspace for framing is available in BRAHM's Wilson Education Center.

Saturday, August 24, 2024

- 10:00 am: Ticketed Patron Preview and Judging, Awards Announced
- 11:00 am - 5:00 pm: 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.

Friday, September 27, 2024

- Last date to pick up unsold artwork at BRAHM

Event Fees

- \$70 for BRAHM members early bird registration through February 1, 2024 (\$80 for non members)
- \$80 for BRAHM Members regular registration: February 2 – August 1, 2024 (\$90 for non members)

Cancellation policy: An 80% refund will be issued if the participant cancels by 7/1/24. No refunds will be given after 7/1/24.

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 sawtooth hangers) 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 at Cheap Joe's Art Stuff Outlet Store, located at 374 Industrial Park Drive, Boone, NC 28607.
- **Rain gear:** Blowing Rock receives an average of five 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 70's. 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 50's 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 in one weekend.
- **Bulldog clips,** tape, bungees, or whatever your method is to secure your painting & accessories.
- **Brush washing solvents** or water and containers—bring a spare in case of spills.
- **Small sketch pad,** tools and viewfinder
- **Backpack** and/or box to carry everything.
- **Water and snacks.** Blowing Rock also has 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 4 wheels must be 12" 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. We ask that you not set up in the roadways, on sidewalks, or other high-traffic areas.
- Questions: Call BRAHM at 828-295-9099 during business hours for help. We're open 11am-5pm Tuesday thru Saturday. (open until 7pm Thursdays)

Thank you for helping us serve our community!

The logo for BRAHM features the word "BRAHM" in a large, white, sans-serif font, centered within a dark green rectangular background.The logo for Blowing Rock Art & History Museum features the text "Blowing Rock Art & History Museum" in a white, serif font, centered within a dark grey rectangular background.

159 Ginny Stevens Lane • Blowing Rock, NC 28605 • 828-295-9099 • BlowingRockMuseum.org