



## **PLEIN AIR COEUR D'ALENE**

### **Competition and Exhibition**

**July 21 – August 6, 2023**

#### **BACKGROUND**

The Plein Air Coeur d'Alene Competition and Exhibition is sponsored by Art on the Green (AoG) and the Kootenai Environmental Alliance (KEA). This event has been created to recognize and celebrate artists who paint outdoors while highlighting the importance of the health of our local environment, specifically Lake Coeur d'Alene and its watershed (all the land where rainwater drains to the lake).

There is a long history in the United States of artists working to promote the conservation and preservation of nature and wilderness. The efforts of artists such as Thomas Moran and Albert Bierstadt inspired East Coast audiences to fall in love with western landscapes such as Yellowstone and Yosemite, eventually leading to their protection as national parks. KEA and Art on the Green wish to recognize and honor this tradition by providing a venue for artists who work outdoors to exhibit their work and compete for prizes and awards.

The term “plein air” is French for “open air” and refers to the act of painting outdoors. This tradition goes back centuries, but was made popular by the French Impressionists. Their ambition to paint light and its changing, elusive qualities combined with the development of tube paints and the box easel enabled artists to paint en plein air, which translates to “in the open air.”

The Coeur d'Alene watershed encompasses some exceptional landscapes, both remote and urban, and bears a burden of heavy metal pollution, a legacy of mining in the Silver Valley. KEA works with regional and federal agencies to address this damage and the newer threats posed by nutrient loading from multiple sources, from individual citizens and local companies to natural processes and

environmental changes. The health of our lake is deeply important to the health of our community and its economy. We hope this event can help generate public awareness of the threats to the lake and public interest in adopting necessary changes to maintain its health, all while celebrating the work of plein air artists!

## ELIGIBILITY

Plein Air Coeur d'Alene is a painting competition and exhibition open to all artists 18 years of age or older. All painting media are eligible for competition, including watercolor, gouache, acrylic, oil, and pastel.

## OVERVIEW

Be sure to read the complete list of guidelines carefully in order to be eligible for the exhibition and awards.

- 1. Online registration is available until Thursday, August 3 at 6pm. In-person registration is available on Thursday, August 3, 3:30-6pm, space permitting.** If the registration capacity has not been reached prior to Thursday, August 3, in-person registration will be available at Art on the Green from 3:30-6pm. Visit the Plein Air CdA booth, near the main stage, to sign up and pay.
- 2. Go paint! Artwork must be painted between July 21 and August 3.** Total dimensions, including frame, must be 22x22" or less. Be sure to read below for complete rules and how to document the authenticity of your plein air experience so you don't miss this important requirement.
- 3. Prepare your work for display. All work must be equipped with a hanging wire and suitably framed.** Works on paper must be framed (recommended to display behind glass or acrylic), works on canvas may be unframed if all edges are appropriately finished and painted. Wet paintings or works on paper framed without glass/acrylic may be accepted at the artist's risk and at the discretion of Plein Air CdA volunteers. Event volunteers will do their best to handle such work with care, but KEA and AoG assume no liability for damage.
- 4. Deliver finished artwork from 3:30 - 6pm, Thursday August 3** to the Plein Air CdA booth at Art on the Green. We will accept 1 to 4 works from each artist, depending upon the number of entries. As paintings sell, artists will be notified and will have the option to hang a replacement piece. We will let you know (at drop-off or before) how many paintings we can take.

5. Jurors will convene the morning of Friday, August 4, awards will be announced in the early afternoon.

6. **Pick up your work from 4:15-6pm, Sunday August 6.** All work must be claimed by 6pm, AoG and KEA assume no responsibility for unclaimed work.

## **PAINTING AND EXHIBITION GUIDELINES**

After registering online or in-person, participants paint out-of-doors at any location of their choosing within the Lake Coeur d'Alene watershed. The Coeur d'Alene watershed is the geographic area where the rainwater drains into Lake Coeur d'Alene. This includes the Coeur d'Alene River, the St. Joe River, and their tributaries, as well as surrounding urban areas. Yes, you can paint downtown Coeur d'Alene! The rain that lands downtown drains into the lake. See maps below to verify your location prior to painting.

### **Registration:**

- Entrants must register online or in-person no later than 6pm on Thursday, August 3.
- Online registration is \$45, or \$35 for current members of PAPI (Plein Air Painters of Idaho). Click the link at the top of this page.
- In-person registration is \$50 and will be accepted at Art on the Green on Thursday August 3, 3:30-6pm, space permitting. Visit the Plein Air CdA booth to sign up, pay, and deliver artwork.
- Be sure to carefully read all guidelines and the information provided below about Kootenai Environmental Alliance and the Coeur d'Alene watershed.

### **Painting:**

- Paintings must be 22 x 22" or less, **including the frame**.
- All painting mediums are accepted, including watercolor, gouache, oil, acrylic, pastel.
- Entries must be painted during the official painting window, between Friday, July 21 and Thursday, August 3.
- Entries must have been painted within the Coeur d'Alene watershed (see included maps, below). This includes both urban and natural areas within the watershed.
- Artists must complete paintings on location, without the use of photo references, staying true to the tradition of plein air.
- Artists are required to provide photo proof of the authenticity of the plein air experience when delivering work for the exhibit. Please take at least two photos of your painting, one in progress, one completed, both showing your painting and your subject matter in the same image. The date-stamp on your image will demonstrate compliance with the painting window.

- Artists are expected to follow Leave No Trace ethics while painting en plein air. This includes packing out any waste, such as used paint water. If you're not familiar with Leave No Trace, please visit: [Int.org/why/7-principles/](http://Int.org/why/7-principles/) to learn more.
- Artists are encouraged to consider creative ways to incorporate the mission and work of KEA in their painting(s). A wide variety of subject matters are suitable for this event, beyond landscapes and wildlife. KEA's work to protect the environment includes the urban ecosystem and its impact on lake health.

### **Exhibition:**

- Participants must deliver finished entries to the Plein Air booth at Art on the Green on Thursday, August 3 between 3:30 and 6:00pm.
- Be sure to clearly label the back of your work with your name, phone, and email.
- 1 to 4 paintings will be accepted, depending on the number of participants. Artists will be notified in advance how many we can accept. As work sells, artists will be notified and invited to replace sold work with another painting.
- Artworks must be presented ready to display with a wire hanger (no sawtooth hangers). Works on paper must be framed (recommended to display behind glass or acrylic). Works painted on canvas may be submitted without a frame if the edges are neatly finished and painted. Frames should not be excessively wide, nor should mats, if used. Works submitted without proper framing and a hanging wire will not be exhibited. Wet paintings or works on paper framed without glass/acrylic may be accepted at the artist's risk and at the discretion of Plein Air CdA volunteers. Event volunteers will do their best to handle such work with care, but KEA and AoG assume no liability for damage.
- Works may be offered for sale, and any sales will be handled by KEA and AoG via the Plein Air CdA booth. Artwork sales will be subject to a 30% commission and Idaho State sales tax. Participants will be required to complete a Form 1099 for work valued at or above \$600. Artists will be paid via check mailed to the address provided at registration.
- Works that fail to meet all guidelines will be refused.
- Event volunteers reserve the right to determine suitability of all works shown in the Plein Air Coeur d'Alene Exhibition.
- No early drop-off or pick-up of artworks will be allowed.
- Artworks that arrive at any time other than the stated drop-off period will not be exhibited.
- Artists will fill out a display tag at drop-off. Have your artwork title, medium, dimensions, and sale price ready. All works must be for sale.

### **LIABILITY**

Although every precaution will be taken to protect all art on display, Art on the Green and Kootenai Environmental Alliance will assume no responsibility for loss due to fire, weather, theft, or damage which might be sustained.

Art on the Green and Kootenai Environmental Alliance disclaim responsibility for any entry not claimed by 6:00pm on Sunday, August 6.

## **PHOTO RELEASE**

Artists shall release Art on the Green and Kootenai Environmental Alliance to use photographs and/or video of them, their works in progress, and their exhibited art works for future publicity and promotional purposes without copyright, use fees, or charges.

## **AWARDS**

Awards will be determined by a panel of jurors and announced the afternoon of Friday, August 4. Winning participants need not be present to receive awards. Awards will be mailed to the address provided at registration. Paintings will be available for sale and are eligible for cash awards. Exact award amounts will be announced soon.

## **NEW TO PLEIN AIR? HERE'S WHAT TO KNOW!**

The tradition of plein air painting goes back centuries, but was made popular by the French Impressionists. Their ambition to paint light and its changing, elusive qualities combined with the development of tube paints and the box easel enabled artists to paint en plein air, which translates to "in the open air."

There is a lot of information about plein air painting online, including recommendations for how to approach this rewarding endeavor. The main concept is to complete your finished painting outdoors, on location, working from life to represent your subject matter of choice. Every artist has a different preference for materials and how to set up in the field. With some experimentation, you can find something that works well for you. If you're just getting started, keep it simple. Choose materials that are easy to transport and don't require complex set-up or clean-up. Don't forget about your personal comfort. Items like sunblock, bug spray, and comfortable clothing layers can be key to an enjoyable experience.

The tradition of painting en plein air involves a reverence for the outdoors. It is important to honor this tradition by taking care to be responsible in how you utilize your chosen outdoor location. Be sure to read about the 7 principles of Leave No Trace Ethics at [Int.org/why/7-principles/](http://Int.org/why/7-principles/). Plan ahead so you can find a suitable location that doesn't require abusing the natural resources. Be prepared to pack out everything you pack in, even if you're setting up next to your car. Never dump used paint water or pencil shavings on the ground, and try to set up on a durable surface instead of on top of fragile plant life. Aim to leave your location as you found it, with no trace of your visit, so it can be enjoyed by future visitors.

## **IMPORTANT DATES**

Thursday, August 3, 6pm

- Registration deadline.

Saturday, July 21 – Thursday, August 3

- Create your paintings anywhere within the Coeur d'Alene Watershed (see map). Be sure to photograph your work on location, both in progress and finished.

Thursday, August 3, 3:30 - 6:00pm

- Deliver paintings to the Plein Air booth at Art on the Green

Friday, August 4, 11am

- Exhibition will be hung and jurors will convene. Awards will be posted in the afternoon.

Sunday, August 6, 4:15 - 6pm

- Artwork pickup. All works must be claimed by 6pm.

## **ANY QUESTIONS?**

Contact us at [pleinaircda@gmail.com](mailto:pleinaircda@gmail.com).

## **ABOUT THE KOOTENAI ENVIRONMENTAL ALLIANCE**

Did you know that 95 percent of the wetland habitat in the lower Coeur d'Alene River Basin is contaminated with toxic metals like lead?

The economy of our region is driven by recreational use of Lake Coeur d'Alene. Below the lake surface, unbeknownst to most lake users and area residents, is a huge environmental threat. An

estimated 75 million tons of mine tailings that contain lead, arsenic, and other heavy metals are in the sediment at the bottom of the lake. Another 25 million are in the shorelines and floodplain of the Coeur d'Alene river. Hundreds of tons of pollutants wash into the lake annually, a legacy of early, inefficient mining processes. Many studies over the years document this threat, and warn that if oxygen levels in the lake continue to drop, these toxic metals can rise from the sediment and re-suspend in the lake, which would be disastrous. Phosphates and nutrients entering the lake stimulate the growth of algae and large aquatic plants, which further reduce oxygen levels. When the upper Basin/Silver Valley was originally declared a Superfund site, law makers and EPA officials at the time opted not to include the lower Basin, which included Lake CdA, as part of the Superfund. As a result NO funding was dedicated to clean-up of the Lake.

KEA's Waterkeeper Program educates students, lake users, landowners, and visitors about reducing phosphate pollution. We need to grow this program to keep the lake drinkable, swimmable and fishable. KEA intends to reach as many people in the Lake Coeur d'Alene watershed as possible, an estimated population of 114,000.

KEA is the oldest environmental organization in Idaho. Its mission is to conserve, protect, and restore the quality of the environment, with particular emphasis on the Idaho Panhandle and the Coeur d'Alene Basin. KEA provides a series of water-based education programs in three school districts, educates the public on water/environmental issues that impact water, advocates for clean water, and raises money to support these activities. The Waterkeeper program is KEA's largest program, the umbrella for all of KEA's water education curricula and several of its activities.

Want to know how you can help? Sign up for KEA's newsletters!

**Artists must complete their painting within the Lake Coeur d'Alene watershed, illustrated here:**

