

2024
Department 23
PLEIN AIR
Tuesday, September 24, 2024

The 2024 Big E will be held September 13-29, 2024.

Exhibitor handbooks and schedules are subject to change.

Please be sure to join our email list, follow the department Facebook page, or check our website frequently for updates.

Email CreativeArts@TheBigE.com to request to be added to our email list.

Follow us on Facebook @bigecreativearts

All exhibitors are required to read and comply with the GENERAL RULES AND REGULATIONS of the Creative Arts Department and to acknowledge with entry submission that they have obtained **copyright permission** when appropriate.

Entry Form Due	September 12	Enter online: https://TheBigE.fair-wire.com/	Email CreativeArts@TheBigE.com Fax (413) 205-5104 Mail Eastern States Exposition Creative Arts –Plein Air 1305 Memorial Avenue West Springfield MA 01089	
Entry Fee	\$10			
Entry Limit	1 entry per exhibitor. Up to 30 participants on a first-come, first-served basis.			
Classes	A: Adult Professional	B: Adult Non-Professional	C: Youth 13-18 (1/1/2024)	
Premiums	Adult Champion \$300 Youth Champion \$200	Adult Reserve Champion \$200 Youth Reserve Champion \$125	Adult Honorable Mention \$150 Youth Honorable Mention \$75	Special Award presented to painter who captured the essence of The Big E as determined by representative(s) from Eastern State Exposition
Receiving	Tuesday, September 24 8:00 – 10:00 am	New England Center		
Judging	Tuesday, September 24 4:30 pm	Awards	Tuesday, September 24 6:30 pm	
Easel Pick-Up	Tuesday, September 24 6:30 pm to 8:30 pm	New England Center		

An exhibitor registration received by the due date (in chart above) and meeting all the rules of the



contest may receive reimbursement for two (2) entry tickets and \$10 for parking per household upon receipt of entered items. Exhibitor must be present for reimbursement.

After November 1, all unclaimed items become the property of Eastern States Exposition and will be disposed of as deemed necessary.

For additional information, please contact Creative Arts at CreativeArts@TheBigE.com or call (413) 205-5015.

Division 2301 Plein Air

The origin of plein air is inspired by the art form developed by the French Impressionist, painting scenes from the fair “in the open air.” This is open to all mediums and is open to all creativity of on-the-spot artwork.

RULES

1. All pre-registered exhibitors will receive reimbursement for two (2) entry tickets and \$10 for parking per household upon receipt of entered items. Exhibitor must be present for reimbursement.
2. The contest is limited to 30 participants on a first-come, first-serve basis.
3. Artists must select an object or scene outdoors on the fairgrounds. Suggested areas are (but not limited to):
 1. Avenue of States (along the avenue or outside the state buildings)
 2. Coliseum
 3. Circus Museum
 4. Mallary Building
 5. Farm-A-Rama
 6. Gate 4
 7. New England Center
 8. Storrowton Village
 - b. In the case of inclement weather, rain alternatives will be provided.
 - c. Buildings that are not accessible are:
 1. Better Living Center
 2. Horse barns
 3. Storrowton Homes
 4. Young Building
 5. Avenue of State Buildings
4. Eastern States Exposition staff reserves the right to ask artists to relocate.
5. You are welcome to visit the Fair prior to the contest (at artist’s expense) to choose your subject area; however, no photos or sketches of your subject will be allowed on contest day.
6. Artists should bring their own supplies (canvas, easel, paints, brushes, etc.). Artists are responsible for maintaining all their materials and making sure items don't blow away.
7. Media may include oils, acrylics, watercolors, pastels, and gouache.
8. Artists must check in at Door 2 of the New England Center between 8:00am and 10:00am. The artist’s canvas, paper, board, etc. must be stamped by Eastern States Exposition staff prior to beginning work. For dark colored materials, please paint a white patch on the back to provide a visible stamping area. Up to three surfaces may be stamped at check-in. Only one submission will be judged. Should an

exhibitor wish to drive onto the grounds to drop off their materials, all vehicles need to be removed by **9:00 am**.

9. Artists will receive a button at check-in, which must be worn while painting.
10. No matting or framing is allowed.
11. Size is limited to 36" x 36" (up to 1,296 square inches).
12. Artists will work on their piece from 9:30am-4:00pm.
13. We are an educational fair and the public is encouraged to ask questions. Please be prepared to be interrupted with questions. You may bring one assistant with you to answer questions while you are working. Youth participants are required to have a chaperone with them during the contest.
14. Artwork is to be completed and in the New England Center by 4:00pm for a 4:30 pm judging start time. Be prepared to display your artwork on your own easel.
15. The check-in stamp must be visible on the back of each painting.
16. A painting will be disqualified for judging if the artist:
 - a. Is found using a photographic device or photos on their easel
 - b. Is not within the ticketed area of The Big E
 - c. Intentionally impedes the sightlines of other artists
17. A public awards presentation will be at 6:30 pm on the New England Center Stage.
18. Artwork will remain on display until 8:00pm.
19. Eastern States Exposition, contest promoters and/or donors are not responsible for late, incomplete, or misdirected entries.
20. Entries may be photographed and used by show donors for promotional purposes; the photos become the property of Eastern States Exposition.
21. Eastern States Exposition reserves the right to retain any artwork to be used to raise funds for the Eastern States Exposition Fund in support of the Creative Arts Department.
 - a. A silent auction will be held for the remainder of the fair. Upon dropping off completed artwork for judging, artist will submit a reserve price for their artwork.
22. The New England Center is a non-profit building where Agriculture and Education take precedence over sales. No sales are allowed within the building.
23. Released items may be picked up at 8:30 pm the day of the contest at the discretion of show management.
24. An instructor/professional is an individual who grosses more than \$2,000 per year from their craft, whether in sales or teaching. Youth are 13-18 years of age as of January 1, 2024.
25. With entry submission, you accept all contest rules and agree to be bound by the judges' decisions, which will be final.
26. Taxes are the responsibility of the winner.

Judging criteria:

Compelling — An irresistible visual impact. It's memorable. Often hard to put into words.

Craftsmanship — Drawing, values, skill of the medium, paint handling, presentation.

Composition — The unity of a painting; design, balance, movement, rhythm.

Color — Not just bright color, but color harmony, color relationships, color balance. It can be subdued color or strong color. The effect of light permeating a piece.

Creativity — A unique perspective or voice.

Capture — Truth is presented. Not photographic, but real.

Challenge — This piece takes on and overcomes the challenges of painting outside. Weather, fleeting light effects, simplifying dizzying chaos, and dealing with dubs, bystanders, and blustery wind.