



Event Prospectus:

The Mother Road Open Air - Open Road, Paint Out and Show Celebrating the Iconic Route 66 in New Mexico and Texas

This is a non juried plein air event open to artist members of Plein Air Painters of New Mexico (PAPNM) and the Amarillo Art Institute (AAI) Artists may paint plein air anywhere along the historic route 66 in either Texas or New Mexico during the week of this event. Up to two paintings completed during the plein air event will be exhibited at AAI Gallery from each of the sixty six artists signed up for the event. PAPNM is a 501(c)(6) non-profit organization of artists dedicated to preserving and promoting painting "en plein air" - painting in the open air or outdoors. AAI is a 501(c)(6) non-profit organization located at 3701 Plains Boulevard, Suite 72D, Amarillo, Texas 79102 (806) 354-8802

Eligibility

Open to PAPNM and AAI artist and student members working in two-dimensional media, excluding photography and digital media. Your membership must be current during the entire time of the event

Entry Fees, Deadlines, and Event Dates

- \$25.66 is due at time of sign up (non-refundable)
- **April 14 to May 13.** - Sign up period. Sign up are on PAPNM website. Must be a in good standing of either AAI or PAPNM.
- **May 14 to Aug 29** Paint out period is anywhere on Route 66 in Texas and New Mexico.
- **August 29** Last date to receive Shipped work at the AAI. Artists must provide a prepaid return shipping label if they are shipping artwork to the show. Only profession shipping containers such as Strong Box or Uline art shipping container may be accepted. Not DIY shipping containers

- **September 1 from 10 to 4pm** drop off ready to hang art work at AAI Stay tuned for information of drop off opportunities with local representatives in New Mexico and Texas
- **September 4** AAI and PAPNM websites Gallery will go live
- **September 5** Reception at AAI to formally open the show,
- **October 3** Show ends.
- **October 6** Unsold work may be picked up. Shipped work will be sent back to artists by AA1

Participation Fees and Requirements

- Application Fee - **\$25.66** payable PAPNM
- Have your work at the Gallery and available for sale for the duration of the event at the stated commission.
- Participating artists shall allow AAI to collect 20% commission on their behalf. AAI and PAPNM will pay artists their commission 80%
- AAI will collect and pay sales tax on paintings sold
- Artists release AAI from responsibility for any damage to artwork before, during, or after the show.
- That AAI and PAPNM have permission to use all photos and information relating to the submitted artwork for promotional purposes regarding the event.
- By participating in this show, artists agree that PAPNM and AAI may release contact information of participants to potential advertisers.
- In the event the artist has a customer for their painting, they should refer the customer to AAI to sell the piece of their behalf.

Paint Outs

The team is current working on ideas to have fun paint out in Amarillo and in New Mexico. Stay tuned for dates and times

Exhibition

Location: AAI 3701 Plains Boulevard, Suite 72D, Amarillo, Texas 79102 (806) 354-8802

Painting and Hanging Requirements

- Up **2 plein air** works created during the event by each registered artist may be accepted for the show. The painting must be completed at least 80% en plein air on location. Maximum number of paintings to be hung in the show is 132
- In lieu of stamping blank canvases prior to painting for the event, invited artists will receive a “Date Stamp” card via email to print out and photograph next to their painting as they paint on location. These process shots required are are: one showing the initial layout (with painting location clearly visible in background) and one showing the painting 80% complete on location (with the painting location

clearly visible as background). Each photo must include the Date Stamp card. Artists may paint through August 29. Prints of these process shots must be delivered with the finished painting to AAI

- Each artist, upon delivery of their artwork, must include the follow artifacts:
 - A. a signed inventory sheet (you will receive a template when you sign up) the inventory will include artist's name, title of work, medium, image size in inches, framed size in inches, and the retail price
 - B. an artist's biography - One page
 - C. Your process photo shotes of initial layout and 80% complete while on location
 - D. Information on the inventory sheet shall include the painting title, Size in inches, Framed size in inches, Medium, Retail price, Artist name.
- A high-resolution image of the fully completed painting must also be submitted via email for promotion on PAPNM's and AAI website. The images should be high quality jpeg, a minimum of 5" x 7", 300dpi. Ideal file size is 1MB – 4MB. It is recommended you photograph the work before it is framed for clarity.
- The image should be emailed to TBD and TBD prior to delivering the artwork to the gallery. This email should also include the above listed information. Please indicate in the Subject line of the email: Route 66 Show.
- Please Note: The AAI and PAPNM website will go live with all artwork that is included in the show on September 4. It is the artist's responsibility to check their website and make sure that his/her artwork is listed, and all information is accurate including price, title, spelling, etc. AAI or PAPNM will not be held responsible for any information that is missing or inaccurate.
- There is no minimum size for this event
- Maximum painting size for entry 18x24" or 432 square inches
- All work must be sturdily framed, or gallery wrapped and ready to hang with D-rings and wire. No saw tooth hangers will be accepted. Artists will not be allowed to substitute other work for improperly framed work.

Commission

- All work must be for sale. Artists will receive 80% of the sales price of the work. AAI will retain 10% and PAPNM will receive 10%.from the sale of each painting. AAI will handle sales tax. Payment to artists will occur NLT October 28
- Shipping work to customers will be the responsibility of the buyer.

How to Apply Online

- Log on to PAPNM.org.

Event Team

Event Chair - Phyllis Gunderson PAPNM, AAI

Event Texas Event Chair - LaDonna Reflow: AAI

Event New Mexico Event Chair - Stephanie West: PAPNM
PAPNM Event Director Katherine Gauntt
PAPNM Sponsors and Donations Chair - Deb Fowler
PAPNM Treasurer - Jan Frederick
Event Reception Chair - Lee Blakeney AAI, PAPNM

By applying to The Mother Road Open Air - Open Road Paint Out and Show you agree to all the terms of this prospectus.