

# ARTIST'S HANDBOOK

2017

## Castine Plein Air Festival

### Schedule of Events

**Wednesday July 19, Arrival - 5:00pm.** All artists are cordially invited to a welcome cocktail social gathering at The Castine Inn on Main St. Artists receive a complimentary beverage courtesy of CAA. It's a great opportunity to meet other participating artists, as well as connect with the Plein Air committee and our local sponsors.

**Thursday July 20th - 6:00 - 9:00am. Artist Registration** at the Town Common, Court St. At this time artists are required to have all canvases/panels/paper stamped and you will also be given a Festival Bag with your all-important name tag, your artwork labels and inventory form, and many other items. All artists must register before beginning painting.

**Saturday 22nd, 4 to 6pm- Reception, Award Ceremony, and Sale.**

- **IMPORTANT:** Between 12pm and 2pm. **Deliver your art to your assigned table** at Alford Student Union, Maine Maritime Academy, Pleasant St. All artists will have a pre-assigned table, so there is no need to rush to be in line to claim a table. A chart showing the location of your table will be on display.
- Art Judging: 2pm to 3:30pm. Artists must vacate the premises during judging.
- Award Ceremony: 3:30pm, Alford Center Dining Commons. Please return for the awards ceremony!
- Public Reception and Art Sale: 4:00pm to 6:00pm.

### Housing

For those who have requested host housing in Castine, you will be hearing from our housing committee as soon as they find a host for you. Please contact your host to let them know when you will be arriving, and for directions to their home. Since our hosts are committing to house a festival artist for several nights, please use discretion when considering bringing a spouse or partner. Host responsibilities are limited to bed & bath, and a light breakfast (optional by host).

## Communications

Important Contact info:

Don Tenney, Director (207-322-6862)

Kay Hightower, Reception chair (678-662-4421)

## Lost and Found

Don Tenney (207-322-6862)

## Emergency info:

Call 911

Castine Clinic Hours 8 AM to 4 PM weekdays. 102 Court St. **207-326-4348**

## Home Base:

The Castine Visitors Center is below Camden National Bank on Sea Street. This is a perfect meeting place for artists and other visitors. The center provides a central location to meet, greet, and get oriented to the town. The center is staffed from 10 to 4 each day.

## Orientation - in your Artist's Packet

- Artwork Inventory Form. **Each artist must complete this form** by listing each piece of art to be displayed at the Reception and Sale. **Please note:** There is a limit of six (6) paintings per artist on display at the reception.
- Individual Artwork Labels: Artists must complete a label for each piece of art they display for sale. **Information on the label should match information on the Artwork Inventory Form.**
- Map of Castine with key locations for artists. These will also be provided at host houses.
- Collection of brochures and promotions from local businesses.
- Maine Home and Design Publications
- Plein Air Magazine, June-July issue.

### Local eateries in the Village

- MarKels Bakehouse, Main and Water Sts.; breakfast, lunch, dinners to go.
- Danny Murphy's, town dock area, dinner, drinks, pizza to go.
- The Wharf, town dock area, lunch, dinner, drinks
- The Variety, corner of Main and Water St.; breakfast, lunch and dinner. Ice cream and take-out window - The Breeze.
- Dudley's Refresher, town dock; take-out - lunch, dinner and ice cream.
- Manor Inn, Battle Ave.; pub fare and fine dining. 207-326-4861 for reservations.
- Pentagoet Inn, Main St.; fine dining. 207-326-8616 for reservations.
- Castine Inn, Main St. breakfast. 207-326-4365.
- T&C, Water St. groceries, beer, wine, take-out lunch, pizza

### Recreation and Points of Interest in Castine

There are **recreational and touring opportunities** in Castine that you or a guest may be interested in. They include:

The Castine Golf Club; golf (326-8844), tennis (207-326-9548),

Scheduling a kayak trip with Castine Kayak Adventures or bike rental (207-886-3506)

A cocktail cruise aboard the ketch *Guildive* (207-701-1421).

Castine Historical Society exhibit, *Castine's Devoted Women; Partnership and Social Change, 1910 - 1962*. Also the permanent exhibit *The Penobscot Expedition - Making Revolutionary History*.

Castine Historical Society. Walking tour Saturday at 1:00. Call 207-326-4118 for information.

Farmer's Market on the Town Common, Thursday 9 to 11:30.

Public Beach, at the Back Shore, Wadsworth Cove Rd.

The new Castine Touring Company offers a six passenger slow moving vehicle for hire. It is located at the town dock area. She is called Scarlett.

## Rules and Guidelines for the Festival!

For all participating artists, in order to have a smooth running festival, we would like you to observe the following rules and guidelines.

- Artists are required to have all canvases/panels/paper stamped before beginning work. So please register at the Town Common on Thursday morning before beginning to paint. There is no limit to the number of canvases that may be stamped, but you are limited to six (6) paintings for sale at Saturday's reception.
- Previously toned canvases are permitted.
- Maximum canvas size is 18 x 24 or the equivalent in square inches.
- Media permitted: Oil, acrylic, watercolor and pastel.
- Each piece of art must be started and completed en plein air during the festival.
- The event will be held rain or shine, so please come prepared.
- An artist may paint any subject of their choice anywhere within the limits of the Town of Castine (map is included in your Artists Festival Bag or at your host home).
- In order to generate excitement, we request that artists paint locations nearby the town proper where interested people (and potential buyers) can watch artists as they create their works.
- No "street" sales are allowed. Private commissions are not permitted during the festival. The public is encouraged to watch artists at work but may NOT conduct business with you. Please advise anyone who approaches you for any such transaction about this rule.
- Artists must frame all paintings they wish to display and sell (up to six), and bring them to the Alford Student Center, Pleasant St. at the Maine Maritime Academy on Saturday between 12:00 and 2:00PM.
- Gallery wrap is not an acceptable form of framing.
- Each artist will be responsible for transporting their artwork to and from the exhibition venue.
- Each artist will be assigned a six foot long table to display their artwork. The tables will be labeled with your name. A diagram locating your table will be available at MMA.
- Three (3) small table easels will be available for each artist. You are free to bring additional easels of your own.
- All displayed paintings must have a visible CAA Plein Air Festival stamp. For those displaying watercolors with a backing, we would like to add an additional stamp to the backing. Call Don Tenney (207-322-6862).
- Each artist is limited to six (6) paintings which you may display at the reception.
- Each painting must be accompanied by an **artwork label** (find these in your Artists Festival Bag) which the artist fills out: Artist, Title, Dimensions, Medium and selling Price, plus a space to add the buyer's name. Additional labels and adhesive stickers will be available at the cashier's desk.

- In addition, the artist will fill out an **Artwork Inventory Form** with the same information as on the artwork label. The form must be **submitted to the cashier** desk prior to the reception.
- There will be an **Awards Ceremony** for artists at 3:30pm in the dining commons at Alford Student Center. Prizes will be awarded for first, second, and third place, plus five honorable mention awards. In addition the CAA will award a “Castine Captured” award to the painting that best evokes a strong sense of Castine.
- Each artist will set the selling price of their paintings and agree to price their work commensurate with their normal retail pricing structure.
- Sold Artwork: When you have a buyer, tell them to stay with you and the painting until you summon a ‘floater’ cashier (wearing a red apron) to have a sales slip filled out for the buyer. The floater will place a red dot on the artwork label. The buyer will take the sales slip to the cashier. The label will remain with the painting on your table until it can be removed by the buyer.
- We request that award winning artwork remain on display at the artists table until 5:30 PM.
- We request that all artwork remain on display, to the extent possible, at your artists table until at least 5:00 PM.
- CAA will take every precaution to insure the safety of your work. However, CAA cannot insure or be held liable for any damage or loss to artwork or frames.
- CAA will receive 40% of the sale price of each painting that is sold and the artist will receive 60% of the sales price. You will receive a check for your sales within 30 days of the end of the festival, mailed to the address you provided in your enrollment form. We will be charging state sales tax for each transaction. Your fee will be based on the pre-tax amount of the sale. A copy of your Artwork Inventory Form will be included.
- Unsold artwork must be removed from the exhibition venue at the close of the public sale and not before.

#### Summary Procedure for Selling (Purchasing) Your Art!

1. Buyer expresses interest in purchasing a piece of artwork.
2. IMPORTANT: Stay at your table with the buyer.
3. Raise your hand high and summon a ‘floater’ cashier assigned to your area.
4. Floater will fill out a sales slip with the information from the Artwork Label, and add the buyer’s name to the label.
5. Floater adds a red dot to the artwork label indicating it has been sold.
6. Buyer proceeds to the cashier to complete the sale by check, cash or credit card.
7. The buyer’s sales slip will be stamped with the CAA stamp indicating payment was received.
8. Buyer may remove the painting per the instructions above (after 5:30 if an award winner; after 5:00 otherwise).

**Should you have any questions or concerns, please call Don Tenney at 207-322-6862 (cell) or 207-326-9536 (home)**

We look forward to a festival that will be enjoyed by all!