



The Willamette Valley Lavender Festival is a fundraising event  
for the Chehalem Cultural Center and other charitable causes.



## 2018 Prospectus

REGISTRATION ENDS JUNE 1 • LIMITED TO 125 ARTISTS.

**PLEASE READ:** *The rules apply — even if you don't read them.*  
**Paintings not in compliance with the rules will not be accepted.**  
If you have questions or are not familiar with a term/word,  
please email: LavenderPaintOut@gmail.com

### THE JUDGE

Well known international artist Richard McKinley from Medford, Oregon, will judge the 2018 Art Show. He is a member of the Master Circle and President of IAPS, Salmagundi Club of NYC, and Oil Painters of America.  
www.mckinleystudio.com

### REGISTRATION

Pre-registration for the Paint Out is required. Registrations will be limited to 125 artists.

Artists must be 18 years old or older.

Early Registration starts March 1 and ends April 30.

Regular registration is May 1 through June 1.

**No Entries will be accepted after June 1.**

Cost to register in the Open Division is \$25 for Early Registration and \$35 for regular registration,  
**which admits 3 paintings to the show.** Payment must be included with Registration.

Cost to register in the Professional Division is \$45 for Early Registration and \$55 for regular registration  
**which admits 3 paintings to the show.** Payment must be included with Registration.

**Two extra painting may be entered in your chosen division for \$10 each, payable at delivery.**

- No refunds. The Paint Out will take place regardless of weather, bloom time or other adverse conditions.
- Registered artists will have access to a private FaceBook page where the participants can converse. A great way to exchange photos of different farms to entice you to expand your painting venues.

### CHOOSE YOUR DIVISION

Artists may choose to enter the Open or Professional division.

The Open division is for artists of all abilities. The Professional division is for artists who consider themselves professional artists. Both Open and Professional divisions will have cash and art supplies awarded.

Please review the Checklist below to help you determine if you should enter the Professional or Open division.

**PLEASE SEND/MAIL IN YOUR "CHECKLIST FORM" WITH YOUR REGISTRATION FORM.**

(The "Checklist Form" is a pdf — you can download from website: [www.WVLavenderFestival.org](http://www.WVLavenderFestival.org))

**CHECKLIST for deciding if you should enter the Open Division or the Professional:**

***If you check 4 or more of these items,*** you should consider entering the Professional Division.

(There are two types of professional artists – monetary, and skill level. Van Gogh achieved the skill level of a professional even though he sold only one painting in his life time.)

- A good portion of your income is from selling paintings.
- A good portion of your time is involved in painting and the associated art business.
- You have itemized your art materials on your income taxes, and/or have an accountant.
- You have a business name and/or license for your art work.
- You've attended art school, an atelier, design program or other artistic instruction.
- You take (or have spent a number of years taking) a painting workshop/class at least once a year or more.
- You teach painting classes/workshops.
- You sell paintings through a gallery(s) or an online gallery/auction/selling site(s).
- You've been juried into an art show(s), or plein air painting event(s).
- You've been invited by a gallery or museum art show(s).
- You've been invited by a magazine or book publisher to have your art included.
- You've won an award(s) in an art show(s) or competition(s).
- You have a blog, newsletter, YouTube or use other social media to promote your art.
- You have a website for your art or you advertise in art magazine(s).
- You work, or have worked, in an artistic job such as, graphic designer, illustrator, sculptor, clothes designer, ceramics, or similar positions.

**LIST OF AWARDS:**

Artists Choice Ribbon for both Open and Professional  
 (vote Friday night 6:30pm to 7:30pm, winners announced at 8:30)

**Professional Division**

1st Place, \$600 cash

2nd Place, \$500 cash

3rd Place, \$400 cash

6 Honorable Mention Ribbons, art materials awards

People's Choice Ribbon, art materials awards

**Open Division**

1st Place, \$300 cash

2nd Place, \$200 cash

3rd Place, \$100 cash

6 Honorable Mention Ribbons, art materials awards

People's Choice Ribbon, art materials awards

**The Paint Out / Where to Paint**

- Artists will receive a packet with a "Destinations" brochure that has a short description and a general map of each farm, a list of each farm's special instructions for artists, a name tag to identify you as a registered painter that must be worn at participating farms when you paint.
- Paintings must be produced between June 25 and July 12, 2018 at participating lavender fields and delivered on July 12. Paint only at farms on the official list. The name of the farm must be stated on your painting information list *and* on the tag hanging on the wire. Paintings not from participating farms will NOT be accepted.
- Paintings are required to depict visible lavender plant(s) or lavender flowers in the painting.
- Only original 2-D artwork accepted, no photography, no artwork from instruction of a teacher/class/workshop.
- Packets will be distributed to artists at a Meet and Greet for local artists or mailed to out-of-town artists by June 10th. You will receive more information about place and time when you register.
- Artists must follow the special rules the farm have listed. Failure to abide by the rules will result in the artist being disqualified from the WV/OR Lavender Paint Out & Art Show.

## **DELIVER YOUR PAINTING(S), JULY 12TH**

July 12, 2018, (Thursday) between 10 am and 3 pm.

Chehalem Cultural Center Ballroom,

415 E Sheridan St., Newberg, Oregon

The back parking lot on E. Sherman St. is close to Ballroom doors.

If another person is picking up your painting on Sunday, we need the person's name and phone number and they will need the receipt or photo of it on a mobile phone, to bring with them on Sunday.

## **ARTWORK: SIZE, FRAME, HANGERS**

•Paintings must be framed and ready to hang when delivered on July 12th, between 10 am and 3 pm.

•**Maximum Size of artwork — including the frame — is not to exceed 28-inch on any side.**

(Example: An 18x24 painting in a 2-inch wide frame measures 22x28-inches — a 3-inch wide frame would be 24x30 and too large to be accepted.)

•**Gallery wrapped canvas and cradled panels must be at least 1 3/8-inch deep** (package states it is 1 1/2-inch deep) **and the sides must be painted.** You can extend the painting around the sides or paint a solid color. No visible staples or nails on sides allowed.

•**Attach ID tag, looped around hanging wire.** Include your name, phone number, title, price and name of farm on ID tag. Please don't tape to wire – tape ends of paper together, while looped around wire. An instructional PDF and the "Tag List" PDF will be available on website: [www.wvlavenderfestival.org](http://www.wvlavenderfestival.org).

•**ONLY flat or D-ring hangers with hanging wire are allowed — NO SAWTOOTH or other type of hangers allowed!**

(If you have questions or don't understand a word/term please email Kathy Johnson. Every year a few paintings don't meet the requirements and are rejected. Please don't be the rejected one this year.)

We will post some instructional PDFs on our website: [www.wvlavenderfestival.org](http://www.wvlavenderfestival.org)

## **ART SALES/COMMISSION**

All artwork must be for sale and realistically priced. The Chehalem Cultural Center will send check within 30 days of the end of the art show. Painting sales during the Festival will be conducted by Festival Staff.

A commission of 25% will be retained by the Festival to assist in covering costs. If a painting is sold after the art show to someone who attended the show, the 25% commission should be sent to Chehalem Cultural Center. This is standard practice in the art world. The Center incurs costs to put on the show and deserves to receive the commission.

If a potential buyer cannot pick up the artwork, the artist will be called to make arrangements with the buyer to deliver the painting to the buyer or to ship to the buyer. The artist will arrange reimbursement for shipping costs with the buyer. Keep your phone nearby during the Art Show hours — if you're not available, you might lose a sale.

## **VOLUNTEERS**

Please consider being a volunteer. Morning and afternoon shifts available. A schedule will be included in package sent to registered artists. Example of some of the opportunities include: assist during the set-up, reception, Host/Hostess for both show days and the take-down and return of artwork to the artists. More details will be sent the artists later.

## **COLLECTOR'S AND ARTISTS' AWARD RECEPTION**

Friday, July 13, from 6:30 pm to 9:00 pm,

Award ceremony: 7:30pm

Vote for Artists' Choice Award, announced at 8:30 pm.

Chehalem Cultural Center Ballroom,

415 E Sheridan St., Newberg, Oregon

## **ART SHOW**

July 14, Saturday, from 10 am – 6 pm

July 15, Sunday, from 10 am – 5 pm

All sales handled by art show staff

## **PICK-UP ARTWORK**

July 15, Sunday between **5:10 pm and 5:45 pm. The doors close at 6 pm. *There will be a charge of \$15 for any paintings not picked up by 6 pm on Sunday, July 15.***

## **ARTWORK FOR PROMOTIONAL MATERIALS**

With the artists permission, paintings may be selected from the show for use in future Oregon Lavender Paint Out, Willamette Valley Lavender Festival and/or Oregon Lavender Association promotional materials.

## **PROMOTION**

Distribution of 30,000 Destination Guides with information about the art show. Distribution of 5000 bookmarks, 2500 postcards, 100 posters and other promotional materials. Ads and features in Willamette Living Magazine, The McMinnville News Register, The Newberg Graphic plus some radio. Daily posting on the Yamhill Lavender Festival Facebook page. A page on the Oregon Lavender Destinations website and our own Willamette Valley Lavender Festival website. Featured on the Arts Alliance of Yamhill County website. OPB's Art Beat program had a photo shoot during the 2017 Paint Out and will air the show in spring 2018. *Plein Air's Online Magazine Outdoor Painter* posted an article about the Paint Out in 2017: [www.outdoorpainter.com/whats-more-beautiful-than-a-field-of-lavender/](http://www.outdoorpainter.com/whats-more-beautiful-than-a-field-of-lavender/). We continue to pursue additional opportunities. Future plans include separate Facebook and Website for the Oregon Lavender Paint Out.

Please help us promote this event by helping us distribute marketing materials and by sharing on your facebook, events calendars, websites, newsletters and by word of mouth.

## **WHAT YOU CAN DO to increase *Your* sales:**

Tell your friends, family, and neighbors about this wonderful event. Share the links below in your emails and social media. Help distribute bookmarks. Like us on Facebook and share posts. Thank our sponsors when you shop at their store. Please let us know what we can do to support any efforts or ideas you have about helping us promote the show.

[www.wvlavenderfestival.org](http://www.wvlavenderfestival.org)

[www.facebook.com/WillametteValleyLavenderFestival](https://www.facebook.com/WillametteValleyLavenderFestival)

## **CALENDAR**

Early Registration: March 1 through April 30, 2018

Regular Registration: May 1 through June 1

Paint Out: June 25 through July 11

Deliver Paintings: Thursday, July 12, 10 am to 3 pm

Collectors' & Artists' Reception: Friday, July 13, 6:30 pm to 9 pm

Art Show: Saturday, July 14, 10 am to 6 pm

Sunday, July 15, 10 am to 5 pm

Pick Up Your Artwork: Sunday, July 15, 5:10 pm to 5:45 pm

*The doors close at 6 pm. There will be a fee of \$15 for any paintings not picked up by 6 pm on Sunday, July 15.*