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Town of Kingsville Council

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A Proposal

Hello;

Elaine and I, in conjunction with The Art Society of Kingsville, would like to put forth a proposal to the town of Kingsville with regard to the formation of an arts event.

We would suggest the creation of an 'En Plein Air painting competition, exhibit and sale for the town and its environs which would last for a period of three to four days. Over the past several years, we have competed in similar events in the Peterborough area, in Brantford and Paris and in the Elora and Fergus area. We have provided examples of brochures and some of the elements of this type of event from the past shows we have participated in with the idea that this is something that our town could host as well.

Basically Artists are invited to come to the community to set up and paint outdoors in various locations throughout a pre determined area (rain or shine.) All Artists must sign a waiver exempting the town of any responsibility resulting from injury or accident during the duration of the event.

The Artists pay a fee to enter the competition and to agree to the rules and regulations set forth. Proceeds of the fee go toward compensation for the advertising of the event and or a portion of the prizes for the competition. The ask of the Town would be to help promote the event to the community, provide a venue for the event (Carnegie or the new Grovedale Arts and Culture building) and if feasible provide one of the prizes, perhaps a Mayor's purchase award with a set amount in which the Mayor could obtain an original work of art to hang in the municipal offices. If the event is successful, over the years a collection of portrayals of local scenes of the community would be acquired. At some point in the future, if the collection becomes too large, older works could be auctioned off to help finance a community upgrade or improvement.

The ask of the community at large would be to provide access/permission to properties for the

purpose of providing subject matter for paintings. (The Artists must not impede the normal flow of traffic etc.)

The ask of local businesses through the BIA would be to help with the donation or sponsorship of prizes.

Along with other volunteers to help with the registration, stamping of the canvases, acceptance and hanging of the art, the ask of youth looking for community hours would be to provide help making "story boards" with photos, maps and directions for the artists to seek out locations to paint in.

To conclude, we believe this type of event could be of benefit to the community by providing one more draw for our growing town, attracting tourists, visitors and art enthusiasts.

Alyne & Claire van Lo

What Is This Plein Air Painting?

Plein Air Painting or painting “En Plein Air,” is a French term meaning “In the Open Air.”

Plein Air Painting is about the artist venturing outside the confines of their studios in order to experience their subject matter first hand. Sometimes it can be a quick sketch, a simple colour study, a painting started in the outdoors and completed in the studio or a painting done entirely in the outdoors in one or several sessions.

The practice goes back for centuries but was only made into an art form by the French Impressionists.

In Canada plein air painting is an important part of our cultural heritage with the revival of the practice by the Group of Seven. More recently there has been a resurgence in plein air painting by many contemporary artists eager to capture the subtleties of the outdoor landscape in terms of light and atmosphere that is usually lacking in a photographic reference.