



Dear Artist —

Thank you for your interest in participating in Alfresco!, Kutztown's 3rd annual Plein Air Festival and exhibit.

Kutztown is a treat for the visual artist and all who enjoy the unique and endangered beauty of small town America. A busy University town surrounded by rolling Mennonite farmlands, Kutztown offers something for everyone. Enjoy capturing historic buildings on canvas? We offer a range that extends from old silk mills and iron foundries to restored Pennsylvania Dutch log cabins and barns. For those who paint the bustle of human busyness and interaction we offer children at play in an idyllic tree-filled park and animated diners at outdoor cafes. For the landscape artist we have preserved farms, alleys and side streets, marshes and creekside walking trails. A week is not enough to capture the potential of this visually rich and historic town.

Alfresco! is a fundraising event of the Kutztown Community Partnership, a community-driven non-profit organization dedicated to the economic revitalization and preservation of downtown Kutztown. By participating in this event you are helping to achieve their goals while promoting Arts in the community and raising awareness of Plein Air painting.

Please review the enclosed Information and Entry Form and respond by May 15. Check the website at www.kutztownpa.org for updated notes on schedules, special events, maps, and directions, and please feel free to call us at (610) 683-0744 or (610) 417-1238 for further information.

Thank you, and see you 'en plein air'!

Joanne Lopic

Joanne Lopic
Alfresco Art Festival Coordinator

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Amy Bray

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Kutztown Community Partnership

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Alfresco!
Kutztown's 3rd annual Plein Air Competition
Information & Entry Form

Alfresco! will be held from May 22 through May 31, 2009 in the uniquely charming Borough of Kutztown, Pennsylvania. Entry into the competition is open to all US artists over 18. Registration fee is \$25 and shall be paid to the Kutztown Community Partnership. Canvas stamping will be held on Friday, May 22. Artists may have as many canvases or papers stamped as they wish, but they may only enter two works in the competition. Plein Air painting and drawing will take place between May 23rd and Friday, May 29th, with daily check-ins at the Kutztown Community Partnership office. Plein Air artists will work within the physical boundaries set by the committee within the Borough and surrounding areas. All works entered in the competition must be created at least 75% en plein air and may not utilize photography for completion.

On the 29th all artists and three of their guests are invited to a Collector's Preview Party/Artist's Reception, where judging will occur. At least \$700 in prizes will be awarded that night. All artwork will be available for sale with 25% of sale price donated to the Kutztown Community Partnership to further their downtown improvement efforts.

All artwork will remain on display and for sale throughout the weekend, with public voting for the People's Choice Award (\$100) on Sunday, May 31, at the annual Art in the Park event.

Quick Draw events will be held on Sunday with individually sponsored prizes of \$100 per Quick Draw. Plein Air artists may participate in these fun and frantic events at a reduced price of \$5 per event. Advance registration for Quick Draws are encouraged as there are maximum participants established for each event.

Entry information must be postmarked by May 15, 2009.

Entry Information

Artist Name _____
Address _____
City, State, Zip _____
Email _____
Phone (home) _____ (cell) _____
Website _____

Please enclose check for \$25.00 made payable to:

Kutztown Community Partnership
Attn: Alfresco!
324 W. Main Street, Kutztown, PA 19530

*Kutztown Community Partnership is a community-driven non-profit organization dedicated to
the economic revitalization and preservation of downtown Kutztown.*

Entry Agreement (required for participation)

By entering Alfresco! Kutztown's Annual Plein Air Festival and exhibit, I affirm that I have read the entire prospectus and by signing this entry form I agree to be bound by all terms outlined in it. **All works entered in this competition must be created en plein air (outdoors) without the assistance of photography.** I understand that I am expected to participate in both the plein air competition and the exhibit and sale. During the dates of the competition I agree to not sell any work done during the Festival unless I pay 25% commission to Kutztown Community Partnership. My paintings which I exhibit must be priced with a retail price commensurate with my normal pricing structure. A 25% commission on all works sold will be retained by Kutztown Community Partnership and all sales will be handled by their representatives. Images of work that I enter into the competition may be used by same organization for publicity purposes.

Signature _____ Date _____

Al Fresco! Kutztown's 3rd annual Plein Air Competition • Map of Kutztown

