



**Founded 2014**

## **PAINT OUT – the 21<sup>st</sup> century outdoor festival of art**

*“There is a beauty and a poetry to Plein Air, stimulating the senses, that cannot be found in the studio, that is a challenge to young art school graduates and experienced artists alike.” – James Colman, artist and founder*

### **The Premier Juried *En Plein Air* Artist Competition in the United Kingdom**

**Paint Out** is an urban outdoor art event exciting a contemporary audience in both traditional and modern ways, revitalising the *en plein air* tradition. Our events are live demonstrations of the skills of experienced artists in direct view of the general public. This is achieved through painting competitions, educational art workshops, curated exhibitions, and quality art auctions at prestigious city, coast, and country locations around the UK.



## Why Paint Out stands out

**Paint Out** is a high-quality *plein air* art competition running multi-day painting events since 2014, in **Norwich** and **Wells-next-the-Sea**, and expanding nationally. Over 100 national and international artists have participated to date and hundreds more expressed interest in the premier juried open air art competition in the UK. Our founding event **Paint Out Norwich** is held each year at the Cathedral Hostry as part of a two-week arts festival. We have also developed a successful three-day weekend event to great acclaim at **Wells-next-the-Sea** which is rolling out across the UK and abroad to new locations and special events sites.

We are actively transforming outside painting skills by encouraging artists on to the streets to portray the urban landscape and its surroundings. This pits the artist against the ever-changing elements of weather, light and time, challenging them to make work in all conditions and allowing their audience to see their processes and deliberations as the work is created in front of them. The artists engage and receive comment and criticism in real time, as they work, as well as at the hands of eminent art judges later. *“The public get to view the painter’s passion and process in real-time.”*

This is extreme painting, an artistic adventure, putting traditional practices to the test in a contemporary and very public way. It re-engages passers-by with art and offers artists opportunities to encounter both existing and emerging collectors of their works - art lovers who may well have seen a painting completed before their very eyes, from blank canvas to finished and framed artwork.

## What is Plein Air?

*Plein Air* or *peinture sur le motif* was originally radical, the cool and class-crossing precursor to impressionism. It had and has far-reaching ramifications for the art world, then and now. It was steeped in innovation and invention, transporting materials from indoor practice to the natural light and adventurous risk of the outdoor environment. It directly took on the somewhat “predetermined look” of more academic and studio-based painting.



**Paint Out** as an event began in Norfolk, UK, the home of the historic *Norwich School of Painters* whose early nineteenth-century members took *plein air* painting out to every corner of the region and further afield, putting names such as Cotman and Crome into the frame with the more familiar names of Constable and Turner and the later, Monet, Renoir, Singer Sargent, and Van Gogh. *Plein Air* was an international art movement drawing inspiration from the Dutch, application and innovation by the British and French, endeavour by the Americans, and extended all the way to Russia.

The experimental and experiential nature of *en plein air* painting provides artists the opportunity to discover urban back-alleys and sheltered cover, wade through mud flats, hide behind gorse bushes against the force of the wind, scramble over dunes and hide under beach huts in order to create their work of art. Out of the studio, artists are challenged to take on a range of public situations and make exceptional paintings in the light of the moment and their personal response of the view in front of them. Artists are essentially embedded in either a rural or urban jungle within which to create an artwork reflecting their experience of the environment in that moment, accompanied by the variability of the light and elements, public onlookers, animal interference, and weather-affected art.



*“Paint Out has been such an enriching experience for me that I would thoroughly recommend it to other aspiring artists. I’ve learnt a lot from watching others tackle the challenges of plein air painting” –Tanya Pawsey, artist*

## Where is **Paint Out** going?

Our aim is to put artists in the limelight, on every high street and cobbled lane, beach or quay, around the UK and abroad. Our multiple formats allow engagement at several levels of expertise and time commitment creating diverse opportunities to put art in front of the public, not only in its finished form but during every stage of its creation.

These events are wonderful ways to educate, explore, and engage with art, culture and environment.



## When does **Paint Out** take place?

We have several dynamic formats in our **Paint Out** paintbox taking place throughout the year in 1-day, 3-day and 5-day models:

Our **One-day Event** model can incorporate day trips for artists to historic and/or scenic locations to explore and reinterpret the environment. This can optionally be combined with mass ‘paint outs’ for members of the general public, aspiring amateur and passionate professional artists alike.

Our **Weekend-model Event** at regional locations like Wells-next-the-Sea lasts three days with an optional ongoing local multi-day exhibition. New destinations at selected cultural sites around the country and abroad grow year-on-year. This model is not restricted to a geographic place but is portable and adaptable to events, festivals, and historic properties.

Day 1	Artists arrive Friday afternoon and head out to paint a sunset or early evening nocturne. Evening festivities at a local pub or similar social.
Day 2	Main competition. Three hour morning and afternoon sessions and optional evening painting or social event. Artists may be driven to a pre-selected location to maximise community encounter, exposure and engagement. Optional artist workshops in core skills of drawing, colour, oils, watercolour, mixed-media, and social media may take place during one session.
Day 3	Morning mass ‘ <i>paint out</i> ’ for members of the public to paint the location alongside professional artists and exhibit their work at a pop-up gallery later on Sunday. Main competition prizes are awarded with judges’ commentary at a wine reception. This is an excellent opportunity for promotion and marketing of sponsors. This can be combined with a one-day food, music and art(s) festival. Artists continue to paint outside as demonstration of their skills during the art exhibition and festival.

Our **Signature Five-Day Event** is held in the fine city of **Norwich** and is followed by a multi-week art exhibition, including gala and invitational private views and optional art auction:

Day 1	Artist workshops in core skills of drawing, colour, oils, watercolour, mixed media, social media skills, and other educational aspects of artistic development.
Day 2	Mass ‘ <i>paint out</i> ’ members of the public with a chance to paint the city alongside professional artists and exhibit their work at local and/or <i>Paint Out</i> exhibition galleries. Competition artists scout out the city for their painting locations. Possibility of a Sunday evening Nocturne and/or optional artists’ social.
Day 3	Main competition. Three hour morning and afternoon sessions and evening Nocturne session. Painting from 9am to 9pm.
Day 4	As Day 3. Artists paint different sites morning and afternoon. Freestyle 2-day event artists finish their single large format art works. Final nocturne can be swapped for social event.
Day 5	Gala Preview at the Cathedral Hostry judges’ awards, comments, sponsors thanks, optional art auction and complementary events such as art talks, wine tasting, corporate hospitality <i>etc.</i>
...	Exhibition continues at the Hostry for 7-28 days thereafter. Over 5000 came to the 2015 <i>Paint Out</i> exhibition, an excellent opportunity for ongoing side-by-side promotion of art and sponsors.

## Who does **Paint Out** benefit?

- The Visual Arts community from art students to full-time artists, and art lovers to collectors
- Local community culture including rich explorations of history, heritage, architecture and landscape
- Tourism and travel bringing artists, judges, and spectators, to the indoor and outdoor events
- Sponsors and partners gain increased community visibility and public prestige for backing the Arts

**Paint Out** has already proved to be hugely popular and accessible since 2014, both for the professional artist and aspiring amateur, as well as a curious and enamoured public audience.

It is also a perfect opportunity for aspiring art collectors to acquire emerging and established artist works including opportunities to meet the artists, watch them work, visit them in their open air or studio environments. We also bring in dealers and curators to speak about the ins and outs of the art market.

**Paint Out**'s interactive art events are a powerful force for good in the community in terms of education, inclusiveness, and inspiration. It also creates great opportunities for companies and organisations to be associated with a visual art event that is not only growing in popularity but has the ability to improvise and innovate its events year on year, in every locale.

Each **Paint Out** culminates in an exhibition of hundreds of freshly painted works, displayed in a convivial gallery surrounding allowing artists, collectors, and backers to mingle in a celebratory festival atmosphere.

**Paint Out** is fundamentally social, artists working alongside each other, in direct contact with their audience. This open comraderie is reflected in energised social media channels - widely followed and broadly shared. This is reflected in the exceptional calibre of artists who are selected through a year-round jury-entry application system that has seen hundreds of national and international artists register interest or participate.

**Paint Out** is characterised by a great generosity of spirit. Our brilliant chosen artists create a tangible atmosphere of warmth at these exceptional events. The curated works they make show our familiar cities, towns and coastlines back to us with an entirely new perspective. **Paint Out** events are like no other and provide an opportunity to entertain and encounter that is entirely and marvellously distinct.

It's about valuing the arts and culture in the communities we live and work. It's about how arts and culture illuminate our inner lives and enrich us emotionally. When we think of arts and culture, we think of the best in the human spirit and its creativity. This is what **Paint Out** offers and invites others to share in with all its intrinsic value and a dash of cool Britannia in a country renowned for its past and present arts movements.

## How can you get involved with **Paint Out**?

- Sign up as an artist and enter some of our art events.
- Team up with us as a volunteer or community organiser at an event.
- Learn more about art at a **Paint Out** educational talk or workshop.
- Let us know if you would like a **Paint Out** event in your location.
- Support us as a sponsor to help spread our art events far and wide. We're always interested in enquiries for partnership from councils, communities, charities, corporate or individual backers.