



# Plein Air at the Fair

Thursday, August 28, 2025

PLEIN AIR AT THE FAIR IS AN  
ARTIST'S CHANCE TO CAPTURE THE  
MAGIC OF THE 176TH WALWORTH  
COUNTY FAIR ON CANVAS.



## ***New this Year at Plein Air at the Fair!***

**We have added a Postcard Paint.**

**The Postcard Perfect Paint is a postcard perfect size painting with a wallet wise price. It gives you another opportunity to paint during the *2025 Plein Air at the Fair*. We have found in previous years that lower priced pieces sell faster thus making your artwork available to more Fair guests. All artwork must embody the Plein Air spirit by capturing the light, mood and atmosphere of the moment.**

**The Main Event is also part of this competition.**

**All paintings, both Main Event and Postcard Perfect Paint, must be created entirely onsite at the Walworth County Fair on Thursday, August 28, 2025 between 9:00 am and 10:00 pm.**

**Artists must submit all artwork by 9:30 am on Friday, August 29, 2025.**

**Artists will be responsible for framing their artwork.**

**(see submission section)**

## **Main Event Awards**

### **TWO PAINTINGS ALLOWED**

#### **Awards:**

**Top Awards** – Artists can receive only one award from this section:

- **Grand Champion...\$1,000**
- **Reserve Champion...\$600**
- **Award of Merit...\$400**

**Special Awards** – Artists can receive multiple awards from this section:

- **Capture the Color...\$200**
- **Best Kids or Animals at the Fair...\$200**
- **The Winning Moment...\$200**
- **Best Dairy Animal...\$200**
- **Best Capture of Fair Theme...\$200**

## **Postcard Event Awards**

### **ONLY ONE PAINTING ALLOWED**

- **Grand Champion ..... \$250**
- **Reserve Champion ..... \$150**
- **Merit ..... \$100**

Liability: Regardless of cause, the artist agrees to bear all risk and expense for any loss, theft or damage to their artwork or other personal property or injury to their person. The artist agrees to be responsible for ensuring their artwork, and to abide by all rules set by the Walworth County Fair. Participating artists and all paintings submitted may be photographed and videotaped by Walworth County Fair for promotional purposes.

## Plein Air at the Walworth County Fair

Overview: Plein Air at the Fair Event is an opportunity for artists to create artwork that is inspired by and created solely, at the Walworth County Fair. All artwork must embody the Plein Air spirit by capturing the light, mood and atmosphere of the moment. This competition is open to all.

### All Rules apply to both the Main Event and Postcard Paint:

- Artists must have and use their own supplies.
- Each painting must be created entirely on-site at the Walworth County Fairgrounds on Thursday, August 28, 2025 between 9:00 am and 10:00 pm.
- Artists may submit up to **two paintings** in the Main Event and **one painting** in the Postcard Event.
- Artwork **MUST** be framed.
- Artists must paint in the ticketed area of the Fairgrounds. Only areas open to the public are available to artists. In addition, artists can paint in buildings including animal barns open to the public during hours of operation. A map marked with the areas will be provided to registered artists in the informational packet that will be mailed.

### **A painting will be disqualified for judging if the artist:**

- is found using a photographic device or photos on their easel.
- is not within the ticketed area of the Walworth County Fairgrounds.
- intentionally impedes the sightlines of other artists.

Artists will be responsible for framing their artwork. ALL ARTWORK MUST BE FRAMED. Final ready to hang artwork must be submitted by 9:30 am on Friday August 29, 2025 (see submission section). *Please note that judging of fair entries will be happening while you are dropping off your artwork.*

**Registration: First 30 artists to register will be accepted.** Registration fee is \$40. All registered artists will receive four (4) complimentary admission tickets and a Thursday only parking permit to the Walworth County Fair. The registration fee must accompany the registration form.

**Registration Deadline:** All registrations must be postmarked by Thursday, August 7, 2025. Registration fees are not refundable or transferable. Any registration fee received after the maximum number of artists are registered will be returned. Questions regarding competition rules should be directed to Susan Earle by email at [mrsearle1985@gmail.com](mailto:mrsearle1985@gmail.com)

## Check-in and material stamping:

- Check-in and material stamping will be open from 7:30 am to 9:00 am (no exceptions) on THURSDAY, AUGUST 28, 2025.
- Check-in location will be at the Cultural Arts Building located on the north side of the Fairgrounds. Look for the “Plein Air at the Fair” signs.
- All artists must check in at this time regardless of painting time, due to driving restrictions on the grounds. Please note: *Thursday is the only day that materials can be stamped for the Plein Air Event.*
- Artists will enter the fairgrounds through the North Gate, located on Highway 11 near the Equestrian Center. You must show tickets and a Plein Air Painting Participant Parking Pass. You will then be directed to turn right and continue to the check in area and drop off your supplies. You will then park your vehicles in the designated parking area (map will be provided).

After their vehicles have been parked, artists will be shuttled back, if necessary, to the drop-off area to check in. Painting materials must be stamped before artists are allowed to begin painting. For dark colored materials, please paint a white patch on the back to provide a visible stamping area. Artists will receive a packet that will include a button at check-in, this button must be worn while painting.

**Time period for painting:** From 9:00 am until 10:00 pm on THURSDAY August 28th, 2025.

**Materials:** Media may include oils, acrylics, watercolors, pastels, gouache and pencil.

## Maximum submission sizes:

### Main Event:

- Unframed painting area – 320 square inches
- If Framed – 480 square inches
- Unframed canvas wrapped will **NOT** be accepted. ***All Artwork MUST be TURNED IN FRAMED!!!! If NOT framed, it will NOT be accepted***
- For the purposes of this competition, square inches shall refer to the standard formula of length multiplied by width. For example: 16" x 20" canvas = 320 square inches.

### Postcard Paint:

- Unframed canvas area – 5 inches by 7 inches = 35 square inches
- If Framed – 99 square inches

**Submission:** Each artist may submit a maximum of **TWO** signed paintings for the Main Event and **ONLY ONE** painting for the Postcard Paint..

- Artists must drop off the **ready to hang artwork** at the Plein Air Exhibit Area located inside the Cultural Arts Building.
- Artists will be responsible for framing their artwork and having it **READY TO HANG**.
- Final ready to hang framed artwork must be submitted by 9:30 am on Friday, August 29, 2025. Please note that judging of fair entries may be happening in that building while you are dropping off your artwork.

**Completed Artwork Drop off times:**

- Thursday, August 28, 2025, noon and 9:00 pm.
- Friday, August 29th, 2025 between 8:00 am and 9:30 am. **NO LATE EXCEPTIONS**
- There is NO special parking permit for Friday morning. Parking is free on the grounds at that time..
- Judging will begin approximately at 5:30 pm on Friday, August 29th, 2025. It will be after the open class judging for that day is completed. The judge may wish to take a break. Time is approximate.
- Check-in stamp must be visible on the back of each painting in order to be accepted.
- Paintings must be appropriately framed. They must be securely wired and ready to hang. **The frame MUST be in quality shape and not in need of repair!!! No alligator clips allowed - must be wired!!!**
- All submitted artwork must be for sale and remain in the exhibit until the end of the fair.

Walworth County Fair reserves the right to accept or not accept any painting for exhibition including, but not limited to, paintings that are improperly framed, stained mats, alligator hangers, etc.

**Price:** Main Event prices will be set by the artist and there will not be a cap. Postcard Paint price must be \$100 or LESS. Price changes are NOT allowed after submission of painting.

**Release of un-purchased Artwork:** Any artwork not sold will be released on Tuesday, September 2nd, 2025 from noon to 6:00 pm. To pick up your artwork you **WILL** need a PHOTO ID. If sending a representative please provide a signed note. Be advised the release day for all other items in the building is also on Tuesday, September 2, 2025 from 3:00 pm to 6:00 pm.

**Purchased Artwork:** Artists will be notified if their artwork is sold. All purchased paintings will stay on exhibit for the complete run of The Walworth County Fair which closes on Monday, September 1, 2025. All paintings can be purchased by credit card during the Walworth County Fair. Purchased artwork preferred release shall not be until Tuesday, September 2, 2025 and must be picked up between noon and 6:00 pm that day, unless special arrangements are made with the Superintendent.

**Artwork Release via special arrangements:** Sold artwork may be released to the purchaser on Monday, September 1, 2025 after 5:00 pm by the Superintendent ONLY and will only be given to the purchaser.

Unsold artwork will be released to the artist or assigned representative on Tuesday, September 2, 2025 from noon to 6:00 pm.

**Commissions:** The Walworth County Fair will retain a 30% commission on all paintings sold during the Walworth County Fair. Artist payment will be mailed to the address provided at registration within four weeks following the end of the Walworth County Fair.

**Judges:** A panel of two Plein Air artists will judge the exhibit on Friday, August 29, 2025 after the Open Class judging has been completed in the Arts and Craft Building. The winners will be announced after judging. The judging will begin approximately at 5:30 pm.





# Plein Air at the Fair Registration Form

Name

Phone Number

Address

City, State, Zip

Email

Website (if applicable)

Signature

Date

**Registration Fee:** \$40 per artist, up to two paintings may be submitted for the Main Event, one painting may be submitted for the Postcard painting. Make checks payable to Walworth County Fair, or call the fair office at 262-723-3228 to pay by phone. The registration fee must accompany this registration form.

**Return Completed Form & Fee to:**

Walworth County Fair  
Plein Air at the Fair  
P.O. Box 286  
Elkhorn, WI 53121

Note: Registration fees are not refundable or transferable.

Any registration fee received after the maximum numbers of artists are registered will be returned.

**Postmark Deadline:**

Thursday, August 7th, 2025

**Fair Tickets:** All registered artists will receive four (4) complimentary admission tickets and a special parking area permit for Thursday, August 28th, 2025.

Please see the Fair Info/Fair Contests tab at [WalworthCountyFairgrounds.com](http://WalworthCountyFairgrounds.com) for complete details.