



FREQUENTLY ASKED QUESTIONS about the Plein Air

1. Does each Plein Air artist have to display a vendor's permit?
 - Yes. the DRBIA will obtain the permit for the event, which will cover the artists.
2. Do all works have to be ready for sale on May 22nd?
 - Yes, all works must be dry, framed and ready for sale on the 22nd.
3. Can oil painters participate in Plein Air?
 - Yes but they must keep into consideration that all paintings must be dry and framed on the final day.
4. Do all of the paintings for sale have to be done on site during the specified time period?
 - Yes, the paintings must be created on-site during Plein Air. We want to avoid participants creating works off-site and submitting them as part of the event, as the intention is to introduce the public to the artist through works-in-progress and create a desire/demand to return to purchase the works they have been admiring in passing encounters.
5. If all art has to be done on site - can the artists work from photos of other subjects (flowers, portraits, the Rockies, Tuscany)?
 - Yes. We suggest downtown views, as our research identifies a better opportunity for the artist to sell the works to tourists who will be looking for a “memory” of Ottawa to take home with them – remember this is during the Tulip Festival, one of our major tourism festivals. Images of flowers, tulips, landmarks, etc., would likely trigger a tourism response. However, locals will be attending as well and possibly interested in other images.
6. Most Plein air painters touch up, (fix or change various aspects) when they get back to their studio. Is this allowed? Some may result in very different work than was done on site?
 - As long as it is clear after the touch up that the work is the same piece that was created on site.
7. Will there be opportunity to rotate locations and alter the length of time required to be on-site.?
 - Yes, we will be breaking the day into two 4-hour shifts instead of 6-hours and rotate locations each weekend to accommodate concerns expressed by some artists.
8. Can the artists work in pairs? This might help resolve washroom break issues and interest for key locations?
 - (See answer to # 7 above). Shortening the hours will minimize washroom requirements. We can accommodate “pairing” upon request.
9. Do you want pure abstract painters included or are you looking for generally fairly realistic views of the different areas/activities?
 - We can only offer our opinion of the demographic that is provided and what may be of most appeal a tourism buying public. The choice is up to the artist. If the artist feels they can sell an abstract then that is

allowed. We will evaluate the sales from this year to include in assessment for subsequent years of what images/mediums sell better than others -- for the artist to make an informed decision in the future.

10. Can artists carry with them small paintings completed at other times to sell, themselves, while they are painting the first 6 days, or are sales only to occur through the DRBIA on the last day?
 - No, sales are only permitted on the Exhibit/Sale day – see answer to # 4, (no permits available for any other “selling” areas – only the Underpass). The artist is welcome to promote themselves in other ways during the works-in-progress days, i.e. promoting their website, on-line sales, other exhibits, commissioned work, etc. They may also consider taking an artisan vending “booth” at the Underpass, or organizing a collective of artists to share a booth with them to sell their non-Plein Air works during the course of the event or other times throughout the summer season, etc.
11. Students who draw caricatures might like to participate in this event, but would also like to sell their drawings on the spot and not wait until the last day (most sales opportunities to visiting tourists would be lost with the "last-day-only" sale).
 - Same rules apply. See answers to # 2, 4 and 10.
12. Is there any commission charged in addition to the charitable donation deducted or does the DRBIA actively sell the paintings or just process the transaction?
 - No commission charged and no, the DRBIA does not sell the artists works. It promotes the event and the artists and creates the opportunity for the sale. The artists are on site and welcome to encourage sale of their work through engagement with the public. The DRBIA advertises and promotes the entire event including Exhibit/Sale Day, promotes the participating artists in a variety of mediums, provides the sales transaction and wrapping of work, provides the exhibit stands to display the work on exhibit/sale day, provide crews to assist with on-site installation, provides security, provides refreshments and entertainment, and provides media relations.
13. How do you deal with the taxes?
 - The artist is responsible for collection of government taxes as outlined in the Call to Artists’ -- see page -- 4 Artists Agreement # 4>
14. Has on-site security been addressed?
 - Our Downtown Patrol is bike patrol who will be making frequent patrols. They also have a phone number for response. We will provide opportunity for artists to identify preferred zones and will attempt to accommodate as best as possible. On Exhibit/Sale day (the 22nd), the works will be secured with cable to exhibit stands and monitored by staff and private security, as well as the artist, who is required to be on site as part of the Event/Sale day. When the works sell, a staff will use a special tool to cut the security cable and take it to the sales desk for transaction/wrapping. The exhibit displays will be weather protected either under the site’s ramp or canopy tents to protect from sun, as well as increment weather.
15. How will parking be made available?
 - The DRBIA will be provided parking at City Hall free to approved participating artists. Parking passes will be validated at The Underpass at the end of each day when artists check out of their daily scheduled slot.
16. Who should my registration fee cheque be made out to?
 - **Downtown Rideau Business Improvement Area, 111A Rideau Street, 2nd floor, Ottawa, ON K1N 5X1.**