

PAINT HEART'S CONTENT



WHERE IS HEART'S CONTENT?

Heart's Content is located on the Bay de Verde Peninsula on the eastern shores of Trinity Bay in Newfoundland on the Baccalieu Trail. It is a community whose history that sets it apart from most other Newfoundland fishing villages. While the fishery is the primary reason that people first arrived and settled in the region in the 1600s, it wasn't until the landing of the transatlantic telegraph cable in 1866 that the community became more well known. This successful cable landing connected North America to the Europe which resulted in Heart's Content becoming an important hub in international communications. The Cable Station Museum is a Provincial Heritage Site and is next door to The Baccalieu Gallery.

Heart's Content also has an officially designated heritage district which holds at least 18 buildings of historic significance, many of which were built by the cable company. Its historic buildings, coastal views and lighthouse inspire artists around the world. Its small town friendliness and rural way of life make it a perfect escape from a busy urban centre.

INVITATION TO PAINT HEART'S CONTENT

Artists are invited to participate in Plein Air Event. The Paint Out is over a four day period, allowing artists to visit and paint the historic coastal environment of Heart's Content on their own schedule, any time between August 4th through August 8th. Artists can choose the time of day, weather, and varied locations to paint.

Finished paintings will be shown in The Baccalieu Gallery exhibition on August 11 – 25th in Heart's Content. The opening for the exhibition will be held from 2 – 4 pm on August 11th. This exhibition will feature artists' plein air works and/or studio paintings developed from their plein air studies. All work will be available for sale.

Artists will have **two choices** for submission to the exhibition. Plein Air and Plein Air Plus are described below. The amount of allotted space per artist is four feet by four feet, so artists should plan accordingly.

1. **Plein Air (classical)** is defined as the painting being completed on site, without the use of photography. Plein Air artists may submit a maximum of four paintings on any size canvas that will fit into a 4' x 4' exhibit space.
2. **"Plein Air Plus"** is defined as inspired by a specific location in Heart's Content observed during the Paint Out from August 4 – 8th, with studies painted out of doors and completed in the artists' personal studio. The size up can be up to 36 inches wide and 48 inches long. No paintings may be created entirely from photographs, but photos and Plein Air sketches can be used to produce a Plein Air Plus painting. Large size paintings are encouraged. The minimum size for "Plus" work submitted to exhibit is 16" x 20".

EXHIBITION DATES:

The Paint Heart's Content Exhibition will be held from **AUGUST 11 – 25TH**, with an Opening Reception on **SATURDAY AUGUST 11TH, FROM 2-4 PM**. Artists are encouraged to attend.

All work for the exhibition must be made available during the period of August 11 – 25th, 2018. Work will be available through the gallery for the remainder of the 2018 season. Subject themes include: Historic architecture, coastal scenes, boats and wharves, fishing sheds, lighthouse, ocean, land and rock scapes.

Only paintings begun and completed during the August 4 – 8th time frame are eligible for submission. All supports must be stamped by the Gallery. Artists will check in at the Gallery prior to painting for canvas stamp. Registration must be received prior to submitting painting(s). **All artwork submitted for the exhibition must be ready to hang and firmly wired.**

SALES:

The Baccalieu Gallery retains 40% of the retail price of the work exhibited.

SPECIFICATIONS:

The Baccalieu Gallery reserves the right to exclude from the exhibition any works that do not arrive in good condition, or are deemed too fragile to be successfully exhibited. Work that has not been suitably prepared will be hung at Gallery's discretion.

Please submit only work that will be available at the time of the exhibition and will remain for its entirety. No accepted entry may be withdrawn prior to the close of the exhibition. No pricing changes will be allowed after acceptance. Work that is copied or done under the guidance of an instructor is not eligible.

IMPORTANT DATES TO REMEMBER:

July 31st	Deadline for registration
August 4 – 8th	Paint Out in Heart's Content (NOTE: Check in at the Gallery on your painting day to have canvas(s) stamped)
August 9th 10 -4	Artwork due at The Baccalieu Gallery Artist delivery of paintings ready to hang
August 11 - 25	Paint Heart's Content Exhibition
August 11	Opening Reception 2 – 4pm
September 2	Deadline for artists to pick up unsold exhibition work

HOW TO REACH THE GALLERY

By Car:

The Baccalieu Gallery is located in the heritage district of Heart's Content, Newfoundland and Labrador on the Baccalieu Trail. Heart's Content is located 130 km or 1.5 hours driving time from St. John's. The gallery is located next to the Cable Station Museum on Route NL-80N

if using GPS enter "Office Hill Road, Heart's Content" into the destination address.

The Gallery is open daily from 10am to 5pm

