



ART EXHIBITION at THE BALA CRANBERRY FESTIVAL

AUGUST 27, 2025 - INVITATION TO ARTISTS

The Bala Plein Air Group will be hosting an Art Exhibition in partnership with The Bala Cranberry Festival. We are inviting artists who attended multiple sessions with the **Bala Plein Air Group** (BPAG) in 2025 to submit original artwork for display at the 3- day Festival inside the Bala Arena. The annual festival brings in between 15-20k people from all over Ontario. This package includes more information about eligibility, prizes, sale of art (optional) and important dates.

FESTIVAL DATES: Festival goers will have an opportunity to view art work created by artists displayed in the **Bala Plein Air Art Exhibition** and learn more about our group activities during the following dates/times:

Friday October 17 10:00 AM to 5:00 PM	Saturday October 18 9:00 AM to 6:00 PM	Sunday October 19 10:00 AM to 3:00 PM
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LOCATION: **Bala Arena, 1009 Maple Avenue, Bala, ON P0C 1A0.** Again, we are planning a gallery style viewing setup on the arena floor, that will enable people to walk by and enjoy your art. Refer to pictures on our website. Artists are not required to sit with their art and do not need to be available during the Exhibition. We will rotate artists from our group to greet festival attendees, monitor the entrance and exit to our Exhibition area. In 2024 over 9k votes were cast in the People's Choice award and 105 youth participated in the art scavenger hunt. It was busy! The goal of our Exhibition is to share the beauty of Muskoka in art and the pure creativity that results from social connection. **Be Art Love Art.**

Note: This is an Exhibition within an existing community Festival and there are decisions beyond the control or influence of the Bala Plein Air Group. We will do our best to keep member artists informed of any changes or new opportunities presented to our Group relating to the Art Exhibition or the Festival.

ARTIST ELIGIBILITY: Paintings must be created by artists who participated in at least three (3) of the weekly sessions held during the 2025 season. Weekly sessions are open to all levels of visual artists, are free and will continue weekly (weather permitting) to October 8. If demand is high, preference will be given to artists who attended more than three (3) sessions.

ELIGIBLE WORKS OF ART: Original paintings, drawings or 2-dimensional art **initiated in one of the scheduled sessions/locations in 2025** in any media: watercolour, acrylic, oil, gouache, pastel, pencil, ink, fabric or in combination. Subjects may include some connection to the community (Muskoka), such as buildings, people in Muskoka, landscapes, townscapes, water, forests, nature, animals, cranberries, etc. The art work does not need to be fully completed en plein air but must originate from a plein air sketch or study at a 2025 Bala Plein air organized event. Plein air works based on other locations, that we did not attend as a group in 2025 are not eligible. May be framed or un-framed but must be ready to hang. See additional Checklist in Appendix "A".

FEES: Entry fees are waived for Exhibiting Artists who volunteer for a shift or task prior in support of the Art Exhibition. If Artists do not wish to volunteer the entry fee per artist is \$45.00.

SALE of ART in the EXHIBITION: The Art Exhibition is an important feature and draw for the Cranberry Festival and all art work must remain on permanent display until the close on Sunday at 3:00 PM. Artists have the option to indicate if their art is for sale, set the price or indicate that the art work is for display only. Sales may be confirmed with payment (E-transfer or cash) at any time during the Exhibition to be picked up at the end or in the days following. If a sale is made of an art work included in the Art Exhibition the artist agrees to provide 15% in commissions of the final sale price. In 2024, 20 paintings were sold.

PRIZES: Thanks to support from The Bala Cranberry Festival and other sponsors, up to five prizes will be awarded relating to art in the Exhibition. Prizes will be decided by an independent panel of judges, before the opening of the Festival. The Exhibition Committee may announce additional prizes and recognition to the program.

- ***“People’s Choice Award”*** is the favourite art work as selected by festival attendees voting with free voting tickets. Attendees will be able to vote however they wish. The art work with the most votes will win the prize of \$250 and blue ribbon.
- ***“Grand Cran Artist of the Year”*** will be awarded to the Artist based on its quality, technical skill, creativity, how it relates to en plein air in Muskoka. This award may be based on one submission or consider multiple submissions by the same artist. The Prize amount is \$250 and red ribbon
- ***“Honorable Mention”*** to be awarded to one or two artists considered to be runner(s) up to the Grand Cran Artist of the Year. This may be based on one art work or multiple submissions by the same artist. Prize is \$50 each and a yellow ribbon.
- ***“Inspiration Award”*** to be awarded to one art work chosen by two youth judges. Prize is a \$100 Gift card and white ribbon. Art supplies will be given to youth judge panel members.

HOW BALA PLEIN AIR GROUP MEMBERS CAN SUBMIT ART to the EXHIBITION:

Step 1. Send an EMAIL to signup@balapleinair.ca indicating your interest and the possible number of art works you would like to submit. Indications of interest may be submitted starting **September 3, 2025** and no later than **Wednesday October 3, 2025 at 4:30 PM**. We will do our best to include as many Artists as we can but we are limited by available space and panels in the Arena. If the response is high, we will include group members based on time of submission (the indication of interest) and the number of times attending a weekly sessions and then start a waiting list. All submission of interest emails will be acknowledged within 24 hours, so if you don’t hear back, please re-send.

Step 2. Prepare your submission(s) for the Exhibition. Art work must be signed, **ready to hang, and dry**. It must be delivered by TUESDAY OCTOBER 14. Art works may be framed

or unframed. If not ready to hang it will be rejected. Each artist should complete and sign the online entry form prior to submission. The name of the painting should be written on the back or the entry form printed and included with the submission.

Step 3. Art work can be dropped off in Bala at the **Red Canoe Gallery**, 3181 Hwy #169 at daytime hours on Friday, Saturday, or Sunday. Other weekday options for drop off may be available closer to the Festival. Check the website www.redcanoegallery.com for expanded opening hours. The last day to drop off is Tuesday October 14 by 4:00 PM. Contact Susan or Janet if you need to make alternative arrangements for drop off art in the weeks leading up to the Cranberry Festival.

Step 4. Below are the opportunities for Group members to volunteer.

Note: Entry fee (\$45 per artist) is waived for volunteer contributions such as:

1. Advance Tasks (e.g. labelling, scavenger hunt form, prize acquisition, packing up for setup day, communications, etc.)
2. Festival Greeter –one 3-hour shift during festival hours answering questions about Bala Plein Air's activities and directing people around our Art Exhibition, encouraging voting in People's choice and scavenger hunt participation. Cranberry Festival admission is complimentary for BPAG Art Exhibition Volunteers.
3. Teardown – carefully dismantle the display and pack art to return to artist or for buyer pickup. 3:00 PM to 5:00 PM Sunday October 19.

PICKUP of ART: Pickup of art will take place starting at 3:10 PM at the close of the Festival. Additional locations and times will be organized in the days following the festival. Payments for sold paintings will be made in the days immediately following the Festival directly to the artist.

CONTACT US: Email: signup@balapleinair.ca



APPENDIX A: CRANBERRY FESTIVAL ART EXHIBITION

Guidelines and Submission Checklist

ELIGIBLE WORKS OF ART:

- ✓ All entries must be original compositions and created in 2025 and **initiated at a Bala Plein Air Group session/location**. The art work may be finished outside of the time of our sessions.
- ✓ All entries must be 100% completed by the Bala Plein Air Group member artist.
- ✓ Paintings from "sketches" or "studies" that the artist initiated on location during a Bala Plein Air session are eligible.
- ✓ Photography, computer-generated, or painted over photographs are not eligible.
- ✓ Artists are limited to submit up to four (4) original art works that fit well on a display area **no larger than 36" wide X 42" tall**. See examples of display on BPAG website under Art Exhibition tab. The art work will be displayed "museum style" for each participating artist. Not every inch of the available panel will be covered. The Display Committee reserves the right to adjust the number of paintings e.g. limit or add art work to a panel when it supports the spacing, format and overall visual quality of the Exhibition. For example, two impactful submissions can make a stunning display.
- ✓ The Bala Plein Air Group and The Bala Cranberry Festival reserve the right to reject and not display any artwork in the Exhibition that it feels is inappropriate, outside the guidelines, offensive, in bad taste, is not ready to hang or too heavy to hang safely on a wire.

ART SUBMISSION REQUIREMENTS:

- BPAG ART EXHIBITION ENTRY FORM for each art work must be complete, indicating the media, location, artist name, title of the artwork, indicate if it is available for sale or display only, and the price. Each artist submitting work **must agree to the terms** on the ENTRY FORM and sign.
- For consistency, ART LABELS will be printed by BPAG using info provided on entry forms.
- Must be delivered framed or with solid substructure that can support a wire, on the back. Art must be ready to hang with the wire already attached on the back. **Art not ready to hang will be rejected**. The Display Committee is not able to add missing hardware or wires at the time of installation and hanging. Art will be carefully displayed vertically on flat black panel walls by the BPAG Exhibition Display committee with utmost care.