



"Juxtaposition" by Greg LaRock, the 2017 Artists' Choice award winner and elementary school projects funded by Sonoma Plein Air.



The Sonoma Plein Air Festival features 35 nationally acclaimed artists - painting to support art education

In a weeklong celebration of outdoor painting to support art education, each artist paints 8-12 paintings in Sonoma and surrounding areas - including the coast, Marin and San Francisco - and brings them to the Sonoma Plaza to show and sell on Saturday.

A treasured part of Sonoma life, the festival offers FREE ADMISSION to the art show, artist demonstrations, live music and hands-on art activities for children directed by Sonoma Plein Air Foundation's grant recipients.

40% of the purchase price of each painting sold is a direct, tax-deductible donation to the Sonoma Plein Air Foundation and results in grants for youth art education in Sonoma Valley. Private donations and corporate sponsorships are gratefully accepted!

Save the Date

Saturday Sept. 15, 2018

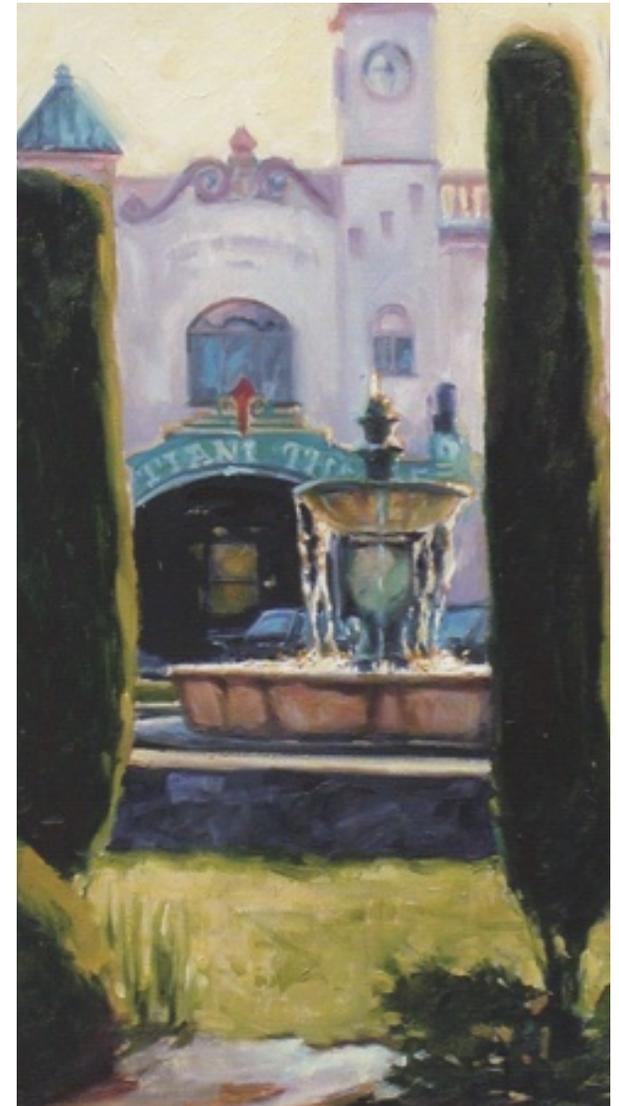
10am-4pm Sonoma Plaza

Learn more at

www.sonomapleinair.com

Sonoma Plein Air

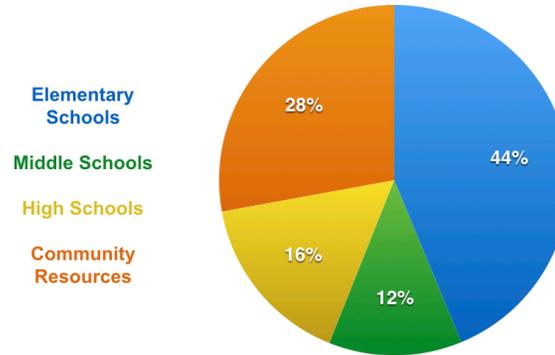
**Funding Art Education
in Sonoma Valley
Since 2002**



The annual Sonoma Plein Air Festival has raised more than \$1,300,000 for your art education in public schools and community art programs.



Sonoma Plein Air Foundation
\$1.3 Million in Grants have been deployed since 2002



Where does the money go?

Each year, individual schools from kindergarten through high school apply for grants to support their art programs. We supply classrooms with art supplies, support visiting artist programs and fund major initiatives, such as a kiln room and photography equipment for the high school. Elementary schools incorporate programs such as Art in Action, a curriculum that teaches art history and multimedia techniques. Sonoma Plein Air also funds programs at ARTescape, the Arts Guild of Sonoma, the Sonoma Community Center and Sonoma Valley Museum of Art. All of these programs are made possible by the sale of art and generous individual and corporate donations.



We believe in art in school.

Through our grants process, we encourage teachers to use the arts in their curriculum to help cultivate important skills and traits:

Creativity - the practice of approaching tasks from new perspectives benefits learning now and in future endeavors.

Problem solving - art is created through experimentation, helping students develop skills in reasoning and understanding.

Focus - participation in the arts requires concentration and these abilities carry over to other aspects of life.

Constructive feedback - children learn that feedback is part of learning and something helpful, not a personal criticism.

Fun - art provides a break from traditional academic subjects, testing and external stresses.

Left to right, : Painting activity at the Sonoma Plein Air Festival children's area; visitors to the Festival on the Plaza; a classroom printmaking class

