



# Pomona Valley Art Association

300-A South Thomas Street, Pomona, CA 91766  
909-469-1599 visit our website: [www.pvaa.net](http://www.pvaa.net)

**NEWSLETTER**

**March 2008**

## President's Message

In 2004 I came down to The Gallery SoHo to check it out and find out more information about The Pomona Valley Art Association. Melanie Phillips was here that day, and after some discussion she asked if I'd like to join PVAA and perhaps exhibit at the gallery. I did and I've been a PVAA and Gallery SoHo member since.

During this time I've seen PVAA grow and become a driving force in reaching out to and representing new artists, long time artists and students. Our Open Juried Show in the Fall is our largest show that is open to the public, establishing our mission to bring art to the people of the Inland Empire.

**Calling all Students.** The Student Show take-in is March 1st, 11am - 4pm. If you are a middle or high school student then this show is for you! Local schools get involved; in fact some teachers assign a project for the show. Ribbons awarded!

**The Monthly Show for March** is "Reflections". This is a great venue for everyone including new artists looking to get their feet wet. Take-in is the first Saturday of each month. Next month is March 1st 11am - 4pm. Each of these shows award ribbons and cash prizes!

The PVAA is run by volunteers and would not exist without them. If you are interested in getting involved there are plenty of avenues to do this. Call or come on down, we'll put you to work!

Happy Creating,  
Debra Walters ~ [debrawaltersart.com](http://debrawaltersart.com)

## First Saturday Events

March 1st 11am - 4pm **"ALL PAINT DAY"** at Gallery SoHo. Bring your paints and a dish to share for lunch. You'll meet new artists and see old friends. We have decided not to charge for this event. We still have some spots left so reserve your place today as space is limited. 909-994-3100.

April 5th 11am - 4pm nationally known artist **JAN WRIGHT** will be doing a workshop for us! Check out her website at: [www.jan-wright.com](http://www.jan-wright.com) Registration is recommended as space is limited Fee for this event is \$3.00 for members and \$5.00 for non- members

Check back for additional guest artists - **MELANIE PHILLIPS** will be doing one of our workshops on "Artists Trading Cards" in the near future. Visit her website at: [www.melaniesart.com](http://www.melaniesart.com)

Reservations are requested and the fee, after March, will be \$3.00 for members and \$5.00 for non-members. Call 909-994-3100 to Reserve your spot!

## Annual Student Show

Dear PVAA members, please mark your calendars for the next Second Saturday Artwalk! The Progress Space Gallery will be hosting the annual Student Show, and you don't want to miss it!! Students in seventh through twelfth grade from the area have been invited to display their work for the show, and I'm sure we'll have a huge body of wonderful art for you to enjoy.

There will be ribbons awarded to students in each grade level in several categories. We will also have a Best of Show for junior high, and a Best of Show for senior high. In addition, we will be giving a Betty Hook Award, and you'll have an opportunity to choose your favorite piece for a Popular Choice Award. I'm sure it will be a difficult decision, if this year's work is anything like what we've had in the past!!

I hope to see you on Saturday, March 8th, or at the gallery during open hours. You don't want to miss the amazing work our young artists are creating.

Carolyn Cunningham - Show Chair

## February Monthly Show

Congratulations to the winners of the February Monthly Show "The red show - Passions". **First Place**, was awarded to **Ann Stone**, for her watercolor "Passion". **Second Place** went to **Phinit Cheamak** for his oil "Beloved Thailand" and **Third Place** went to **Arlene Moreno** for her watercolor "Lost Kiss".

The **Photography Award** went to **Michael Ogupo** for "La Jolla Shore Sunset".

**Honorable Mentions:** **Karlis Debols** - oil "Rhododendron Trail", **Ronald Anderson** - mixed media "Dawn of the Condor" **Shannon Olson** - watercolor "Pink & Red Roses", **Penny Ratliff** - oil "Candy Anne" **Sindi Wasserman** - photo "Mary's Porch", **Be Nguyen** - oil (no name given)

### The Judge - Thelma Diaz

Thelma is a lifelong resident of Pomona. As the granddaughter of Mexican grandparents, she is proud of Pomona's cultural diversity, and happy to live in the city that is home to the world's largest county fair - the Los Angeles County Fair.

Thelma enjoys the visual and performing arts, and has performed in community theatres in Pomona, Chino, Covina, San Dimas and Glendora.

Thelma is honored to have been invited to judge this showing at the SoHo Gallery. She was impressed by the talent and diversity shown by the various artists who participated in this month's show, themed "Red/Passion." The difference in interpretation of this theme by the different artists was amazing. She would like to thank all the artists who so generously shared their talents, and looks forward to seeing more of their works in future shows.

## Re-establishment of the "Art Gallery Association"

Those of you who have been around long enough will recall back in 1998 the organization of the "Gallery Association" at about the same time the "Second Saturday Art Walks" began. Both of these proved to be the best things ever done to promote the arts in downtown Pomona. Somewhere along the way the Gallery Association slid into oblivion, however, the Art Walk remains to this day as the one most sustaining element of the entire downtown area; with out it, it is doubtful we would even be here at all.

At last count there were around 24 galleries and open-studios in operation during 2nd Saturday, that's a far cry from seven when the Gallery Association first started so long ago. With the encouragement and support of our art community's gallery owners and artists, George Cuttress has re-established the "ART GALLERY ASSOCIATION".

Lucien van Oosten will be representing PVAA at the quarterly meetings, and will have an opportunity to present various issues and concerns that PVAA and its board may have about the Arts Colony. Lucien will report back on his findings and any news relevant to our Association.

## Attention Ceramic Artists!

### Glendora Empty Bowls Ending hunger one bowl at a time

The concept is simple...

Potters donate beautiful hand made bowls, local restaurants donate a signature soup and fresh bread, then the community is invited to enjoy a simple meal for a donation of just \$12. You choose your bowl. You choose your soup. You'll enjoy pleasant music and the comfort of good food with your friends and family.

When you see your new bowl in your cupboard at home you'll be reminded that many in our community do not dine comfortably with family or friends. They have empty bowls because of circumstances beyond their control and your contribution of \$12 will be used to feed someone who does not have the food security that you enjoy. The next Empty Bowls Benefit will be Friday, March 14, 2008 5 pm to 9 pm.

Please visit [www.glendoraemptybowls.org](http://www.glendoraemptybowls.org) or call Alan Wadham at 909-553-0124.



*The only time I feel alive is when I'm painting.*

# Opportunities

## **Cabrera's Gallery**

637 W. Second St. Pomona, Ca. (909) 230-1926

Cabrera's Gallery is looking for artists to display in her gallery on Second Saturdays. No fee to hang/display. There is a 25% commission if the work sells. Call Lisa to set an appointment for an interview.

## **Vickie Carman Gallery**

635 W. Second St.,omona, Ca. (909) 636-3447

Call after 6 pm for an appointment

The Vickie Carman Gallery is looking for artists to display in her gallery on Second Saturdays. No fee to hang/display. There is a 25 % commission if the work sells.

Call Vickie to set an appointment for an interview and to show her a sample of your artwork.

## **The Claremont Art Walk**

is looking for artists who wish to display their work.

It is held the first Friday of every month., it's free and it's held in The Village.

Call Edward at (909) 973-2708 to apply.

## **La Habra Art Association**

will hold an introductory workshop with Chris Cozen of Gold Artist Colors at at their association meeting Sunday, March 16 from 2 - 4 pm.

Chris will share a range of Golden acrylic products, printed materials, and a bag of product samples. If you have ever thought of painting with acrylics this is a perfect time for you to become acquainted with the medium.

The La Habra Art Association gallery is located at 215 North Orange, La Habra, CA 90631. The phone number is 562-691-9739. For more information about what is going on at the gallery go to lahabraartgallery.org.

# On Display

**The Pomona Public Library** "Gallery Wall" showcases some of PVAA's member artists in early 2008:  
March - Watercolor & Acrylic of **Jan Wright**

## **Ontario Museum of History & Art**

2008 Ontario Invitational Art Exhibition  
April 25 - June 8 - **Margaret Burnett**

# Welcome New Members

PVAA welcomes new member **Liz Pritchett !**



*The holy grail is to spend less time making the picture than it takes people to look at it.*

# End of Year Stats

Joe Ingalls, our hard working treasurer, reports from ice cold Rhode Island:

PVAA / Soho +\$2338

Prog Space +\$647

Offsite gallery -\$695

Membership -im \$473

Net gain or loss +\$2511.

**A good year and our best since 1999!**

# Art Auction

The Pomona Rotary Club is hosting their 5th Annual Art Auction Benefiting Wounded Soldiers and Families through Casa Colina's Family Assistance Fund.

A Silent Auction will be held on Saturday, May 10th at the Fairplex. and they are looking for Art Donations or Sponsorships. If you can help, please contact Steve Halligan at (951) 741-9500.

## **C A B R E R A ' S**

*An Eclectic Art Gallery*

is offering fine custom framing!

Services offered:

Framing

Matting

Mounting

Shadowboxing

Canvas Stretching

Please Call (909)230-1926

to set up an appointment

637 W. Second St.  
Pomona, CA 91766

# Progress Space Gallery

## 8th Annual Baccalaureate

**The 8th Annual International  
Baccalaureate/Arts & Communication Certification  
One Person Shows of Nogales High school  
Opening April 12th**

Nika Banzuela will be showing her symbolic acrylic paintings / assemblage with the theme of "Escape from Conformity".

Richelle Hizon will be doing altered books on a story of an author who releases her alter ego by portraying characters with different personality disorders.

Francesca Ramos will be doing her show in watercolor on her original story of who hides her real self until on a journey she discovers her worth.

Niko Leano will be showing his symbolic acrylic paintings on the theme of "His Adaptation to the American Culture" as an immigrant.

Magic Olmos will be presenting his clay models for a series of toy characters based on his original story about a civilization of deep-sea creature's that is in revolution.

Katrina Ortiz will be presenting her assemblages on the words of revolutionary thinkers who have changed the world.

April Alcalá will be presenting her clay sculptures on the theme of transforming male archetypes transformed into female images of power.

Consuelo Ramirez will be presenting her unique and crazy use of color and shapes in fabric designs and apparel decoration.

Briana Matamoros will be showing her symbolic acrylic paintings on the theme of her family and the consequences of the choices they have made.

Amber Silverman will be presenting her symbolic paintings on how her faith shapes the way she looks at life  
and

**Albert Bernabe will be unveiling his Haute Couture line of evening gowns and cocktail dresses based on the theme "The Power of the Feminine".**

Prog Space - Second Saturday - Haute Couture - and a Fashion Show? How extremely cool will that be ???  
This is a show NOT TO BE MISSED!

## The Prog Space Wants YOU

PVAA Member's... Have you ever envisioned yourself putting on an art show? Progress Space Gallery is available in August, September, November and December 2008. The gallery rents at a very reasonable rate of \$450.00 a month with 20% commission.

With 3 walls each 61 feet long, the area of wall space for hanging is approximately 244 square feet per wall. Additionally there are the pillars and central and entrance walls which combined provide approximately another 244 square feet. The floor space is approximately 3671 square feet.

PVAA handles all sales and collects all sales tax. This benefit means you do not need a sales license or a State Board of Equalization resale number. All you need to do is display and advertise your show.

Contact: Lucien van Oosten  
vogaruda@earthlink.com  
or call (626) 841-0824 for more information

## Mid-Valley Arts League

May's Show features artists from Mid-Valley Arts League. An art association that's based in Arcadia, Mid-Valley has members from all over Southern California.

Their annual "Anniversary Show" is open to members only and features some great painters. Somewhere between 17 and 20 of their members were accepted into Watercolor West in 2007. Many of their members are WW signature members and several are signature members of National Watercolor Society including Chris Van Winkle, outgoing NWS president.

## Progress Space Schedule

January	SSP presents "Variations of Form"
February	SSP presents "Variations of Form"
March	PVAA Student Show
April	Nogales HS Senior Project
May	Mid-Valley Arts League
June	SSP presents "WOW"
July	SSP presents "WOW"
August	Available
September	Available
October	PVAA Open Juried Show
November	Available
December	Available



# Limber Up Your Imagination

## Use these exercises to pump up your creative power and find new painting ideas

When people first see my paintings, they're often surprised to find painted folds of fabric doubling as hills, roads and mountains, and to see animals interacting with these "fabricscapes." That these works are landscape and still life at once is unique. That they are different is the fun of it. And that they're formed from the ordinary accouterments of my life is significant. I like to offer the surprise of seeing a common object in a new way, and I want my work to elicit smiles or laughs, and generate an "a-ha!" when someone gets the whole idea. As a result, many people have said to me, "I just don't have your imagination." But that's not a realistic statement, because imagination isn't something that some people have and others don't. It's really a process of combining thinking with observation, and it's something that anyone can develop.

But imaginations are just like bodies—they need regular exercise in order to stay in good working shape. Exercising your imagination means that you listen to it often, and learn to take fleeting ideas and develop them into paintings. If you do it frequently, you'll be able to "file" those fleeting ideas and mull them over long enough to see if they'll lead you anywhere. The payoff for regular use is an effortless and endless supply of ideas whenever we want them. Here are a few exercises that will limber up a stiff imagination.

### • Visualize/Fantasize

Find a quiet spot, shut your eyes, and call up an image of something you know very well, perhaps your cat. Take the time to let the image form clearly in your mind. Then change the image—make the cat another color (how about purple?), give it wings and watch it fly, add another tail, and so on. You may have difficulty with this at first, but persevere. Begin with five minutes—set a timer (one that doesn't tick too loudly is best) so you don't have to watch the clock.

### • Play With Your Ideas

As adults, we tend to reject ideas that fall outside the boundaries of what we define as "normal." Imagination can and should help you stretch those boundaries. When I begin setting up a painting, even if I have a specific idea in mind, I try to cultivate a "playful" attitude, and stay receptive to new ideas. I add and subtract objects and rearrange things, all the while responding to what is happening visually and also what's happening to the subject (sometimes a visual change also shifts metaphors or symbols). I try not to censor anything during this play period. I just keep working with the possibilities until everything falls into place. Flexibility here is important. At times, I've started out with one idea and ended up with something completely different.

### • Look for Analogies and Visual Metaphors

This is one of my favorite approaches to beginning a new piece. Finding connections between objects that seem totally unrelated is a real imagination-stretcher. You might try beginning with a design element (a color, shape, line, value or texture), then try to find things in your subject that echo it.

### • Think Opposites

If you're dealing with ordinary subject matter, one way to make it more unusual is to imagine it in terms of opposites. Here's an example: A banana is normally yellow, smooth, satin-finished and its length is longer than its diameter. Imagine, for example, a "banana" that is violet, rough, dull and fatter than it is long. This process is frequently expressed in art as abstraction and arbitrary color.

By using these four techniques often, I'm able to see artistic possibilities nearly anywhere. I visualize all the time. I've "painted in my head" while driving, cooking, cleaning and nearly any other situation. Likewise, looking for analogies/metaphors and oppositions has become almost second nature.

This article appeared in the July 1988 issue of *The Artist's Magazine*.  
By Ellen Fountain

# Variations of Form Recap

## A Secret Revealed

### SSP Exposed "Variations of Form" to a Crowd

On the second Saturday of each month, downtown Pomona transforms from a barren cityscape to a happening artist's gathering. As the crowds gathered on January 12 to view the local art scene, they were greeted with an unexpected surprise. In the basement of the old Daily Bulletin newspaper building they discovered the Progress Space Gallery where a group of artists who are called the Shameless Self Promoters (SSP) were displaying an eclectic, exhibition of contemporary and traditional art in their third season titled "Variations of Form".

SSP coordinator Lucien van Oosten and his associates again gathered artists who are passionate, bright, and talented and they challenged them to dig deeply within themselves to create art that depicted their interpretation of "Variations of Form". Each artist's vision evolved and grew until they each had created a body of artwork that was eye catching and stunning.

Upon entering the gallery, you were instantly captivated by Tracy Pritchard's portrayal of her eyes inspired by American contemporary artist Chuck Close. As you moved into the gallery to get a better look at her work, you were instantly aware that this show was not your ordinary collection of local art or artists.

As you moved around the gallery your eye traveled from Art Nunez's modern digital photo creations to David Cook's iconography of popular culture and then they rested upon Carolyn Cunningham's classic watercolor renderings of still life, scenic scenes, and landscapes. Dino Qintaini after viewing the show felt it was filled with extreme and dramatic diversity. He commented that Skyler Gonzalez piece entitled "These truths we hold dear #3" caught his eye because of the figure and the underlying political statement and it contrasted with "Hug Me" by David Cook which shows a purple demon wearing a hug me t-shirt.

Other visitors were captivated by Karyn Rascher's flowing freeform line drawings that lead the eye in and out of various shapes and textures. As guests moved through the gallery, they were drawn into the works of Jeremy Lopez. Lopez's passion for the race horse and the racetrack are elegantly portrayed in the works he had on display. Those images contrasted the whimsical parody of Japanese pop culture created by Marty Michaelson.

The Gallery also featured the popular artwork of Alex Garcia, Susan Hoskinson, Debra Walters, and Lucien van Oosten.

If you would like to respond to or submit any articles, offer your opinions or corrections, inform us of your achievements, or tell us what's happening in your neck of the woods, please do.

You can submit through either email: [laura@pvaa.net](mailto:laura@pvaa.net), US mail: Laura Mallory, 7008 Wheeler Ave., La Verne, CA 91750, or by phone: 909-596-5326.



*Every good painter paints what he is.*

## 2008 Gallery SoHo Monthly Open Art Shows & Sale Schedule

<b>January</b> <b>Wave Of The Future</b> Jan. 10 to Feb. 1 Take in: Sat. 5, 11-4 pm Reception: Sat. 12 Pick Up: Feb. 1 & 2	<b>February</b> <b>The Red Show - Passions</b> Feb. 7 to March 1 Take in: Sat. 2, 11-4 pm Reception: Sat. 9 Pick Up: Feb. 29 & Mar. 1	<b>March</b> <b>Light, Dark &amp; In-between</b> March 6 to April 4 Take in: Sat. 1, 11-4 pm Reception: Sat. 8 Pick Up: April 4 & 5	<b>April</b> <b>Decadence</b> April 10 to May 2 Take in: Sat. 5, 11-4 pm Reception: Sat. 12 Pick Up: May 2 & 3
<b>May</b> <b>The Rookery &amp; Other Images of Spring</b> May 8 to June 6 Take in: Sat. 3, 11-4 pm Reception: Sat. 10 Pick Up: June 6 & 7	<b>June</b> <b>Expressions</b> June 12 to July 4 Take in: Sat. 7, 11-4 pm Reception: Sat. 14 Pick Up: July 4 & 5	<b>July</b> <b>The Spirit of Summer</b> July 10 to Aug. 1 Take in: Sat. 5, 11-4 pm Reception: Sat. 12 Pick Up: Aug. 1 & 2	<b>August</b> <b>Positive &amp; Negative Space</b> Aug. 7 to Sept. 5 Take in: Sat. 2, 11-4 pm Reception: Sat. 9 Pick Up: Sept. 5 & 6
<b>September</b> <b>Variations of Color</b> Sept. 11 to Oct. 3 Take in: Sat. 6, 11-4 pm Reception: Sat. 13 Pick Up: Oct. 3 & 4	<b>October</b> <b>Mysterious</b> Oct. 9 to Oct. 31 Take in: Sat. 4, 11-4 pm Reception: Sat. 11 Pick Up: Oct. 31 & Nov. 1	<b>November</b> <b>Cornucopia - Something Delightful</b> Nov. 6 to Dec. 5 Take in: Sat. 1, 11-4 pm Reception: Sat. 8 Pick Up: Dec. 5 & 6	<b>December</b> <b>Winter Magic</b> Dec. 11 to Jan. 2 Take in: Sat. 6, 11-4 pm Reception: Sat. 13 Pick Up: Jan. 2 & 3

\* PVAA welcomes all artists to display and sell their art at our monthly Art Show and Sale.  
 \* Cash awards & ribbons awarded at each show. \* Artist reception occurs on the 2nd Saturday from 6-10 pm  
 Teachers: This is a great opportunity, for class assignments and to give your students the opportunity to have the experience of having their work on display in a gallery setting at a very reasonable cost.

**MARCH**

# LIGHT DARK & IN BETWEEN

### PVAA/Gallery SoHo Monthly Art Show & Sale Entry Form

Name \_\_\_\_\_ Phone# \_\_\_\_\_

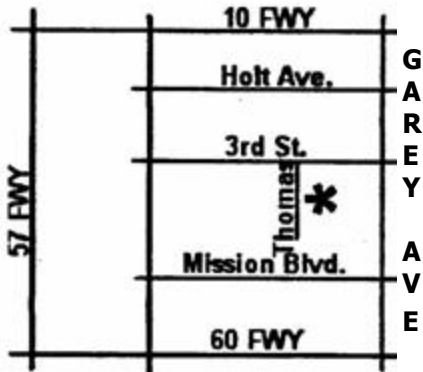
Address \_\_\_\_\_

1. Title \_\_\_\_\_ medium \_\_\_\_\_ price \_\_\_\_\_

2. Title \_\_\_\_\_ medium \_\_\_\_\_ price \_\_\_\_\_

3. Title \_\_\_\_\_ medium \_\_\_\_\_ price \_\_\_\_\_

PVAA has my permission to use photos of my art to publicize the show  
 Please see website or call gallery for rules and details on monthly shows.



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 91711-9998  
 Permit No. 101

\* Gallery SoHo

**POMONA VALLEY ART ASSOCIATION**

and **Gallery SoHo**

300-A South Thomas Street

Pomona CA 91766

Phone: (909) 469-1599

M A R C H 2 0 0 8

N E W S L E T T E R

**Pomona Valley Art Association  
 Membership Application**

Please complete this form and mail with your payment to:

PVAA 300-A South Thomas Street, Pomona, CA 91766 Attn: Linda Hauser

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

- |              |            |             |                    |
|--------------|------------|-------------|--------------------|
| ___ \$125.00 | Lifetime   | ___ \$28.00 | Family             |
| ___ \$100.00 | Patron     | ___ \$24.00 | Couple             |
| ___ \$50.00  | Sponsor    | ___ \$20.00 | Single             |
| ___ \$35.00  | Sustaining | ___ \$6.00  | Student (under 18) |

Please indicate your areas of interest: \_\_\_\_\_