



POMONA VALLEY ART ASSOCIATION

300-A South Thomas Street, Pomona CA 91766
(909) 469 -1599 – visit us on the web at: www.pvaa.net

NEWSLETTER

APRIL 2006



First place entry, "Joshua Tree National Park",
By Jack Geddes

Thank you to all who donated raffle and silent auction items for PVAA'S Member Exhibition and PVAA'S 55th Annual Student Show! Dorothy Brunell, Ann Marie Chambers, Carolyn Cunningham, Jeri Ellis, Kathy Eppick, Barbara Fergusson, Linda Hauser, DJ Hermansen, Mary Montelongo, Melanie Phillips, Bess Reide, Jodi Schneider, Ann Stone and Lucien van Oosten.

Thanks also to the Phoenix Gallery, located at 330 S.Thomas Street, Pomona, for the donation of the framing of the raffle artwork donated by member artist, Lucien van Oosten, and the beautiful coffee mugs with the new Gallery SoHo postcard displayed on them. To our members, if you ever need framing or promotional items this is one merchant that you should talk to before you decide to do anything!

Welcome New PVAA Members

Taniya Ahmed, Mary Dobozy, Joanne Thompson, Don Markofski, Estan Hernandez

CONGRATULATIONS TO MARCH'S MONTHLY SHOW WINNERS!

"SEASCAPES & LANDSCAPES"

1st – "Joshua Tree National Park ",
Jack Geddes

2nd – "Laguna II", Jeri Ellis

3rd – "Mountain Snow", Dorothy
Brunell

Honorable Mentions–

"Solitary Walk", Carolyn Cunningham

DJ Hermansen, SoHo Gallery Coordinator, stepped in to coordinate March's Monthly Show. The collection of entries and the hanging went smoothly; the show looked great!

Our **President, JoAnn Peters**, has resigned her position due to personal reasons. Her hard work and thoughtful approach won her the respect of all who worked with her. We will miss her steady leadership. PVAA thanks her for her dedication and hopes she will return to share her talents soon. Also JoAnn chaired the Monthly Show which position she also has resigned. The Monthly Show is a favorite element of PVAA to many artists and is the main fundraiser for PVAA. "Working" the Monthly Show was especially dear to JoAnn's heart.

The Nomination Committee has

reconvened to fill the following positions: President, Vice President and Monthly Show Chair. If you or any one you know would like to fill one of these positions, contact the gallery or call, Lucien van Oosten at: (626) 963-6677.

MONTHLY ART SHOW & SALE CALENDAR – 2006

January ABSTRACT & COLLAGE Jan 12 – Feb 4 Take-in Jan 7, 11 – 4 Reception Jan 14 Pick up Feb 4	February RED SHOW February 9 – March 4 Take-in Feb 4, 11 – 4 Reception Feb 11 Pick Up March 4	March SEA AND LANDSCAPES March 9 - April 1 Take-in March 4, 11-4 Reception March 11 Pick up April 1	April Asian & Island Influence April 6 – May 6 Take-in April 1, 11 – 4 Reception April 8 Pick up May 6
May ANIMALS I Have Known May 11 – June 3 Take-in May 6, 11 – 4 Reception May 13 Pick up June 3	June Country Gardens June 8 – July 1 Take-in June 3, 11 – 4 Reception June 10 Pick up July 1	July Proud To Be An American July 6 – Aug 5 Take-in July 1, 11 – 4 Reception July 8 Pick up Aug 5	August THE GREAT SOUTHWEST & Mexico Aug 10– Sept 2 Take-in Aug 5, 11 – 4 Reception Aug 12 Pick up Sept 2
September Harvest & AUTUMN Sept 7 – Oct 7 Take-in Sept 2, 11 – 4 Reception Sept 9 Pick up Oct 7	October DAY OF THE DEAD October 12– Nov 4 Take-in Oct 7, 11 – 4 Reception Oct 14 Pick up Nov 4	November PHOTOGRAPHY & DIGITAL Nov 9 – Dec 2 Take-in Nov 4, 11 – 4 Reception Nov 11 Pick up Dec 2	December SPIRIT OF THE SEASON Dec 7 – Jan 6 Take-in Dec 2, 11 – 4 Reception Dec 9 Pick up Jan 6, 2007

The Prog Space Shows & Events

- March** – Student Show
- April** – Nogales High School
- May** – 100 Bucks and Under Show
- June** - Shameless Self-Promoters
- July** – Shameless Self-Promoters

Art Chat

The Foes of Abstract Art

Is it Ignorance or an Aversion (Prejudice)?
...Continued from February 2006's Art Chat

Jan Wright

Q: Why do you create abstract art? "When you are doing abstract art, you are stripping away elements of design except for the very basic design. I might have a thought that is not a picture or a thing. It is easier to express that thought through abstraction."

Q: What do you think about realism? There is no conflict in my mind between the two. It is just choosing the best format for what you want to express; it also depends on the media you want to use versus the subject matter. Some media lend better to realism than abstraction."

Q: Do you prefer to create abstract art over realism? "This would depend on the materials, medium and style of painting to what I want to convey."

Carolyn Cunningham – "The Choice of abstract or Realism: Having a Preference Isn't Prejudice." The February newsletter discussed the "foes" of abstract art, questioning whether these people are ignorant or just prejudiced. Many people don't understand and/or don't like abstract art, but to label them "prejudiced" seems a bit harsh. Aren't we all prejudiced in some way? Even the abstract artists are prejudiced in favor of their own chosen style. Art is very personal, and having a preference is neither right nor wrong. I choose to work mostly in realism, but that doesn't mean I don't enjoy most abstract art. It is true that many people don't "get" abstract art, and thus seem incapable of enjoying it for what it is. Possibly it is just that they have not had enough experience with art of many kinds, and can only speak of art relative to whether they like it or not. I suppose this makes them ignorant. Most people have to "learn" to look at art in a way that goes beyond "I like it" or "I don't like it". Artists tweak reality all of the time. If there is a scene I'm painting that has telephone poles in it, I leave them out. I change colors, and change, move, or remove items that don't work with my composition and yet my art is generally considered realistic. It was suggested that abstract art is more emotional than realism. Haven't you ever seen a photograph that made you laugh or cry? An untouched photograph is about as realistic as you can get. I think there is emotion in my realistic paintings. I see an array of color, shape, form, values and textures in nature and in the man-made world and I am moved by these things. I am painting emotions and putting my own feelings into my realistic art just as much as any abstract artist. And I appreciate both kinds of art for what they are."

Thanks to all who have participated in this column. It has been a joy to experience such a thoughtful exchange between artists. If you have any topic regarding art you would like discussed in Art Chat, just e-mail the editor: artsi1@verizon.net.

A Call for Artists:

The PVAA and Gallery SOHO is having their “**\$100 & Under Underground**” fine art show again in May this year. The Show will run from May 11 thru May 28.

All work will be priced at \$10, \$15, 25, \$35, \$50, \$75 and/or \$100

Original art, prints, and card packages will be accepted. (No crafts, or jewelry for this show)

- Entry fee \$30.00 entitles you to approximately 4 x 8 of wall space (2D) or 3x3 foot of table top space for (3D Art)
- All sales will be run through Gallery SOHO. PVAA will retain a 20% commission on all sales.
- You must mark each piece of work with a legible label with your name and the title of the work.
- Price cards will be provided and displayed with each item, piece of art.
- You must be willing to show sit one 5 hour shift, or make arrangements to have some one sit for you.
- Artists are strongly encouraged to attend the artist reception, on May 13.

Take in will be on Sat. May 6th from 11 to 5 p.m. at Prog Gallery

Show opens May 11th, 11a.m. to 4 p.m.

Artist reception is Sat., May 13th, 6 –10 p.m.

Gallery will be open: Thursday – Sunday 11- 4 p.m.

Pick up of Art Work: Sunday, May 28th, 11 – 5 pm.

Name: _____

Address: _____

City; _____ **Phone:** _____

I will need: _____ **2D** and/or _____ **3D** space(s) you may reserve more than one.

Enclosed is my check for \$ _____

All reasonable care will be taken to assure proper handling of all Artwork; however, neither PVAA, Gallery SOHO or its agents will be responsible for or liable for damage or loss. Submittal of work to this show shall imply an agreement on the part of the entrant to this statement.

Signature: _____

For information call: Lucien van Oosten at (626) 963- 6677 mail form to:

L. van Oosten, 421 E. Ada Ave. Glendora Ca. 91741

Members in the News –

Lucien van Oosten is in the news again! His acrylic painting, "Lion Fish 1" has been published on the "What's New" page of the world's foremost wildlife art magazine, Wildlife Art, Jan/Feb 2006 edition. Congratulations!

Margaret Burnett (Peggy) – has two pieces in the Sebastopol Center for Art, exhibit – "Explorations in Art and Language", Feb 16th – March 19th; 1 piece in the Riverside Community Arts Association "New Visions" exhibit, Feb 16th – March 18th. Peggy is leading a photography workshop at the request of Death Valley National Park Museum, March 25th-26th. For further info., please contact David Blacker 1-800-478-8564 x11. The location of the workshop is Armagosa Valley.

14 local artists calling themselves the "Shameless Self-Promoters" will present their first group show in the Progress Space Gallery from June 1 through July 31. See the May Newsletters for complete information and details.

Welcome New Gallery Member – Jeri Ellis!

All are cordially invited to an Art Exhibition for Linda Hauser

sponsored by The Arts Council for San Bernardino County,

California, Behold Its Beauty,

April 5th – July 29th

Monday – Thursday, 8 am – 5 pm. Location: Michael Brandman Associates, 621 East Carnegie Drive, Suite 100, San Bernardino, CA 92402.

Request for donations:

The Pomona Rotary Club presents, "The Third Annual Rotary Art Auction" they are seeking artists that would be willing to donate works of art, for information on how to donate Call Ray Adams at (909) 262-2108.

A Note from the Editor: Send informational items that you would like to see in print to arts11@verizon.net. If you don't do email, just put your items in my folder at Gallery SoHo or send via US Mail to PVAA, attn: Mary, or feel free to call me at (909) 591-6503.

Next Deadline: April 15th. ☺

-Mary Montelongo

SHOWS & EXHIBITIONS

Associated Artists of the Inland Empire: April's demonstrator, Joann Formia will demonstrate watercolor. There is a monthly art competition every month, "Artwork of the Month", April is "Seascapes, Lakes, Rivers". Monthly meetings are at 9:30 am, the 2nd Wednesday of each month, Central Park Community Center, Rancho Cucamonga. Call (909) 463-6259 for more info.

Joslyn Senior Center: Offers demonstrations, gallery show, music, poetry reading, dance workshops. Located at 660 North Mountain, Claremont CA, (909) 399-5488.

Fine Arts Academy: Various Fine Arts Classes available. For information: (626) 335-2240.

CLASSES

Bess Reide: Enameling and cloisonné at the Armstrong Center, 1265 S. Palmetto, Ontario. Info: (909) 593-4337

Sylvia Megerdichian: Sylvia teaches classes every Monday from 9:30 a.m. to 2:00 pm. June 24 is Watercolor Workshop w/ Don O'Neill, July 24-28 is Figure Painting Workshop w/ Don Andrews, Oct 16-20 is Sparkling Watercolor Workshop w/Judi Betts and Nov 10-11 is Right Brain Drawing Workshop w/ Sylvia Megerdichian. Art Box Studio info. (909) 981-4508. Location: 1302 Monte Vista #9 Upland, CA.

Anne Williams: teaches free art classes through Mt. SAC. Watercolor on Mondays: 9 am – noon at Joslyn Park, Covina, and 1 – 4 pm, Heritage Park, Diamond Bar. Thursdays 1- 4 pm Diamond Bar Community Center. Drawing classes on Tuesdays: 1- 4 pm, Diamond Bar Community Center. Call Ann for Info: (909) 595-8182.

Anne Seltzer: Artwork Studio offers private art lessons in drawing and painting. Info. (909) 624-8424

Melanie Phillips: teaches watercolor at Rancho Cucamonga Senior Center, Mondays, 12:30 to 3:30 pm, no fee, 18 years old and up. Call Melanie for info at (909) 980-0918.

Mary Montelongo: teaches collage, Artistic Journaling and beginning fused glass. For more info, call Mary at (909) 591-6503.

Phyllis Case Bennett: teaches Chinese Brush Painting at Claremont Adult School, two classes; Wed. 9 am-12 noon and 1 pm-4pm and watercolor Plein Air classes Tue. 9 am-12 noon. Phyllis will be conducting Plein Air classes in various mountain locations for info. call: (909) 593-5520.

Nancy Kasten: teaches oil painting at the Ontario Recreation Center on Tuesdays 9 am-12 pm. \$30 per month, Home#(909) 982-7929, Recreation Center (909) 395-2020.

Elizabeth Sides: teaches art classes for adults and children; for info. call Elizabeth's Art Studio: 621-1630.

Animals I Have Known

Monthly Art Show & Sale

May 11 - June 3, 2006



- ❖ Take-in Saturday, May 6th, 11-4 pm
- ❖ Reception Saturday, May 13 8th, 6 - 10 PM
- ❖ Limit 3 entries per person. ...\$10 or 3 for \$25 for PVAA members, \$12 for non-members (\$6 students). Student division is for high school seniors and younger.
- ❖ Fees payable to PVAA, all fees non-refundable. Membership available at time of entry.
- ❖ All work must be picked up June 3rd, during regular gallery hours, 11-4 pm.
- ❖ 1st, 2nd, 3rd place ribbons shall be awarded as well as cash awards. \$25 -- 1st Professional and Student Division, \$15 2nd, \$10 3rd. Honorable mention ribbons awarded at judge's discretion.
- ❖ All media welcome
- ❖ Works will be displayed for sale at price indicated by artist (or marked NFS). PVAA retains a tax deductible donation of 20% on all sales.
- ❖ Every reasonable care will be taken to assure proper handling of all entries. However, neither PVAA nor its agents will be responsible or liable for damage or loss. Submittal of entry to this show shall imply an agreement on the part of the entrant.
- ❖ All work must be clearly marked with artist's name, title, medium and price on the back or underside.
- ❖ **Entries must be ready to hang or display. NO sawtooth hangers.** PV AA reserves the right to reject any work not suitably prepared for display.

Name _____ Phone# _____

Address _____

1. Title _____ medium _____ price _____

2. Title _____ medium _____ price _____

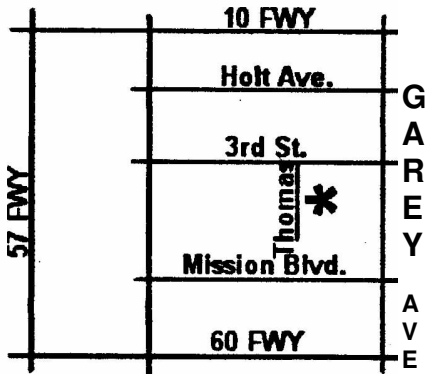
3. Title _____ medium _____ price _____

► PVAA has my permission to use photos of my art to publicize the show

Pomona Valley Art Association will hold the Show at the Gallery SoHo, 300-A South Thomas Street, Pomona, CA 91766 (one block west of Garey Avenue). Call (909)469-1599 for more information.



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* Gallery SoHo

POMONA VALLEY ART ASSOCIATION

and **Gallery SoHo**

300-A South Thomas Street
 Pomona CA 91766
 Phone: (909) 469-1599

A P R I L 2 0 0 6 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: _____