



# POMONA VALLEY ART ASSOCIATION

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

NEWSLETTER

JUNE 2005



Winning Entry, "Gotta Have Heart", by DJ Hermansen

## CONGRATULATIONS TO MAY'S MONTHLY SHOW WINNERS!

### "ANIMALS ARE PEOPLE TOO"

- 1<sup>st</sup> – Gotta Have Heart, DJ Hermansen
- 2<sup>nd</sup> – Jim, the Sheepdog, Lucille Tuohey
- 3<sup>rd</sup> – Mack, Somo Cat, Georgia DeBeers

### Honorable Mentions

Black Beauty, Carol Acevedo  
Me & My Gal, Melanie Phillips

The Judge for "Animals are People Too" was Georgette Baker. A traveler who has set foot on every inhabited continent, Baker has been an avid photographer and produced a book of photographs with her young son, Michael, on the animals of the Galapagos Islands. Georgette has some sculpting and pastel drawing under her belt and is an avid art collector.

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## Gallery Compliments

Numerous have been the compliments for the **May "gallery change out"**. Second Saturday visitors mentioned "I like the new yellow wall", "the gallery looks more open" and the most popular compliment was "I like where you put the desk". The whole gallery was dusted and cleaned from stem to stern, the walls and pedestals were painted, kitchen and backroom were cleaned and organized, the desk reorganized and so much more. Many thank you's to our dedicated volunteers:

Melanie Phillips, Laura & Graydon Mallory, Maia Peters, Mary Montelongo, Marci Stewart, Bess Reide, Coreen (Bess's granddaughter), Ann Stone, Judy Acosta, Jack Geddes, Linda Hauser, Jim McClure, Lisa Ruiz, Debra Walters, Anne Williams and Jan Wright.



## ART CHAT (2nd Installment!)

### Is There Such a Thing As Bad Art?

By Mary Montelongo, Editor

The ageless debate, is there such a thing as bad art?, continues on. A few years ago emotions of anger, shock and disgust were felt around the Christian world when an artist flung cow dung on the image of the Madonna and called it art. A few years before, horses and cows were cut into pieces and these parts were assembled to form the animals and were encased in plexi-glass and filled with formaldehyde. These disgusting assemblages attracted countless crowds of visitors to shows in Paris and London. Both of these examples were exhibited as art in well-known museums. One might ask themselves, "why would such reputable institutions show such bad art?" But before you ask this question, you might first ask yourself, "what is bad art?" or "is there such a thing as bad art?"

Some realists do not even recognize some forms of interpretations of art as art. One example is abstraction. Call me crazy but I have always thought of art as subjective. Although I thought I knew what this word meant, I decided to look its meaning up in the dictionary anyway. *Subjective: existing in the mind, belonging to the person thinking rather than to the object thought of. Ideas and opinions are subjective; facts are objective. About the thoughts and feelings: as of the speaker, writer, or painter.* Art is subjective, its interpretation "exists in the mind" and describes the "thoughts and feelings of the artist". You might then ask, who am I to say that Monet's sunset is too orange when that was exactly what he saw or Van Gogh's brushstrokes crude in technique when that was his objective.

There are so many "schools of thought" on this subject. Don't be afraid to speak your mind about "Is there such a thing as bad art? Send comments to SoHo Gallery, 300-A South Thomas St., Pomona, CA 91766 or email [artsi1@verizon.net](mailto:artsi1@verizon.net).

To be continued....

### Check Out These Websites:

Artists Helping Artists (AHA) <http://www.ArtistsHelpingArtists.org>

Juried Shows <http://www.artshow.com>

California Arts Council <http://www.cac.ea.gov>

Watercolor Online <http://www.watercolor-online.com>

National Oil and Acrylic Painter's Society <http://www.noaps.org>

Plein-Air Painters of America <http://www.p-a-p-a.com>

Southern California Plein-Air Painters Association <http://www.socalpapa.com/indexa.html>

Colored Pencil Society <http://www.epsa.org>

## Welcome New Gallery Members:

Glenda Reide, Judy Acosta, Carolyn Cunningham, DJ Hermansen, Diana Jones and Fawn Witten

### Reminder!

The **Monthly Show** entry fees have increased to: members - one entry for \$10.00 or three entries for \$25.00, nonmembers – \$12.00 per entry, students \$6.00 per entry.

### MONTHLY ART SHOW & SALE CALENDAR – 2005

<p><b>January</b></p> <p><b><i>ABSTRACT &amp; COLLAGE</i></b></p> <p>Jan 13 – Feb 4 Take-in Jan 8, 12 – 4 Reception Jan 8</p>	<p><b>February</b></p> <p><b><i>RED SHOW</i></b></p> <p>February 10 - March 4 Take-in Feb.5, 12 - 4 Reception February 12</p>	<p><b>March</b></p> <p><b><i>SEA AND LANDSCAPES</i></b></p> <p>March 10 - April 1 Take-in March 5, 12-4 Reception March 12</p>	<p><b>April</b></p> <p><b><i>SMALL STUFF</i></b></p> <p>April 7 – May 6 Take-in April 2, 12 - 4 Reception April 9</p>
<p><b>May</b></p> <p><b><i>ANIMALS ARE PEOPLE, TOO</i></b></p> <p>May 12 – June 3 Take-in May 7, 12 - 4 Reception May 14</p>	<p><b>June</b></p> <p><b><i>FLORAL FANTASY</i></b></p> <p>June 9 - July 1 Take-in June 4, 12 - 4 Reception June 11</p>	<p><b>July</b></p> <p><b><i>AMERICA THE BEAUTIFUL</i></b></p> <p>July 7 - Aug. 5 Take-in July 2, 12 - 4 Reception July 9</p>	<p><b>August</b></p> <p><b><i>THE GREAT SOUTHWEST</i></b></p> <p>Aug 11 - Sept 2 Take-in Aug 6, 12 – 4 Reception Aug. 13</p>
<p><b>September</b></p> <p><b><i>COLORS OF AUTUMN</i></b></p> <p>Sept 8 - Sept 30 Take-in Sept. 3, 12 - 4 Reception Sept 10</p>	<p><b>October</b></p> <p><b><i>DAY OF THE DEAD</i></b></p> <p>October 6 – Nov 4 Take-in Oct 1, 12 - 4 Reception Oct 8</p>	<p><b>November</b></p> <p><b><i>PHOTOGRAPHY &amp; DIGITAL</i></b></p> <p>Nov 10 - Dec 2 Take-in Nov 5, 12 - 4 Reception Nov 12</p>	<p><b>December</b></p> <p><b><i>SPIRIT OF THE SEASON</i></b></p> <p>Dec 8 – Jan 6 Take-in Dec 3, 12 - 4 Reception Dec 10</p>

## Upcoming Prog Space Events in 2005

- June – Ann Stone & other artists
- July - Open
- August - Open

### Welcome New Members!

Diana Jones & Opal Singleton

### PVAA looking for Demonstrators

Please call Anne Williams, (909) 595-8182, if you would like to share your talents by teaching at Gallery SoHo. Sessions at SoHo is a program that offers workshops and demonstrations to aspiring artists or those who just want to play at a low or no cost to the student. Anne will help you with the set-up and the advertising. Get experience teaching, network with artists and help advocate arts in the community – all at the same time! What a deal!

### Members in the News

**Linda Hauser** – Linda has a photographic exhibition, “California, Behold Its Beauty” at Michael Brandman Associates, 621 East Carnegie Drive, Suite 100, San Bernardino. The exhibit runs April 5 – July 29<sup>th</sup>.

#### *Help Support*

#### **Pomona Valley Art Association**

### **5% BACK.....**

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[www.americanframe.com](http://www.americanframe.com)

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## WORKSHOPS/DEMOS/EXHIBITIONS

**Associated Artists of the Inland Empire:** Susan Alderson will speak on color theory and framing in June. There is also an artist competition every month; June is "Artist's Choice". Monthly meetings are at 9:30 am, the 2<sup>nd</sup> Wednesday each month, Magnolia Center, Upland. Call (909) 463-6259 for more info.

**Da Center for the Arts:** "Altered Art" – August 13-Sept 17, drop off Sun July 31, 1-5 pm, Pick up Sun, Sept 18, 1-5 pm. "Pomona in Focus" – June 8-July 30, Drop off Sun May 22, 1-5 pm, Pick up Sun, July 31, 1-5 pm.

**Chaffey Museum of Art History:** "Shutter Magic", May 29 – July 31, features works from Craig Dinsdale, Sindi Diane Wasserman, Matt Artz, Porfirio Angel Aguilar, Dorothy Brunell and Dick S. Oosterherth at the San Philippi Winery in Rancho Cucamonga. Reception June 5<sup>th</sup>.

**A Shenere Velt Gallery, Los Angeles:** "Workers of the World", Nov 6 – Dec 30, 2005. Pieces chosen for this show will reflect the political, emotional & spiritual experiences of people at work. From struggles to survive to labors of love, people are at work every day around the world. For prospectus: contact [www.circlesocal.org](http://www.circlesocal.org) or call (310) 552-2007

## CLASSES

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

**Betty Hook:** Adults, group or individual instruction in pastel, oil and watercolor. Info: (909) 392-6974.

**Sylvia Megerdichian:** Sylvia teaches classes every Monday from 9:30 a.m. to 2:00 pm. Exploring Watercolor on Yupo Paper with George James June 6-10<sup>th</sup>, Watercolor workshop with Frank Webb Oct. 16-20 & Right Brain Drawing Workshop with Sylvia Nov. 11-12<sup>th</sup>. Art Box Studio info. (909) 981-4508.

**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:** Artners Studio in Upland offers a variety of classes for all experience levels. Info: (909) 624-8424 or (909) 908-0868.

**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 and Artistic Journaling. 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. Plein Air Workshop, Morro Bay May 1-5, 2005. Info: (909) 593-5520.

**Framing and Matting:** Melanie Phillips will professionally frame and mat your artwork at a discount to all artists. Best prices in town and quick return. For more information call: Melanie Phillips at (909) 980-0918

**Free to a good home:** Maia Peters has a large wood studio easel and candle making supplies to give away. Free! (909) 896-3810

**Frames for sale:** Betty Hook has both wood and metal frames for sale (reasonably priced). (909) 392-6974

### **Food Items Needed For "Second Saturdays"**

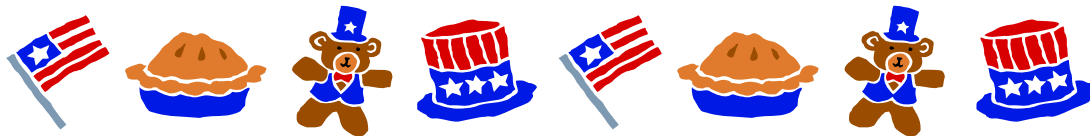
"Second Saturdays" at the Art Colony and especially our SoHo Gallery have been a hubbub of excitement with more visitors than ever and gallery sales rising. With this success, we have found that the reception food table is a necessity to keep the crowds happy. Contributions of food or money (to buy drinks and goodies) are always needed for the reception table at "Second Saturdays"!

PVAA's **Open Juried Show** is coming in October. It is sure to be a success with Jim McClure at the helm. Now is the time to create that award-winning piece!! If you would like to be part of the "show team", contact Jim; he is going to need a lot of helping hands.

**A Note from the Editor:** Thanks to all who have sent me information for the newsletter, keep it coming! Send your info. to [artsi1@verizon.net](mailto:artsi1@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: June 15<sup>th</sup>.** 😊

-Mary Montelongo

# America the Beautiful



## ART SHOW & SALE

July 7 – August 5, 2005

- ❖ Take-in Saturday, July 2, 12 - 4 pm
- ❖ Reception Saturday, July 9, 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 August 5, during regular gallery hours, 11-4 pm.
- ❖ 1st, 2nd, 3rd place ribbons shall be awarded as well as cash awards. \$25 -- 1<sup>st</sup> 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 \_\_\_\_\_

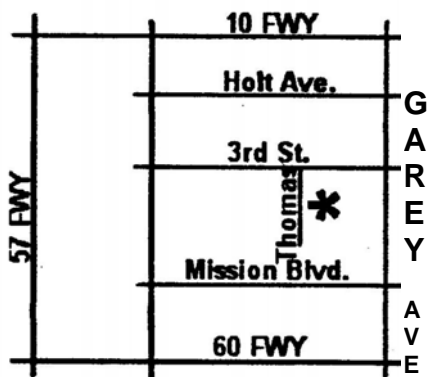
3. Title \_\_\_\_\_ medium \_\_\_\_\_ price \_\_\_\_\_

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

JUNE 2005 NEWSLETTER

**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: Laura Mallory

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

- |                          |          |            |                          |         |                    |
|--------------------------|----------|------------|--------------------------|---------|--------------------|
| <input type="checkbox"/> | \$125.00 | Lifetime   | <input type="checkbox"/> | \$28.00 | Family             |
| <input type="checkbox"/> | \$100.00 | Patron     | <input type="checkbox"/> | \$24.00 | Couple             |
| <input type="checkbox"/> | \$50.00  | Sponsor    | <input type="checkbox"/> | \$20.00 | Single             |
| <input type="checkbox"/> | \$35.00  | Sustaining | <input type="checkbox"/> | \$6.00  | Student (under 18) |

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