



# 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

JULY 2005



Winning Entry, "Poppy Duet", by  
D.J. Hermansen

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## Featured Artist

D.J. Hermansen

D.J. receives most of her artistic inspiration from nature. She is an avid hiker. In fact, as a retiree, she hiked the Appalachian Trail. When D.J. travels she takes photos and then takes them back to her studio where she paints or weaves the desired images. In "Poppy Duet" (above) she first planted the seeds then photographed them and finally painted them. D.J. paints from an emotional response to the experience and image. The inspiration from last month's winning entry (which she painted), "Gotta Have Heart", was from watching a merry-go-round. Living in the San Gabriel Mountains, D.J. enjoys gathering and experimenting with fibers from the desert floor to the mountain tops. D.J. works in a variety of media one of her favorites is basketry. "Basketry is a way of life...peaceful, tranquil, with the warmth of mother nature to touch your soul."

## CONGRATULATIONS TO JUNE'S MONTHLY SHOW WINNERS!

### "FLORAL FANTASY"

- 1<sup>st</sup> – Poppy Duet, D.J. Hermansen
- 2<sup>nd</sup> – Pink Flowers, Jack Geddes
- 3<sup>rd</sup> – Calle Lily, Lisa Ruiz

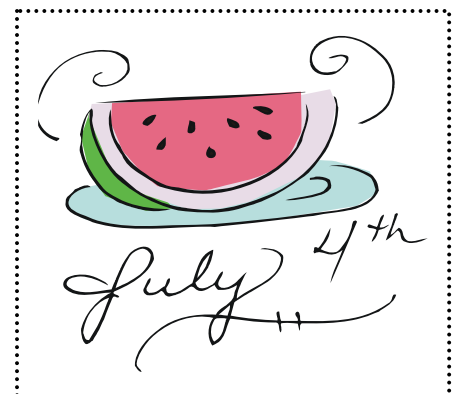
### Honorable Mentions

Grandfather Tulip, Dorothy Brunell  
Torn Flower, Carolyn Cunningham

**Photo Award** – Spring Feast, Dorothy Brunell

The Judge for "Floral Fantasy" was **Barbara Fergusson**. Barbara has been involved in Art since the 1960's. She has worked in mosaic, oil, stone sculpture and watercolor. Barbara has studied with Gladys Nichols, Don O'Neill and Milford Zornes. She is a longtime member of PVAA of which served as president.

D. J. has a degree in fine art from CSUF. She has been active in the arts for 30 years as a toy designer, graphic artist and an instructor at Bowers Museum and California public schools. She has won numerous awards and exhibits throughout the west coast.



# Is There Such a Thing As Bad Art?

(Continued from May 2005)

By Mary Montelongo, Editor

Here are some fascinating and thought provoking responses to "Is There Such a Thing As Bad Art?" from our members:

**Sylvia Megerdichian** – "...Anytime an artist creates from the heart and includes the self is art so how can any art be bad art unless it is copied art or assembly line art?"

**Jim McClure** – "...It is really a mind thing, it is the artist's thoughts and feelings that create the concept of their art works... I believe the shock and disgust comes from the artist doing shocking and disgusting things in the name of art. Each of us has an imagination and it always varies with each person. I often wonder if a handful of artists may be more interested in the publicity and fame than in the quality and technique of their artworks."

**Lynda Pasztor** – Lynda read this a few days ago: "Art is neither good nor bad, it simply reflects what the viewer sees."

**Joann Peters** – "Anytime what supposes to be art destroys or attempts to destroy the sacredness of another people, it can no longer be under the guise of art! Vileness has always brought in the crowds through the ages and have included such events as public hangings, genocide, burials, etc. but art? Never! Abstraction however does not fall into the above category. It does make us question, contemplate and theorize but does not do what the former examples do which is to desecrate all that humanity holds dearest."

I say "to create is divine" so as long as my inspiration and creativity comes from the soul and I am true to its concept and delivery it should be deemed as good and acceptable in the world of art.

As you can surmise, there are countless ways to debate the above question. No matter what your opinion is there will always be controversy in art. It is all relative because there will always be those who will agree there is bad art and those who believe all art is good.

Due to the lack of space and quantity of responses, "Is There Such a Thing as Bad Art"? will be continued in August's Newsletter.

If you have any ideas regarding art, whether it is an opinion, inspirational thought, method, new techniques, materials, etc... please e-mail me at [artsi1@verizon.net](mailto:artsi1@verizon.net) or mail your info. to SoHo gallery at 300-A South Thomas Street, Pomona 91766.

## 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>

<b>MONTHLY ART SHOW &amp; SALE CALENDAR – 2005</b>			
<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

- July - Open
- August – Open
- September - Open

**Welcome New Member!**

**Arthur Nunez**

### 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>.

Members: **Craig Dinsdale, Sindi Diane Wasserman, Matt Artz, Dorothy Brunell** and **Dick S. Oosterhert** will have their photography displayed in the exhibit "Shutter Magic" at the Chaffey Museum of Art History from May 29 – July 31, at the San Philippi Winery in Rancho Cucamonga.

**Wendy Toy** received the Special Photography Award for May's Monthly Show for her photo, "Welcome to My Neighborhood". This award was left out of the June's Newsletter by mistake.

### Gallery Spaces for Rent

The Claremont Forum has a large gallery space for weekend exhibit rental. Call Anne Seltzer for information: (909) 624-8424.

The Prog Space is a great space to rent, call Melanie Phillips (909) 980-0918 for more information.

## WORKSHOPS/DEMOS/EXHIBITIONS

**Associated Artists of the Inland Empire:** Elin Pendleton will demonstrate oil in July. There is also an artist competition every month; July is "Structures" (buildings, houses bridges, etc). Monthly meetings are at 9:30 am, the 2<sup>nd</sup> Wednesday each month, Central Park Community Center, Rancho Cucamonga. 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

**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. Watercolor workshop with Frank Webb Oct. 16-20 & Right Brain Drawing Workshop with Sylvia Nov. 11-12th. 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:** 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 basic drawing for children. 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. 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

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

PVAA's **Open Juried Show** is coming in October. Exciting awards and prizes are accumulating for this show so now is the time to create that award-winning piece!! If you would like to be part of the "show team", contact Jim McClure. You can call the gallery and if no one is there, just leave a message. PVAA is going to need a lot of helping hands to make this show a great success!

The **change-out is completed at the Chino Senior Center**. Several artists have their work displayed. Be sure to check it out. Thanks to Jack Geddes and his helpers for all of the time and hard work that resulted in this exhibit.

There is a **new energy efficient lighting and fan system installed in our gallery** that will keep our visitors and members cooler in the upcoming warm summer climate. So make sure you come and visit the gallery.

PVAA now has a new bindery service to hopefully get our newsletter out in a more timely manner!!!

**A Note from the Editor:** Send informational items that you would like to see in print 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: July 15<sup>th</sup>.** 😊

-Mary Montelongo

# ***The Great Southwest***



## ART SHOW & SALE

August 11 – September 2, 2005

- ❖ Take-in Saturday, August 6, 12 - 4 pm
- ❖ Reception Saturday, August 11, 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 September 2, 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 \_\_\_\_\_

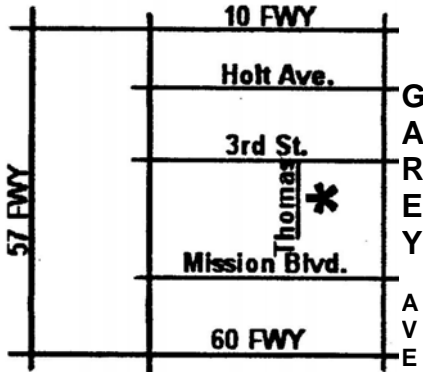
1. Title \_\_\_\_\_ medium \_\_\_\_\_ price \_\_\_\_\_

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.



\* Gallery SoHo

**POMONA VALLEY ART ASSOCIATION**

and **Gallery SoHo**

300-A South Thomas Street

Pomona CA 91766

Phone: (909) 469-1599

Non-Profit Org  
 US Postage  
 PAID  
 Claremont, CA  
 91711-9998  
 Permit No. 101

J U L Y 2 0 0 5 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: 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: \_\_\_\_\_