



# 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

AUGUST 2005



Winning Entry, "July Parade", by Jack Geddes

## CONGRATULATIONS TO JULY'S MONTHLY SHOW WINNERS! "AMERICA THE BEAUTIFUL"

- 1<sup>st</sup> – July Parade, Jack Geddes
- 2<sup>nd</sup> – Sept. Morning/Sept. Afternoon,  
Richard Freund
- 3<sup>rd</sup> – Old Majesty, DJ Hermansen

### Photo Award – Hope, Dorothy Brunell

The Judge for "America the Beautiful" was **Joan Coats**. Has taught pre-school through 12<sup>th</sup> grades for the last 34 years. For the last 16 years she has been chairing the Association of Christian International Art Fair Student Show with entries from 30 schools. She has also been teaching at the ACSI Teacher's Convention for the last four years. Joan has chaired the Pomona Valley Art Association student show for 14 years.

## Featured Artist

Jack Geddes

Jack Geddes has been drawing and painting since grade school. Presently he is a retired licensed California Architect enjoying an impressionistic style of painting. Watercolor or acrylic is his media. His goal is to capture local scenes that tell a story or suggests a mood.

Painting is a process thoroughly enjoyed by Jack. He is a juried member of Watercolor West. He has taught watercolor painting classes at Gibson Senior Center in Upland. Jack has served for three years on a panel with two other judges to jury fine arts for the San Bernardino County Fair in Victorville, California. Jack found the desert area to be rich many gifted and talented artists.

Art is an on-going process. He has never stopped learning new and fun ways to improve the process.

**Sad News** – Condolences to our member and friend Annie Laurie Burke whose husband, Robert, passed away last month.

**Members in the News-** Bill W. Smith's, "Point Hope, California", will be exhibited in the 2005 California State Fair Fine Art Exhibit. He offer's his thanks to James McClure and Sindi Diane Wasserman who have supported his artwork and told me to "keep painting". Congratulations Bill!

# Art Chat

## Is There Such A Thing As Bad Art?

(Continued from June)

By Mary Montelongo, Editor

**Marci Taylor Stewart** - After reading Mary's impressive article in the May PVAA newsletter, when asked to participate in "Art Chat", I wondered if I had any additional insight to explore the subject. Building on my fellow artist's cogent piece, I offer the following:

It seems to me that art resides in the domain of man's spirit and sense of the divine. When a piece of art is created, whether with "God", "great Spirit" or a myriad of other appellations for the mystery of creation. The "artist" can't not create," but driven by powerful inner energies must release his/her work form the spirit-filled, timeless world into the sentient, eternal-present world.

Thus, when considering the question, "is there bad art?" I suggest that the movement from subjective to objective, from spiritual to tangible is like comparing "apples and oranges." The spirit-world exists separate from judgment, interpretation and reality. It is fluid, ephemeral and untouched.

The moment the artist translates the spiritual into the tangible, it takes on a new dimension. Judgment, through the viewer's relationship with the piece, quantifies and qualifies the art with meaning separate and devoid from the vision/power which moved from the artist's mind into his/her hands onto paper, canvas, clay, glass, metal or other medium.

"Beauty is in the eye of the beholder" works, as well, for art. Inner energies propel the artist to create. He/she doesn't need an audience to praise or damn the piece. The spirit and wonder of "making art" feed him/her. Once the artist releases the piece, he/she's free to return to the inner forces begging to be expressed.

Our world is more beautiful and meaningful because of Art. A world devoid of artistic expression would feel like death. Therefore, I posit that **all art is "good" and some is awesome.**

**What do you want to chat about?** 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.

## MONTHLY ART SHOW & SALE CALENDAR – 2005

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

### Upcoming Prog Space Events in 2005

- **August – Open**
- **September - Open**
- **October – PVAA Open Juried Show**

**Welcome New Members! Ronald Andersen & Ana Mei**

**Gallery Spaces for Rent** – The Claremont Forum has a large gallery space for weekend exhibit rental. Call Anne Seltzer for information: (909) 624-8428

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:** Christy Bruce will demonstrate watercolor in August. There is also an artist competition every month; August is "Artist's Choice". 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.

**Cal Poly Pomona Downtown Center:** Arts In Corrections, July 9<sup>th</sup>-August 27<sup>th</sup>. 300 W. Second Street, Pomona. Tues.-Sat. noon-6:00 pm.

**AMOCA:** "Laying the Foundation", American Art Tile – Exhibition July 9<sup>th</sup>-November 5<sup>th</sup>. 340 S. Garey Ave. Pomona.

**4<sup>th</sup> Annual Wrightwood Art Tour:** Sat. Sept. 17, 2005, 10 am-5 pm. Self guided tour throughout Village of Wrightwood featuring artwork of local fine artists. Silent Auction 10:00 am-3 pm. Maps and info. provided. Meet at 5605 Heath Creek. Directions: When you get to Wrightwood make a left turn at Sheep Creek and a right on Heath Creek.

## 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. Phyllis will be conducting Plein Air classes in various mountain locations for info. call: (909) 593-5520.

## AWARDS

**Best of Show** \$300

**1st Place** each category \$100

**2nd Place** each category \$75

**3rd Place** each category \$50

**Honorable Mentions** awarded at the discretion of the Judge

**Additional Awards** to be announced at the Awards Presentation

## DATES

**Take-In:** Saturday, Oct. 1, 11 a.m. to 4 p.m.

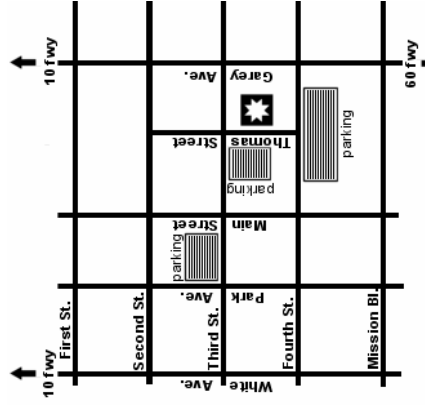
**Opening & Reception:** Saturday, Oct. 8, 6 p.m. to 10 p.m. Awards will be presented at 7 p.m.

**Exhibition Hours:** Oct. 9 – 30, 11 a.m. to 4 p.m. (Closed Mon. - Wed.)

**Work must be removed** the week after the show closes during regular gallery hours. No work shall remain past Nov. 7. A \$5 per day fee will be charged for work left after that date. Please bring your claim forms for pick-up.

## TAKE-IN AND SHOW LOCATION

**PROGRESS SPACE GALLERY  
300 SOUTH THOMAS ST.  
POMONA, CA 91766**



# CALL FOR ENTRIES!



**Pomona Valley Art Association**

**24th Annual Open Juried Show  
October 8 - 30, 2005**

This Annual Exhibition is open to all artists.

We invite you to be a part of one of the oldest, largest, and most prestigious shows in the inland valley. Join hundreds of local artists: young and old, beginner and famous, in celebrating, sharing and awarding the very best regionally produced artwork.

This years judge is educator, artist and past President of Watercolor West, Tom Fong.

**Pomona Valley Art Association  
300-A South Thomas Street  
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www.pvaa.net**

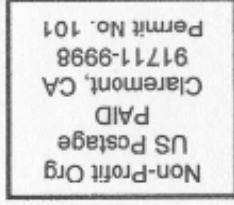


# CALL FOR ENTRIES!

24th Annual Open Juried Show



Pomona Valley Art Association  
300-A S. Thomas St.  
Pomona, CA 91766



COMPLETE AND ATTACH TO  
UPPER RIGHT BACK OF ENTRY

\_\_\_\_\_  
Name \_\_\_\_\_  
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ENTRY FORM  
COMPLETE AND RETURN WITH ENTRY FEE

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Medium \_\_\_\_\_  
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**Entry Requirements**  
*Please read carefully*

**ELIGIBILITY:** Any Artist may enter up to 3 works of original design, completed within the last five years. Works must be the original creation of the artist. Teacher-assisted class work, crafts, copies of portraits, copies of art work, or copies of copyrighted photographs will not be accepted for judging. Artwork must be of such nature as not to offend the sensibilities of the public. Work must NOT have been previously entered in a PVAA Open Juried Show.

**CATEGORIES:**

- 1. Oil & Acrylic
- 2. Acrylic under glass & watercolor
- 3. Pastel, mixed media & pencil
- 4. Printmaking, graphics, photography & digital
- 5. Sculpture, assemblage, all other 3-Dimensional

**We reserve the right to change/combine categories**

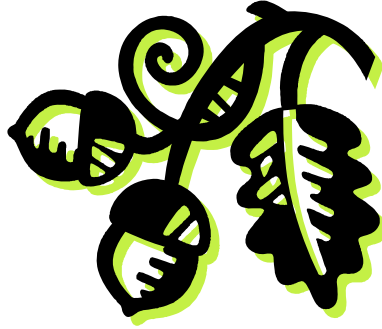
**SPECIFICATIONS:** Two Dimensional work shall not exceed 60 inches by 60 inches framed. All work that is not free-standing must be prepared for hanging with screw eyes and wires attached ONLY. Other hanging devices will not be accepted. Work must be clean, properly framed and prepared for presentation. Photos and digital art must be under glass. 3-D work will be limited to 60" in any direction. Entries weighing over 50 lbs. must be moved in place by the artist. Size limits may be waived on an individual basis.

**FEES:** PVAA members: \$10.00 per entry, non-members: \$15.00 per entry. Fees are payable to PVAA and are non-refundable. Acceptance of work into the show is at the discretion of the juror. Entries juried out may be picked up October 4 – October 7, from 11:00 a.m.- 4 p.m.; artists will be notified.

**SALES/LIABILITY/RESERVED RIGHTS:** works are to be considered for sale at price indicated unless marked NFS. PVAA will retain a 20% donation on all sales (tax deductible by artist). Every reasonable care will be taken to assure proper handling of all entries; however, PVAA assumes no responsibility for damage or loss. Submitting an entry to this show shall imply an agreement on the part of the entrant. PVAA reserves the right to reject any work not suitably prepared for display or that may be deemed offensive to the community. PVAA reserves the right to reject any work that creates a liability or safety hazard to the public.

**MEMBERSHIP:** Membership available at take-in. Annual dues are \$20 single, \$24 couple and \$28 family. Member benefits also include notification of all events, discounted entry fees and monthly newsletter.

# Colors of Autumn



## ART SHOW & SALE September 8 – September 30, 2005

- ❖ Take-in Saturday, September 3, 12 - 4 pm
- ❖ Reception Saturday, September 10, 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 October 1, 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 \_\_\_\_\_

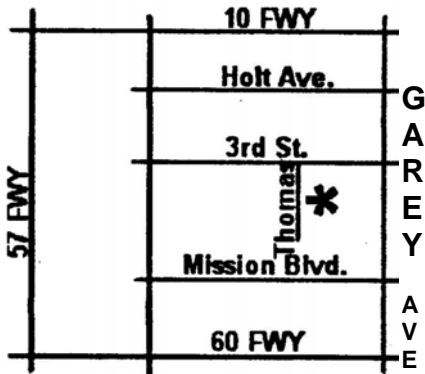
3. Title \_\_\_\_\_ medium \_\_\_\_\_ price \_\_\_\_\_

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.



Non-Profit Org  
 US Postage  
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 Claremont, CA  
 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

AUGUST 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: \_\_\_\_\_