



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

OCTOBER 2006

Message From the President

Hello fellow PVAA Members,

First, I would like to thank all of those that sent their sympathies and prayers to my family and me at the passing of my Mother, very much appreciated by all of us.

Some exciting things have been happening over the past month, we have gone through all of the titles that were given to use by the membership for the Monthly Show year 2007 and after a blind selection process we have selected 12 themes from the submitted titles. (Blind meaning: none of the jurors knew which title came from whom). The list will be published in the November newsletter along with the 2007 Monthly Show Theme Calendar. Thanks to all of you that submitted names.

PVAA has a display at the LA County Fair; it is located under the bleachers, next to the pottery exhibition and demonstration area. Come on by and tell all your friends to stop by as well and see our display. Mark your calendars and be sure to enter PVAA's 25th. Annual Opened Juried Art Show, we have received a lot of fantastic donations that will be awarded to the participating artists. This year's show will be judged by two very good artists that are also teachers at the college level. Your participation and the participation of those fellow artists that you know will make this years show a smashing success, so plan on entering some of your wonderful creations.

Also, take the time to consider giving a donation to the remodeling fund for the Progress Space Gallery.

Your help is really needed in bringing this project to fruition. In closing, come on by and look at the current show in the Progress Space Gallery, "Renaissance Women". I know you will not be disappointed.

Take care and cheers, Lucien

CONGRATULATIONS TO SEPTEMBER'S MONTHLY SHOW WINNERS!

"HARVEST AND AUTUMN"

- 1ST - "Fall Reflections I", Veronica Kortz
- 2nd - "Fall To Church", Howard Snider
- 3rd - "White Eggplant", Carolyn Cunningham

Honorable Mention

"Fall on Lamb Lake", Howard Snider
"Thailand Rice Fields", Phinit Cheamak

Photography Award

"Fall Feast", Dorothy Brunell



Winning Entry, "Fall Reflections I", By Veronica L. Kortz

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 Gallery Event Schedule

October – PVAA Open Juried Show
 November – Information not available
 December – Information not available

The Prog Gallery is a fabulous space for art shows, workshops, and special events. The price is reasonable just call the gallery and leave a message for Lucien van Oosten and he will help you.

Look for the November Newsletter to check out the **2007 Monthly Art Sale & Show calendar**. As president, Lucien mentioned in his message (refer to front page), there will be new exciting & challenging themes for the 2007 monthly shows.

ART CHAT

By Mary Montelongo, Editor

This article is based on an email from Robert Constant.

His email in part read: "This is a note to express my admiration of the PVAA Newsletter. I find it a pleasure and informative to read. Congratulations to those that labor to put it together. I particularly enjoyed reading the article, "ART CHAT" by Mary Montelongo, "The Foes of Abstract Art: Are they ignorant or are they just prejudiced?" This article gave some good insight as to how artists feel and understand abstract art. But the article did not answer the viewer's dilemma expressed as "I don't get it, I wonder if I am supposed to enjoy the colors and shapes or are there hidden messages I am supposed to see?" I enjoy abstract art, however, I too feel that I am missing something in understanding the deeper meaning of abstract painting. I would like to see a follow on article that explores the abstract artists interpretation of art of other abstract artists..."

Thanks Bob for the email. I appreciated your comments and I encourage artists to talk about ART CHAT and ask questions so that meaningful dialogue can take place.

Trying to address Bob's comments, I found myself digging in my dusty bookshelf. I found Hart's, "A History of Art" and Hajo Duchting's, "Wassily Kandinsky: A Revolution in Painting". Let's begin with recognizing hidden or deeper meanings in a painting: Abstract artists wanted to depart from the Masters' realistic, detailed paintings and those containing stories or objects as symbols. The example of Ambrogio Lornsetti's Allegory of Good Government conveys prosperity in good business through richly clad merchants and buyers. The countryside is replete with hillsides of agriculture with peasants hard at work. Another example is The Marriage of Arnolfini painted by Jan van Eyck. He used objects as symbols in the room as arranged to participate in the wedding ritual: the dog, fidelity, the mirror, "mirror without spot", representing Mary.

Abstraction is to depict an image in its most basic form; thus leaving out details, stories, symbols representing something. Abstract artists such as Joan Miro, Jean Arp and Wassily Kandinsky were enamored with the circle. Though a symbol they painted the circle for its form rather than any meaning. Those that specialize in analyzing and critiquing abstract art recognize the intriguing use of the basic elements of art portrayed in color, contrast, form, movement; they even recognize chaos. For example, W. Kandinsky's "Red spot II, Roter Fleck II": is described as a symphonic composition relative to the movement and placement of form. Looking for deeper meaning or trying to pinpoint a theme/story is not necessary when viewing works of abstraction. When viewing a piece of abstract art, view with an open mind the composition; what basic elements of design are in play? What feelings or what impact does the painting convey to you? One viewer might answer; complete chaos another viewer might answer a rhapsody of color and contrast. Abstract art is supposed to leave the viewer wondering, "what could that be (?)." In abstract art the artist doesn't mesmerize the viewer with symbols and details. Abstraction is just form at its purest; the impact of basic elements in play.

Members in the News- In last month's newsletter it was promised more information was to come regarding **Sindi Diane Wasserman's** visit to New Orleans & witness of Katrinat's destruction. Sindi took photographs of the widespread devastation and plans to compile them into a calendar and send the profits from the sales to the hurricane relief funds. Sindi also plans to release a selection of the pictures in an art show by the end of this year.

September's Monthly Show Judge, Georgette Baker is an amateur artist and sculpture. Born in Aruba and raised in Venezuela, Georgette has traveled widely, lived in several countries and speaks five languages. She is the photographer of the book, "We're Off...to the Galapagos" and producer of the children's bilingual book series, CANTEMOS.

PVAA Members Online!

PVAA will be starting online groups through both www.myspace.com and www.tribe.net. If you are currently a member of either website, please visit the group page and join. If you are not a member and would like to be, it is absolutely free. You can visit their websites to sign up, or if you need help, Jackie Bell will be able to assist you. Contact her through email: sylasstudios@yahoo.com, Phone number: (909) 438-1811. To make it easier there are forms to fill out your information. Just drop the forms in Jackie's folder at the gallery.

We have big plans for the Progress Gallery! Please help us make them happen.

DONATIONS FOR PROGRESS GALLERY IMPROVEMENTS

Name: _____ Date: _____

Address: _____ City: _____ Zip: _____

Credit Card or Payment Type: VISA MASTERCARD CHECK

Donation Amount: \$ 5 \$10 \$25 \$ Other: _____

Credit card number: - - -

Expiration date: ____ / ____

I the undersigned authorize Pomona Valley art Association (PVAA) to charge the amount indicated to my credit card.

Signature: _____

Notice keep a copy for your records. Please mail your donation to: PVAA / Lucien, 300-A, So. Thomas St., Pomona, CA 91766

Pomona Valley Art Association
Presents
The **25th Annual Open Juried Show**
October 12-29, 2006

Open Reception: Saturday, October 14th

Time: 6 pm-10 pm

Place: Progress Gallery

Please come and enjoy the festivities!

Sponsor of the 25th Annual Open Juried Show

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SHOWS & EXHIBITIONS

Associated Artists of the Inland Empire: October's demonstrator, Judy Weber will demonstrate watercolor. There is a monthly art competition every month, "Artwork of the Month", October is "Portraits & Figures". 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.

CLASSES

Jackie Bell: is giving oil painting demonstrations and working on her art for all to see at the Cal Poly Pomona Downtown Center (3rd and Main, in Pomona). Demos will be every Saturday, from 12 pm – 5 pm. For more info., check website: www.sylasstudios.com.

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.

Oct 16-20: Sparkling Watercolor Workshop w/Judi Betts, Oct 28th: Watercolor and Cards with Judy Weber, Nov 10-11: Right Brain Drawing Workshop w/Sylvia Megerdichian. Dec 4: Afternoon Tea w/Milford Zornes, Jan 23-27: Critique & Studio Painting, w/Katherine Chang Liu. 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, painting and offers an array of other classes, workshops and demos, for more info., call (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: (909) 621-1630.

Editor: Send informational items that you would like to see in print to 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: October 15h.
- Mary Montelongo



Monthly Show & Sale **Photography and Digital**

November 9th – December 2, 2006

- ❖ Take-in Saturday, November 4th, 11-4 pm
- ❖ Reception Saturday, November 11th, 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 December 2nd, 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 _____

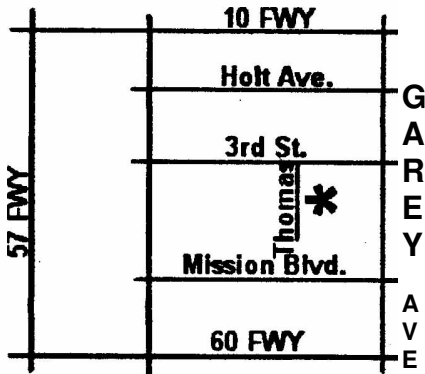
3. Title _____ medium _____ price _____

– 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

OCTOBER 2006 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: 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: _____