



**Pomona Valley Art Association  
and GALLERY SOHO**

300-A South Thomas Street  
 Pomona, CA 91766  
 Phone: 909-469-1599  
 www.pvaa.net



**APRIL 2014 PVAA NEWSLETTER**



**Pomona Valley Art Association  
Membership Application**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ eMail \_\_\_\_\_

**All donations are tax deductible. Mail your check and completed application to: Pomona Valley Art Association / ATTN: Membership Chairman / 300-A South Thomas St. / Pomona, CA 91766**

PVAA - Phone: 909-469-1599 / website: www.pvaa.net

Please indicate your area(s) of interest \_\_\_\_\_

**Pomona Valley Art Association**

PVAA is a non-profit, all volunteer organization. Your membership entitles you to numerous member benefits and helps to support the various association programs and activities.

- Full-time Student / \$6 (under age18)
- Single Membership / \$25
- Married Couple / \$30
- Family / \$35
- Sustaining / \$50
- Patron / \$100
- Benefactor (lifetime) / \$500

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# POMONA VALLEY ART ASSOCIATION

APRIL 2014

## FINAL REMINDER For The PVAA 2014 Annual Open Juried and Young Artist Shows



### PVAA OPEN JURIED SHOW

TAKE-IN: Saturday, April 5, 11 AM - 4 PM.

EXHIBITION: Thursday, April 10 thru  
Sunday, April 13

ART PICKUP: Sunday, April 13, 4 - 6 PM

AWARDS RECEPTION: Sun, April 13, 2-4 pm



### PVAA YOUNG ARTIST SHOW

TAKE-IN: Thursday, April 17, 4 - 7 PM and  
Fri., Apr 18 & Sat., Apr 19, 11 AM - 2 PM

EXHIBITION: Thursday, April 24 - Sunday, April 27

ART PICKUP: Sunday, April 27, 4 - 6 PM

AWARDS RECEPTION: Sun, April 27, 2 - 4 pm

### Special Recognition For PVAA Member

## Chaffey Community Museum of Art Names JoAnn Formia 2014 "Artist of the Year"



She follows many noted artists who have received this honor in past years. One most impressive is the first recipient, Milford Zornes. What an honor to share a spot on the same list as Mr. Zornes. JoAnn will have a solo exhibit at CCMA beginning June 27 through August 24.

"Oscar Van Young and Robert Uecker were instrumental in reviving my interest in art. Although, I have always had an interest in drawing and painting, it seems life got in the



way. I find painting to be a never ending journey. I will never begin to know everything there is to know and learn about painting, regardless of the medium."

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## Chaffey Community Museum of Art Names JoAnn Formia 2014 "Artist of the Year"

"I have had the pleasure of painting at Manzanar National Monument with Henry Fukuhara for the past 5 years, and have enjoyed two trips to Mt. Carmel in Utah to paint with Milford Zornes. These men are two of California's Icons on the Art Scene. I have also had the great experience of painting with at least 50 others on a trip to Canyon de Chelly. Again, with many fine and accomplished artists. These trips allow artists to learn from each other and enjoy the comraderie of people with the same interests. A very inspiring and enriching experience.



In 2008, JoAnn received the noteworthy distinction from WATERCOLOR ARTIST magazine as 'Ones To Watch.' This is recognition bestowed on a dozen artists each year by the national publication. She was also awarded the BEST OF SHOW for the PVAA Annual Open Juried Show in 2009.

## CCMA Live Figure Classes With Artist Gayle Stratford

Paint with artist Gayle Stratford from a live model at an uninstructed workshop on the first Thursday of each month from 11 am until 3 pm. Cost is \$10.

One long pose. Workshop held in CCMA's Main Gallery, illuminated by north-facing natural clerestory light. For more information, contact Gayle Stratford at [gstratford@att.net](mailto:gstratford@att.net). To see head studies from the workshop or to obtain additional information, please visit the CCMA website at [www.chaffeymuseum.org](http://www.chaffeymuseum.org)

### WHAT GOING ON!

Share your accomplishments with your fellow members.  
E-mail Don at [dmarkofski@hotmail.com](mailto:dmarkofski@hotmail.com)

## NOTEWORTHY AND ONGOING...

### You'll Find PVAA on FaceBook! Stop By and 'LIKE US' Today

Simply enter POMONA VALLEY ART ASSOCIATION in



your FaceBook search window and you'll be there. You can have a gallery of your artwork containing up to a dozen images and also tell visitors what's going on in your 'art world.'

### The 'Second Saturday' Silent Auction Continues at SOHO

You'll find some wonderful artwork, often at 'next to nothing pricing' (depending on the number of bidders) at the SECOND SATURDAY Arts Colony Art Walk. These are original pieces displayed on an easel and ready for bidding. It's a great opportunity to add to your art collection. All proceeds go to your association.

### Unique Exhibit Opportunity For Our PVAA Members as 'FEATURED ARTISTS'

Here's a really special opportunity for all PVAA artists. The association has established a 'Featured Artist Wall' within the Gallery SOHO. This is a unique exhibit & potential sales opportunity for those artists not presently gallery exhibitors. Artists creating framed artwork suitable for typical gallery hanging (wire only) will need to submit their names to Renee Matter at [figitm126@aol.com](mailto:figitm126@aol.com) to become eligible. Each selected artist's work will be displayed on a special wall in Gallery SOHO for a one-month exhibit period. In addition, the artist's works and biography will also be shown in the PVAA monthly newsletter. Candidates may be asked to submit examples of artwork via e-mail that might typify the artists work to qualify.

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Reference

## Enter Our Monthly Shows!



- ▶ All media welcome.
  - ▶ Awards: 1st Place \$25, 2nd Place \$15, 3rd Place \$10
  - ▶ Limit 3 entries per person, all fees are due at Take In or piece will not be accepted, no exceptions.
  - ▶ Entry fee for PVAA members is \$10 each or 3 for \$25.
  - ▶ Entry fee for non PVAA members is \$12 each. Entry fee for Students is \$6 each.
  - ▶ Artist are encouraged to interpret monthly themes in their own unique way, but PLEASE present work that fits with the monthly theme.
- ▶ All entries must be dropped off during the time specified (no late or early entries will be excepted). **Take In times are 11am to 2pm.**
  - ▶ All hanging pieces are required to have wire hangers (excepting February show). Wire must not allow hooks to show when hung.
  - ▶ PVAA retains a tax-deductible donation of 20% on all sales.

## 2014 Gallery SOHO Monthly Open Art Show & Sale Schedule and Themes

<p><b>JANUARY</b> "Black &amp; White" Jan 5 to Jan 31 Take In: Sat, Jan 4 Reception: Jan 11 Pick Up: Feb 1</p>	<p><b>FEBRUARY</b> "Photography 8x10 Only" Feb 2 to Feb 28 Take In: Sat, Feb 1 Reception: Feb 8 Pick Up: Mar 1</p>	<p><b>MARCH</b> "Route 66" Mar 2 to Mar 28 Take In: Sat, Mar 1 Reception: Mar 8 Pick Up: Mar 29</p>	<p><b>APRIL</b> NO MONTHLY SHOW 2014 Open Juried Show 2014 Young Artist Show</p>
<p><b>MAY</b> "Trees &amp; Flowers" May 4 to Jun 6 Take In: Sat, May 3 Reception: May 10 Pick Up: Jun 7</p>	<p><b>JUNE</b> "Sunrise / Sunset" Jun 8 to Jul 4 Take In: Sat, Jun 7 Reception: Jun 14 Pick Up: Jul 5</p>	<p><b>JULY</b> "Red / White &amp; Blue" Jul 6 to Aug 1 Take In: Sat, Jul 5 Reception: Jul 12 Pick Up: Aug 2</p>	<p><b>AUGUST</b> "where I would rather be" Aug 3 to Aug 31 Take In: Sat, Aug 2 Reception: Aug 9 Pick Up: Sep 6</p>
<p><b>SEPTEMBER</b> "Mini Show - 10 in.max." Sep 7 to Oct 3 Take In: Sat, Sep 6 Reception: Sep 13 Pick Up: Oct 4</p>	<p><b>OCTOBER</b> "Fire" Oct 5 to Oct 31 Take In: Sat, Oct 4 Reception: Oct 11 Pick Up: Nov 1</p>	<p><b>NOVEMBER</b> "City Scapes" Nov 2 to Dec 5 Take In: Sat, Nov 1 Reception: Nov 8 Pick Up: Dec 6</p>	<p><b>DECEMBER</b> "Pets" Dec 7 to Jan 2, 2015 Take In: Sat, Dec 6 Reception: Dec 13 Pick Up: Jan 3, 2015</p>

**Please Note:**

**February** Show is 8x10 only. All work shall be 8"x10" photography mounted on foam core or equivalent, no matt, no frame. Work may be horizontal or vertical format.

**September** Show is 10" maximum. Work shall be no larger than 10" including any frame. Work is required to have hanging wire.