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Claremont, CA 91711

www.pvaa.net



POMONA VALLEY ART ASSOCIATION

FEBRUARY 2015

PVAA Move to Montclair Plaza Told at Annual Meeting

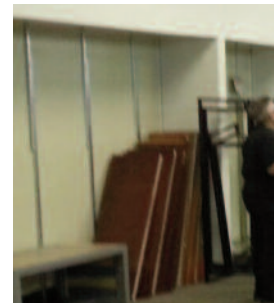
PVAA members attending annual meeting were informed of move to 2,000 square foot gallery mall space.

room for meetings, workshops, specific exhibits and related association and gallery activities.

The previous store tenant has left what conveniently resembles small alcoves or cubbyholes. These will serve

incredibly well as nice, individual, semi-private exhibiting compartments for each artist. A staggered exhibit space fee will be developed to afford the greatest opportunity for EVERY exhibiting PVAA member.

Not too surprising, staffing and gallery work schedules become a critical part of the success for our new gallery. Preliminary plans will require exhibiting members



Artist's Alcove shown here prior to overhaul.



The new Gallery Soho location shown above is the 2,000 square foot space on the 2nd floor of Montclair Plaza near Nordstrom's north store mall entrance.

Continued on page 2

Rumors were officially put to rest at the 2015 PVAA Annual Meeting held at the proposed gallery location in the Montclair Plaza. The meeting was catered by Bucca di Beppo and was a fully-catered dinner for association members (**prospective gallery exhibitors**), guests and the PVAA Board of Directors. Plans are obviously still being finalized, but the Montclair Plaza gallery space includes an in-store restroom, a generous storeroom and potentially ample

Welcome
NEW MEMBERS

Mary Anne Carnahan
Adam Grubb • Olson Grubb

PVAA Move to Montclair Plaza Told at Annual Meeting

working two, 5 hour shifts each and every day the mall is open (a Montclair Plaza Requirement). The number of shifts required by each artist will depend directly on the number of exhibiting members. Not unlike protocol maintained by



The new Gallery SOHO location in the Montclair Plaza is shown above circled in red.

most established galleries and exhibits, artists will be juried into the new gallery.

Our goal of "BRINGING ART TO LIFE" will certainly be closer to a reality. The Montclair Plaza gallery location will provide a professional exhibit opportunity that will be virtually impossible to over look by most mall visitors.

Gallery Grand Opening is Planned for Saturday, February 28th

Tentative plans are being made to open the new gallery on Thursday, February 12th, with the grand opening following on the 28th. Of course a lot of work will need to be completed to make this happen.

Four gallery management positions have been established to insure the timely opening and efficient day-to-day operation of SOHO.



These positions are titled as follows; Gallery SOHO Artists Manager, Staffing Manager, Finance Manager and Exhibit Manager respectively. PVAA Board of Directors members have graciously stepped up and filled each of these positions.

Prospective New Gallery SOHO Exhibiting Artists Are Needed.

The opportunities in Montclair Plaza are seemingly endless. Artists (hosts) are needed for the new gallery to fill exhibit slots. You will find a PROPOSED GALLERY HOSTING CARD attached or you can download a card at PVAA.NET



Shown are snapshots from the 2015 PVAA Annual Meeting.

NO PVAA MONTHLY SHOW IN FEBRUARY

Puente Hills Habitat Provides Inviting Plein Air Painting and Drawing Opportunity

PVAA member, Jim Ellison, in conjunction with the Puente Hill Habitat Preserve, has scheduled several plein air painting hikes.

Each hike is divided into 3 parts or degrees of hiking diffi-



culty. All parts are for anyone from novice to experienced artist. Each hike will be led by Jim on the Saturdays during February 28th, March 28th, April 25th and May 23rd.

Accordingly, hikes start with the low to moderate difficulty rating, with each one getting gradually more difficult. The



Hike on May 23rd is described as the most strenuous with several steep climbs.

Puente Hills Habitat Preserve is a group of parks & trails under the jurisdiction of the The

Puente Hills Landfill Native Habitat Preservation Authority. The Habitat Authority's jurisdiction extends within eastern Los Angeles County approximately from the intersection of the 605 and 60 Freeways in the west to Harbor Boulevard in the east.

To date, the Habitat Authority manages approximately 3,800 acres of preserved public open space, of which 1,878 is owned by the Habitat Authority. Ultimately it is hoped that over 4,000 acres will be preserved. The Habitat Authority's main focus since inception has been acquisition of the remaining open space within its jurisdiction. The thinking is that we need to acquire what is left before it is not available any more. The Authority engages in many very important activities such as Park Management and Natural Resource Management, and provides many other valuable services such as Outreach and Trail Access.

You can sign up at the following website:
www.meetup.com/Puente-Hills-Preserve-Hikers.
Additional information can be obtained by downloading the informational flier at www.pvaa.net.

Hanna Adler Has 2 Openings In Her Watercolor Class

Two openings are available for the Wednesday morning class. Both beginners and advanced are welcome.

Hanna Adler
Watercolor Fine Art Studio

Contact Hanna Adler, tel # 909-680 1324 or
e-mail hannaadler@charter.net

Join Sylvia Megerdichian's Monday Open Studio


A Place for Friends to Gather, Be Inspired, and Create Art in a peaceful and supportive environment. Appropriate for all painting levels. Call or e-mail Sylvia for more information.

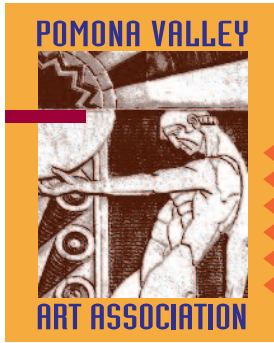
ART BOX STUDIO

Every Monday from 9:30 am - 2 pm.
1302 MONTE VISTA, STE. 9
UPLAND, CA 91786 / Ph: 909-981-4508
artboxsylvia@netzero.net

Completion of this card is intended to simply get 'some idea' of when prospective artists (hosts) might be available and is not to be considered as a gallery schedule commitment.

If you have any questions you can email PVAA President at: jerius.williams@pvaa.net

		<h2 style="margin: 0;">Pomona Valley Art Association</h2> <p style="margin: 0;">Proposed Gallery Hosting Card</p>			
		Name			
		Phone		Pay Hosting	Pay Hosting
	Morning	Evening	Comments		
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					



**Pomona Valley Art Association
and GALLERY SOHO**

P.O. Box 932
Claremont, CA 91711



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 / P.O. Box 932 / Claremont, CA 91711

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 / \$10 (under age18)
- Single Membership / \$25
- Married Couple / \$35
- Family / \$45
- Sustaining / \$50
- Patron / \$100
- Benefactor (lifetime) / \$1,000