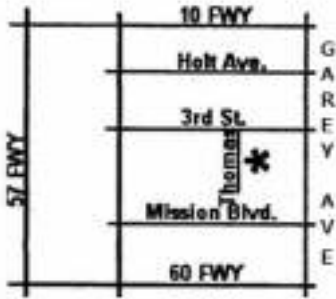


**Pomona Valley Art Association
and GALLERY SOHO**

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



JANUARY 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

909-469-1599

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POMONA VALLEY ART ASSOCIATION

JANUARY 2014

PVAA Members Selected For Prominent Exhibit Honors

Distinguished PVAA members, Jan Wright and JoAnn Formia, both had artwork selected for a show titled FOUR-SIGHT at the La Canada Flintridge Library. The show ran from December 2nd through the 26th. JoAnn Formia garnered first place honors in our 2013 PVAA Open Juried Show, in the Watercolor category.

The 2013 Annual Watercolor West Exhibition was held at the Brea Gallery through December 15th. Many



domestic and international, talented watercolorist works were accepted for exhibition.

Pomona Valley Art Association members whose works were accepted for display included JoAnn Formia and Setsuko Okubo. Setusko won first place in the acrylic category at our 2013 PVAA Open Juried Show. Other prominent area artists accepted included Fealing Lin, Tom Fong, and Richard Martinez.

NEW TAKE-IN TIME for PVAA Monthly Show is 11-2 PM!

Mandatory Gallery Meeting

Mandatory meeting for Gallery SOHO exhibiting members is January 11th at 10 am in the Gallery.

Our PVAA Open Juried Show Meeting Saturday, January 25th

The show planning meeting is Saturday, 10 AM, January 25th. The PVAA 2014 OJS is in the planning stages. The annual exhibit will be in April and help is always needed. If you'd like to get involved, we would certainly like to have your help. You can e-mail Renee Matter at figitm126@aol.com for more information.

PVAA FEATURED ARTIST Candidates Are Needed!

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 to become potential candidates. Each selected artist's work will be displayed for a one-month exhibit period. Candidates may be asked to submit examples of artwork via e-mail that might typify the artists work to qualify.

PVAA FEATURED MEMBER

Gary Bjorklund

The highlight of my formal education in applied arts was finger painting in kindergarten. It was downhill from there for the next fifty years. Fortunately, in 9th grade, I was required to take an art appreciation course where a lifelong love affair with modern and contemporary art began.



epiphany that I could be an artist. The attraction to digital art is that it is non-linear and allows more creative freedom without having to think about the process.

In June 2001 I joined PVAA and immediately was accepted as an exhibiting artist. Finding broader acceptance for digital art in Orange County and the Western San Gabriel Valley my focus gradually shifted from Pomona. From 2005 to 2010 I exhibited in my own gallery in Tucson. In 2010, returning to Pomona, I opened my studio/gallery in The Founders Building.

How do I describe my style? I'd rather not, but it is the color, form, and texture that move me. My creations represent my thoughts

and life experiences. If you look closely, you can see into my soul.

In a lifetime of appreciating art, the thought of having "created" what I saw appealed, but the process didn't.

With an early interest in photography, I might have pursued it as a career but instead made the practical choice of majoring in business. Although I didn't pursue photography as a career, documenting my travels with photographs was one of life's great pleasures.

In August 2000 I joined the digital revolution. Untrained in Adobe PhotoShop, but intuitive and curious by nature, I quickly discovered the potential of the program as a fine art medium. On October 4, 2000, I awoke to the



2014 Gallery SOHO Monthly Theme JANUARY & FEBRUARY

NEW TAKE-IN TIME: 11-2 PM!

JANUARY

Our January MS theme is "Black and White" and will run from January 5th to January 31. Take in is on January 4th and Pick Up is on February 1st.

FEBRUARY

The February MS theme is Photography - 8x10 ONLY. This will be a different show in that all entries will be unframed on foam core (or equivalent) and be 8" x 10" in size ONLY. Artists can submit horizontal or vertical format. The show will run from February 2nd to February 28th. Take in is on February 1st and Pick Up on March 1st.



The Monthly Open Art Show conditions for entry, exhibiting & sales can be found on the association website at www.pvaa.net

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.

OPEN CALL: How Art Can Help End Violence Against Women

An open call for artworks in any medium

Eligibility & Details

This call is open to artists age 18 and over. Artists may submit up to 3 works for consideration. All work must be original and created within the last 3 years.

Jury & Selection Process

The selections will be chosen by a panel. Artists will be notified of acceptance status via email on or before January 14, 2014.

Works will be selected based on: Originality, Reflection of the artists personal mission/voice, Quality of composition and execution, Thought provoking expression, Maintained integrity of the subject and artist, Connection to the theme of helping prevent violence against women.

Each submission must include 2 images of the artwork, one with detail. All images must be high quality jpeg format –at least 300dpi. Image file names must correspond with the entry number on the application form (eg 1MSmith, 2MSmith etc). In addition, please attach a description of the work, an artist statement and resume in one pdf document.

Email images, artist statement and resume to Debra Fowler, Senior Manager of Special Projects for The Lamp Project: debra.fowler@thelampproject.org.

Upon acceptance into the project, more images of the artwork may be required; other artworks by the artist may be considered; and one or more interviews will be conducted.

Additional Info

For further information, contact The Lamp Project executive director Jeremy Olsen: 818.514.LAMP (5267)

A submission to this call constitutes full agreement on the part of the artist to all conditions outlined in this proposal, and guarantees that works will be available to be used (and legal permission granted for use) in the publication.

Deadline: 12-31-2013

The Lamp Project / Los Angeles, CA

Contact: Debra Fowler

email: debra.fowler@thelampproject.org

Phone: Jeremy Olsen - 818.514.LAMP (5267)

Website: <http://thelampproject.net/>