

**Pomona Valley Art Association
and GALLERY SOHO**

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

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JANUARY 2012 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

300-A South Thomas Street
Pomona, CA 91766

POMONA VALLEY ART ASSOCIATION

JANUARY 2012



Annual Student Show in PVAA SoHo Gallery March 9th - 29th

ATTN: Art Instructors and Art Students

It's time to prepare for the Jr./Senior art show, which is open to students in grades 7 - 12. The Pomona Valley Art Association is proud to announce the Annual Student Art Exhibit. We have had exceptional work entered in the show every year and we are looking forward to exhibiting quality student work again.

This issue of the PVAA newsletter contains complete prospectus, entry forms, artwork labels and contact information. We look forward to your participation.

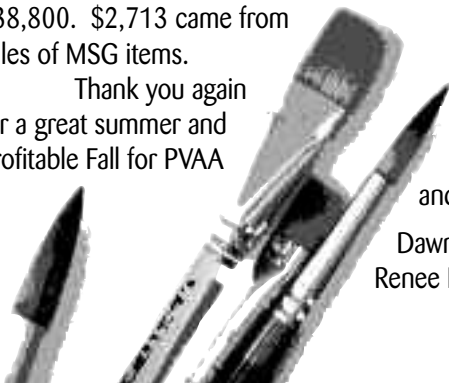
Millard Sheets Gallery at The Fairplex Another Success

PVAA made \$8,630.63 in commissions from the Gallery Store this year. This is more than last year so time and energy spent by artists were well rewarded.

The total gross was \$84,000. \$57,000 of that went to all participating artists, vendors and demonstrators, but this total did not reflect commissions. PVAA artists garnered over \$16,000. Non-PVAA artists took in over \$38,800. \$2,713 came from sales of MSG items.

Thank you again for a great summer and profitable Fall for PVAA

and MSCA.
Dawn Scherer &
Renee Matter



Two PVAA Award-Winning Members to Present New Work

Prominent PVAA members JoAnn Formia and Jan Wright, along with skilled artist Shirley Manning are joining forces for the third consecutive year to present new work at "Three for Three," La Canada Flintridge Public Library, 4545 Oakwood Ave., La Canada, CA 91011, (818) 790-3330. Closed Sunday. The show will end on January 5. Call ahead to be sure the gallery will be open. JoAnn Formia will have an exhibition of her work in the Crain Art Gallery, Crowell Public Library, 1890 Huntington Dr., San Marino

Reception & Demonstration:

Wednesday, January 11, 2012, 6 to 8 pm

Exhibition, January 9, 2012 - February 16, 2012

Gallery Hours:

Monday - Thursday 10 am - 9 pm , Saturday. 10 am - 5 pm, Sunday. 12 pm - 5 pm

The House that Sam Built! Sam Maloof & Art in Pomona Valley,

September 24 through January 30, 2012, Huntington Library's Boone Gallery, 1151 Oxford Road, San Marino.

Welcome
NEW MEMBERS

Emily Martinez
Weiming Chen
Jerry Rogers
Yolanda Zermeno
Steven Garcia

**POMONA VALLEY ART ASSOCIATION
30th ANNUAL
OPEN JURIED SHOW
December 8 -11, 2011**

AWARD WINNERS

<u>CATEGORIES</u>	<u># TITLE</u>	<u>ARTIST</u>
<u>BEST OF SHOW</u>	#19 "SOUND OF SUNDAY"	SETSUKO OKUBO
<u>OIL</u>		
1 ST PLACE	#79 "FREE SPIRIT"	MAY MAR
2 ND PLACE	#80 "TWO PEAS IN A POD"	MAY MAR
3 RD PLACE	#30 "RUBIO CANYON FALLS"	VERONICA KORTZ
HONORABLE MENTION	#12 "AS GOOD AS FLYING"	LESLIE THORNTON
<u>WATERCOLOR</u>		
1 ST PLACE	#70 "LOOKING BACK"	HANNA ADLER
2 ND PLACE	#35 "I CARRY YOUR HEART"	PAT MILLER EVANS
3 RD PLACE	#59 "YOUNG THOMPSONS"	NANCY BRINKLEY
HONORABLE MENTION	#77 "FALL LEAVES IN STREAM"	CARMEN LINDSAY
<u>ACRYLIC</u>		
1 ST PLACE	#40 "SUNSET CANYON WALL"	STEVEN LONG
2 ND PLACE	#71 "THE LEMON TREE"	LAURA BARNES
3 RD PLACE	#62 "FRIDA IN RED"	YOLANDA ZERMENO
HONORABLE MENTION	#23 "LAKEWOOD CYCLERY"	TONY PODUE
<u>MIXED MEDIA</u>		
1 ST PLACE	#29 "FROM SLEEPING ON THE STREET"	ALETA JACOBSON
2 ND PLACE	#3 "AUTUMN BLUES"	KATHLEEN MCCALL
3 RD PLACE	#58 "REHEARSAL"	NANCY BRINKLEY
HONORABLE MENTION	#18 "UNTITLED 1"	SETSUKO OKUBO
<u>PHOTO/DIGITAL/GRAPHIC</u>		
1 ST PLACE	#6 "ABANDONED SHIP"	EDDIE YERKISH
2 ND PLACE	#7 "MIA"	JEANETTE LOPEZ
3 RD PLACE	#72 "REAR WINDOW"	LAURA BARNES
HONORABLE MENTION	#11 "GREEN WITH ENVY"	STEVE SAGE
<u>SCULPTURE/ASSEMB.</u>		
1 ST PLACE	#65 "LOVE"	MARGARET R. BURNETT
2 ND PLACE	#53 "FEMALE/MALE TORSOS"	WEIMING CHEN
3 RD PLACE	#26 "END OF SUMMER"	CYNTHIA DUNLAP
HONORABLE MENTION	#52 "DALAI LAMA"	WEIMING CHEN

2012 Gallery SoHo Monthly Open Art Show, Sales Schedule & Themes

January - 2012

"New Beginnings"

Jan. 12th -31st

Take in: Sat, 1/7, 11 am - 4 pm

Reception: Sat, 1/14, 6 -10 pm

Pick Up: Feb 3 & 4

- PVAA welcomes all artists to display and sell their art at our monthly Art Show and Sale.
- All media welcome.
- Awards: \$25 for 1st place, \$15 for 2nd, \$10 for 3rd. Photo ribbon given if show contains 5 or more photo entries.
- Limit 3 entries per person...\$10 each or 3 for \$25 for PVAA members, \$12 each for non-members, \$6 each for students.
- An All-Artist reception occurs on the 2nd Saturday of each month from 6-10 pm.
- Artists are encouraged to interpret the monthly themes in their own unique way.
- All entries must be dropped off during the time specified (no late or early entries will be accepted).
- All fees are due at take-in or piece will be rejected. No Exceptions.
- PVAA retains a tax-deductible donation of 20% on all sales.

PVAA/Gallery SoHo Monthly Art Show & Sale Entry Form

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.**
Please see website or call gallery for rules and details on monthly shows.

PLEASE ATTACH TO THE **FRONT**
OF ARTWORK IN
THE LOWER, RIGHT CORNER.

Student _____ grd _____

Title _____

Medium _____

School _____

Teacher _____

Student _____ grd _____

Title _____

Medium _____

School _____

Teacher _____

Student _____ grd _____

Title _____

Medium _____

School _____

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Pomona Valley Art Association

Student Show 2012

Dear Art Instructor or Art Student,

It is time to prepare for the Jr./Senior art show, which is open to students in grades 7 - 12. The Pomona Valley Art Association is proud to announce the Annual Student Art Exhibit. We have had exceptional work entered in the show every year and we are looking forward to exhibiting quality student work again.

This year we are excited to exhibit the student work in the Pomona Valley Art Association's own Soho Gallery. The gallery is located at 300 S. Thomas in the city of Pomona.

- **Take in time for artwork will be on Saturday, March 3rd, 2012 from 12:00 – 4:00 pm.**
- **Students, parents, and teachers may come to the gallery on Friday, Mar. 9th from 12:00 – 4:00 to preview the show. The awards list will be sent via email to those who have provided an email address at the time of take-in. Contact Lisa Keffer-Ruiz (passion4paint@verizon.net) to make sure you are on the email contact list.**
- **The awards reception will be held from 2:00 – 4:00 pm on Saturday, Mar. 10th. Winners will be acknowledged at 3:00 pm.**
- **The artwork will be on display Mar. 9th –29th from 11:00 – 4:00 pm.**
- **Pick up times will be on Friday, Mar. 30th from 3:00 – 5:00 pm and Saturday, Mar. 31st from 11:00-4:00. Please be advised – Artwork will be released to students, parents or teachers only by Lisa Keffer-Ruiz or Carolyn Cunningham. Other members of PVAA will not be responsible for releasing artwork. This is a precaution to ensure that the artwork is returned to the proper owner.**

Sincerely,

Lisa Keffer-Ruiz
Carolyn Cunningham
Pomona Valley Art Association

Soho Gallery Hours: 11:00-4:00 pm
300 S. Thomas St. Thursday-Sunday
Pomona, CA 91766

PVAA Student Show for Grades 7 - 12 Rules and Conditions

The categories may include: pastel, charcoal, pencil, colored pencil, acrylic, watercolor, tempera, oil pastel, oil paint, scratchboard, ink, mixed media, 3D, digital, and photography.

Preparing work for Entry

All 2 dimensional works on paper or board must be cleanly matted or framed. Any canvas must be painted around the edges or framed. All 2D artwork must be ready to hang with wires or hooks **SECURELY ATTACHED** on the back of the entry. Entries must be identified with the **entry form securely attached to the back** of the artwork. (Entry form sheets are included in this mailing.) Each entry must also be identified with the **artwork label in the lower, right hand corner of the front of the piece** (artwork labels are included).

Each 3 dimensional entry must be identified with the **entry form securely attached to the bottom** of the artwork (entry form sheets are included in this mailing). Each entry must also have an **artwork label attached to the work** so that the artists who install the show will have a label to place on the podium near the artwork (artwork labels are included).

Any artwork that does not meet the above requirements will not be accepted.

Rules for Entry

Size of entry for PVAA is not to exceed 40 inches in any direction

The artwork must be original and created completely by the student.

Art that contains previously published work will not be accepted.

Artwork that has previously won in a PVAA Student Show may not be entered.

Each artist is limited to 3 entries in any given category.

The Pomona Valley Art Association would like to keep a high standard art exhibit for all. In order not to offend the artists or the viewing public the following show policy has been enacted: **Any art containing images of eight balls or anything drug, alcohol, or tobacco related and shock art will not be hung. Nudes not presented in good taste will not be hung.** Please remember this show is for all ages.

Judging

There will be several categories for judging and these will vary depending on what types of art are entered. All artwork will be judged for creativity, skill, quality, and presentation.

ENTRY FORM – PLEASE PRINT
attach to the back of the artwork if 2D or
underside if 3D

Student name _____

Address _____

Phone _____ grd ____ age ____

School _____

Address _____

Teacher _____

Title of work _____

Medium _____

Every reasonable care will be taken to assure the proper handling of entries. However, neither the Pomona Valley Art Association, nor its agents, will be responsible or liable for damage or loss. **Artwork may not be removed from show until March 21, 2010.** Submitting an entry to this exhibition shall imply an agreement on the part of the entrant to these conditions.

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Address _____

Phone _____ grd ____ age ____

School _____

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