

909-624-4900

P.O. Box 932  
Claremont, CA 91711

[www.pvaa.net](http://www.pvaa.net)



# POMONA VALLEY ART ASSOCIATION

JULY 2015

## The Rancho Santa Ana Botanic Gardens Nice Exhibit Backdrop

The 'Gardens' provided a wonderful backdrop for the RSABG 9th Annual Art Show. The forecast for rain never materialized. Half of the show participants were PVAA members, which proudly included Linda Hauser, Rita Poorman, Elizabeth Sides-Preston, Renee Matter & Don Markofski.



PVAA member, Don Markofski is shown at the RSABG Show with watercolors displayed on easels and in a wicker box.

## San Dimas Festival of Arts Invitation To MINI ART SHOW.

The 1st MINI ART SHOW will be in the 2nd Story Gallery at the Walker House in San Dimas. show dates include 2 weekends - August 14, 15 & 16 and August 21, 22 & 23. Gallery Hours Friday: 6:00 to 9:00 p.m., Saturday: 11:00 a.m. to 5:00 p.m. & Sunday: 11:00 a.m. to 4:00 p.m.

Call for entries and additional information can be retrieved by going to our website at [www.PVAA.net](http://www.PVAA.net) and downloading the 3-page PDF document.

## PVAA Updated Logo Search

Your association would like to create a new logo. Your board has determined that the existing logo, which contains imagery displayed on the Pomona building, is no longer suitable. We'd like to see what our members think is a suitable logo design or mark. Please submit your ideas to: Pomona Valley Art Association, P.O. Box 932, Claremont, CA 01711. No e-mail please. All concepts must be centered on an 8.5 x 11 page. The PVAA Board of Directors will be responsible for reviewing submitted logo candidates.

This is not a contest, subsequently PVAA is not obliged to use one of the submitted logos. All submitted ideas are subject to modification by the association and PVAA will hold all rights to final logo. Your ideas will need to be postmarked no later than Friday, July 31st.

## Welcome NEW MEMBERS

- Bill & Eleanor Connelly
- Richard & Josephine Perre
- Earl Ranney • Elizabeth Hinkle
- Edward Gonzalez • Jocelyn Garcia
- Rosa Nuno • Brandi Lake
- Joyce Pryor • Peter Ellena
- Patricia Vaniman • Raji Mayil
- Joann Woodward • Martha Hill
- Heidi Alder

## WHAT MAKES GOOD ART? Answers from Art World Pros...

Ever wonder how experienced art world professionals separate out the best art from the rest? Some of the answers may not be so obvious.

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**Brian Gross, Brian Gross Fine Art, San Francisco:** Art that is unique in conception and well executed.

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**DeWitt Cheng, freelance art writer and critic, Bay Area, CA:** Jorge Luis Borges wrote, "Music, states of happiness, mythology, faces molded by time, certain twilights and certain paces-- all these are trying to tell us something, or have told us something we should not have missed, or are about to tell us something; that imminence of a revelation that is not produced is, perhaps, the aesthetic reality." While art has become, in the experimental 20th and 21st centuries, impossible to define-- critics learned long ago to stop being prescriptive, perhaps a little too well-- Borges's tentative manifesto makes a good starting point-- as long as we don't succumb to mystical mush. Good visual art looks stunningly right and, in retrospect, obvious, or inevitable-- yet it's also continually surprising. It is a powerful paradox. How can someone have possibly made this? How in the world could it not have been made?

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**Cheryl Haines, Haines Gallery, San Francisco:** Clear intention, unwavering dedication, patience, perseverance, self awareness and the drive to make for yourself and no one else.

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**Robert Berman, Robert Berman Gallery, Los Angeles:** Reality is by agreement. The reality of art is usually by some kind of agreement. The arbiters are the museums, the museum curators, the people who spend their lives and their time actually being critical of what they see and judging what they see. If you add in four or five art critics who are then able to write about it, if you get four or five major collectors who are passionate about what they collect to patronize it, and several major auction houses to auction it, then a consensus or vetting process begins to unfold. Of course there's magic dust involved, so this is not a sure way, but it's a safe way to go about judging what is good art.

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**Catharine Clark, Catharine Clark Gallery, San Francisco:** When it has its own internal logic. It took me a long time to

get to this place, but that is the answer that I now give. I used to say that good art is like porn; you know it when you see it.

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**Mat Gleason, Coagula Art Journal, Los Angeles:** The moment and the memory. It has to be something that engages you, on one of a million levels, in person, and establishes a memory that remains positive. This can be an artwork that challenges you and then makes you think about it days later or one that seduces you and delivers pleasant feelings days later. There are as many ways to produce this 1-2 effect as there are artists, but so much art that grabs you is glib and you forget it or is lousy and only recalled as something you sped past or upon which you only regret wasting your day.

## Summer Painting Prepares You for Upcoming Art Show Entries



### 2015 NATIONAL WATERCOLOR SOCIETY (NWS) 95th ANNUAL INTERNATIONAL EXHIBITION

Open: October 24 – December 19, 2015

NWS Gallery, San Pedro, CA

Online entry: June 1 - July 31

Exhibit: October 25 - December 20

Opening Reception: October 24

Demo by Jury of Selection Chair Judi Betts

Sunday, August 16, 10:00-noon, NWS Gallery & Online

### Beasts on Broadway - A National Exhibit

**Deadline: August 31, 2015**

Exhibit Dates: October 24 - November 15, 2015

Title: Beasts on Broadway - A National Exhibit

Sponsor/Venue: Santa Cruz Art League

Awards: \$1,000

Juror: Melissa R. Pickford

Eligibility: Open to United States residents. The Santa Cruz Art League reserves the right to decline or remove any work that does not conform to the agreement.

Fees: \$40 Non-member/\$35 SCAL Members for one entry, each additional entries is \$10. May submit up to 5 pieces.

Phone: (831) 426-5787

Website: <http://www.scal.org>

Prospectus:

<http://www.onlinejuriedshows.com/Default.aspx?OJSID=437>

## 2015 California Open

TAG Gallery in Santa Monica, CA seeks entries for a national juried art exhibition, August 12-28, 2015.

Cash Awards. Juror: Jim Morphesis. Open to U.S. artists 18+ working in computer art, drawing, mixed media, painting, photography, printmaking and sculpture. Maximum size 48" h x 36" w, sculptures maximum size 48" h x 20" w and maximum weight 40 lbs. \$50/1-3 entries, \$10/each additional entry, 6 maximum.

**Deadline: June 26, 2015.** Visit website for prospectus.

Questions? Please contact TAG Gallery at [caopen@taggallery.net](mailto:caopen@taggallery.net) or call 310-829-9556.

## Demonstrating Artists Needed for LA County Fair 2015

AAIE (Associated Artist of the Inland Empire) has invited PVAA members to participate as demonstrating artists during the 2015 Los Angeles County Fair. Artists are needed



between 9 am and 9 pm. These are NOT 12-hour shifts but are designed to accommodate local artists that can schedule

time in advance and demonstrate half days, or even as little as 2-3 hours a day. The work space will accommodate up to two artists. Crucial days are September 9th through 13th, as this coincides with the AAIE Annual Open Juried show. Artists, however, are needed for the entire month of September.

Demonstrating artists will be provided a parking pass (probably not adjacent to the gallery), a \$10 per day food allowance and an additional fair pass and will be allowed to exhibit up to 3 pieces in the exhibit area.

For those members that may have worked the fair during the last few years, this is a completely different format. There is no gallery store and all participants serve as demonstrators.

**Interested artists need to initially submit their name(s) to [www.tess-miller.artistwebsites.com](http://www.tess-miller.artistwebsites.com) NO LATER THAN than July 3rd.** Additional information can be obtained by calling Thomas Canavan at 909-865-4161.

## 2015 Gallery SOHO Monthly Theme JULY



### THEME: Landmarks

July 5th thru July 31st

Take-In: Sat, July 4th, 11am - 2pm

Pick Up: August 1st

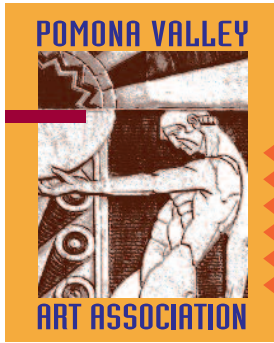
*The Monthly Open Art Show conditions for entry, exhibiting & sales can be found on the association website at [www.pvaa.net](http://www.pvaa.net)*

## Noteworthy Member, Jan Wright Announces Brea Gallery Show!



Jan Wright will have five paintings on display at The City of Brea Gallery's "Into the Light: Plein Air Invitational Exhibition" which opens on August 1 and runs until September 13. The Opening Reception is Saturday, August 1 from 7-9 pm.

Her solo show, "From the Inside Out: A Retrospective," at the Chaffey Community Museum of Art will be on display until August 2, 2015. The gallery is open Wed.-Sunday from 12-4 pm.



**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: 909-624-4900 / website: [www.pvaa.net](http://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