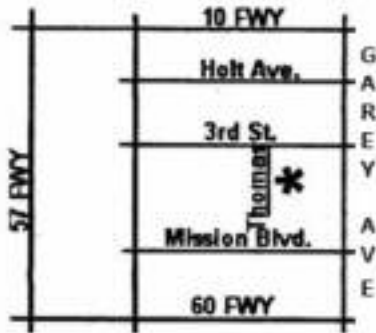


**Pomona Valley Art Association
and GALLERY SOHO**

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

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MAY 2010 PVAA NEWSLETTER

**Pomona Valley Art Association
Membership Application**

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ eMail _____



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

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 _____

909-469-1599

300-A South Thomas Street
Pomona, CA 91766



POMONA VALLEY ART ASSOCIATION

JUNE 2010

SUMMER ARTWALKS! What to See in The LA Area

(SUGGEST VERIFYING ALL EXHIBITS OR SHOWS TO CONFIRM TIMES, LOCATIONS AND VALIDITY OF EVENTS. NEITHER PVAA OR NEWSLETTER EDITOR ARE RESPONSIBLE FOR INFORMATION PROVIDED)

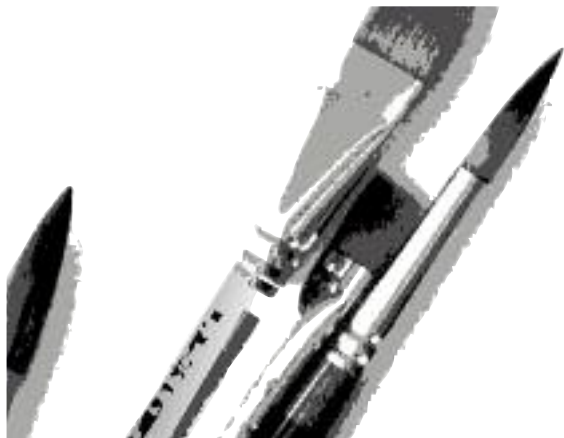
>>> 1st THURSDAYS

San Pedro Art Walk

6-9 pm, some venues later
Galleries and artists studios, craft vendors and live music.
Street parking and pay lots.
7th Street to 4th St., Pacific Ave to Palo Verde St., San Pedro, CA
www.1stthursday.com

Laguna Beach Art Walk

6-9 pm
Laguna Beach is known for its arts community and summer-long arts festival. There are so many galleries that you



probably won't be able to see them all in 3 hours. The Galleries on South PCH start about 5 blocks from those in north and central Laguna Beach, so free shuttles run from 6:15 - 8:45 pm, departing from Laguna Art Museum (corner PCH and Cliff Dr) and Bluebird Center (1590 S. Coast Highway).

www.firstthursdaysartwalk.com

>>> 1st Fridays

Claremont First Friday Art Walk

5-9pm
Galleries and shops in the downtown village area south of Foothill Blvd (and the 210 Freeway) from Indian Hill to

continued on pg 5

Welcome
NEW MEMBERS

JUNE

Lisa Mozzini-McDill
Kay Rouse
Diane Barnhart
Gail Holl
Laura Barnes
Carmen Lindsay
Brad Markley
Regina Robles
Lindsey Cobb
Raul & Dominique Sandoval

PVAA MONTHLY EXHIBIT

Congratulations to Our PVAA Monthly Winners

Monthly Show Theme:

"Images of Spring"

Judge: Marci Taylor Stewart

1st Place: Michael Whiteside
Abundance, Oil

2nd Place: Linda Hauser
Anza Borrego Sand Verbena, Photography

3rd Place: Ann Stone
Spring Has Sprung, Watercolor

Honorable Mentions:

Veronica Kortz, Spring at MSJC, Oil

Jan Wright, Windward, Watercolor

Linda Hauser, Chino Hills: Tract or Treasure, Photography



1st Place: Michael Whiteside / Abundance, Oil



2nd Place: Linda Hauser
Anza Borrego Sand Verbena, Photography



3rd Place: Ann Stone / Spring Has Sprung, Watercolor



Honorable Mentions:
Veronica Kortz, Spring at MSJC, Oil

2010 Gallery SoHo Monthly Open Art Show, Sales Schedule & Themes

<p>January "New Beginnings" Jan. 9-31 Take in: Sat, 1/2, 11-4 Reception: Sat, 1/9, 6-10pm Pick Up: Feb 6&7</p>	<p>April "Decadence" Apr. 10-25 Take in: Sat, 4/3, 11-4 Reception: Sat, 4/10, 6-10pm Pick up: 5/1&2</p>	<p>July "Summer Magic" July 10-25 Take in: Sat, 7/3, 11-4 Reception: Sat, 7/10, 6-10pm Pick up: 8/7&8</p>	<p>October "Mysterious" Oct. 9-31 Take in: Sat, 10/2, 11-4 Reception: Sat, 10/9, 6-10pm Pick up: 11/6&7</p>
<p>February "The Red Show" Feb. 13-28 Take in: Sat, 2/6, 11-4 Reception: Sat, 2/13, 6-10pm Pick Up: Mar 6&7</p>	<p>May "Images of Spring" May 8-30 Take in: Sat, 5/1, 11-4 Reception: Sat, 5/8, 6-10pm Pick up: 6/5&6</p>	<p>August "Positives & Negatives" Aug. 14-29 Take in: Sat, 8/7, 11-4 Reception: Sat, 8/14, 6-10pm Pick up: 9/4&5</p>	<p>November "Cornucopia: Something Delightful" / Nov. 13-28 Take in: Sat, 11/6, 11-4 Reception: Sat, 11/13, 6-10pm Pick up: 12/4&5</p>
<p>March "Black & White" Mar. 13-28 Take in: Sat, 3/6, 11-4 Reception: Sat, 3/13, 6-10pm Pick up: 4/3&4</p>	<p>June "Expressions" June 12-27 Take in: Sat, 6/5, 11-4 Reception: Sat, 6/12, 6-10pm Pick up: 7/3&4</p>	<p>September "Variations of Color" Sept. 11-26 Take in: Sat, 9/4, 11-4 Reception: Sat, 9/11, 6-10pm Pick up: 10/2&3</p>	<p>December "The Gift" Dec. 11-26 Take in: Sat, 12/4, 11-4 Reception: Sat, 12/11, 6-10pm Pick up: 1/1&2</p>

- 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.

Make Your Sketches a Valuable Part of Your Preliminary Work.

For many artists, the sketches or drawings they create are a finished piece of art. These are often accomplished artists

that may work primarily in charcoal, pen & ink, colored pencils or another media that they have become comfortable using. The drawings they have completed will often be framed and matted very much like those artists that squeeze their medium out of a tube. renowned sculptors and painters like Rembrandt, Da Vinci and many others have prepared drawings as a preliminary study for their artwork.

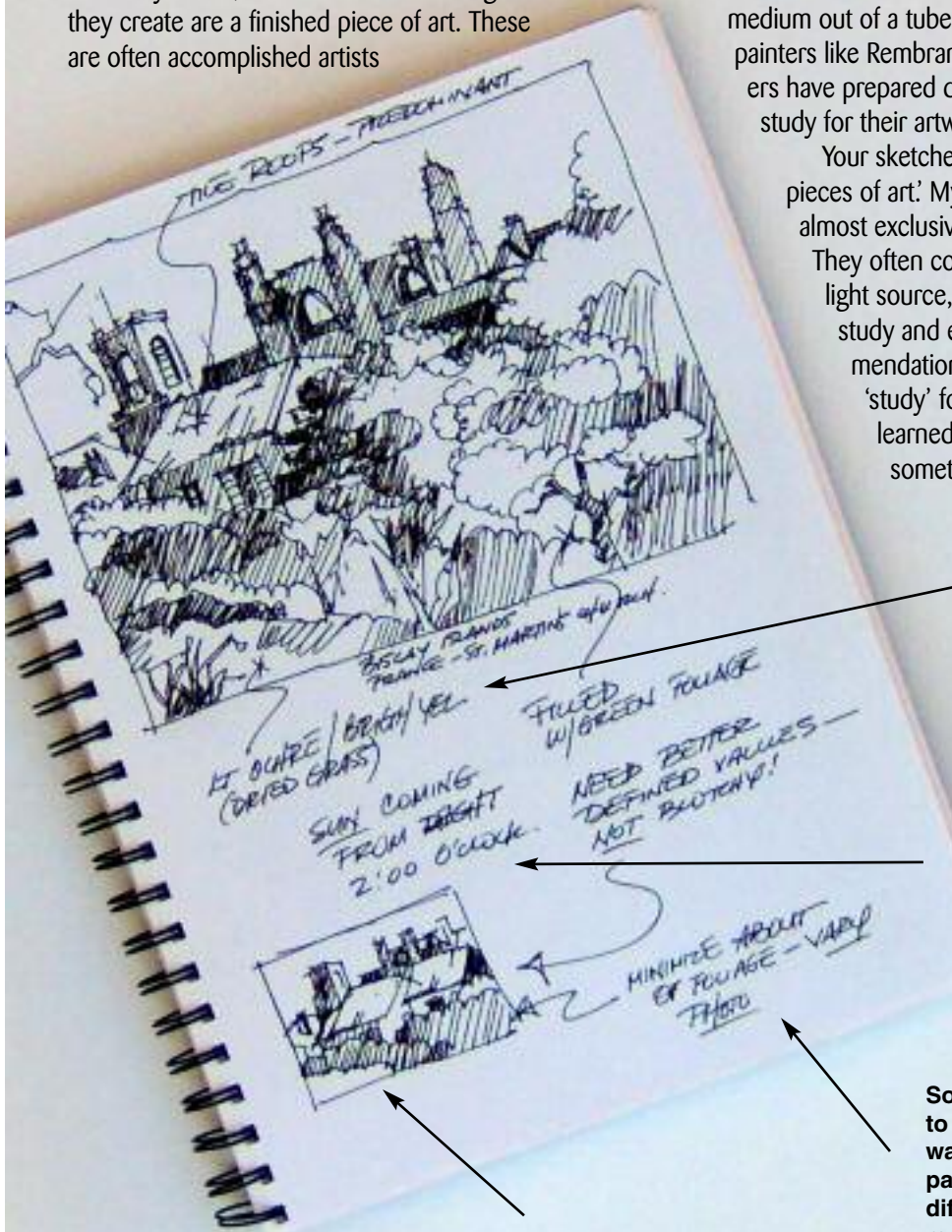
Your sketches don't need to be 'finished pieces of art.' My sketches are prepared almost exclusively as preliminary studies. They often contain notes pertaining to light source, composition variation, value study and even paint or color recommendations. I may not complete a 'study' for every painting, but have learned that my finished work will sometimes suffer as a result.

In some cases there may exist some local color that tells you to consider a specific hue. Don't rely on your memory for this record.

Make a notation about the lighting. This could simply be a reference to the time of day or sun location. Your highlights and subsequent shadows will become easier to determine.

Sometimes you will need to note a difference you want to make in the painting that is either different from what you remember seeing or what you may have photographed.

The artwork shown here is extracted from Don Markofski's Sketchbook.



© 2010 Don Markofski

A quick value or drawing can be a great benefit. As few as 3 or 4 values (black, white and 1-2 greys) will often provide enough information to complete a successful painting.

cont'd from pg 1

Summer Artwalks

College Ave and 1st Street to Bonita.
Parking and maps available at each venue. Every venue within a few blocks walking distance. Live music. Restaurant Specials.
www.claremontforum.org

>>> 1st Saturdays

1st Saturday at the Brewery

1-9 pm
The world's largest artists' complex with over 100 studios. Galleries not associated with studios/living space are open on 1st Saturdays.
See semi-annual list for the Brewery Open Studios
2100 N. Main St. at Avenue 21, Los Angeles 90031 (Golden State 5 Freeway, Main St. offramp),
www.breweryartwalk.com

Santa Ana Artists Village Open House

7 - 10 pm
Galleries, studios and live music.
Parking in the Artists Village Parking Structure at Third Street and Broadway.
www.aplaceforart.org

>>> 2nd Thursdays

Downtown LA Art Walk

Noon-9 pm (some venues have shorter hours)
Participating venues are scattered over 120 square blocks but the greatest concentration of galleries are on 5th Street between Spring and Main and on Spring Street between 7th and 8th Streets.
www.downtownartwalk.com
Art and parking map:
www.bgfa.us/daw/map/DAW_map.pdf

>>> 2nd Saturdays

Long Beach East Village Art Walk

4-10 pm, starts earlier some months
Gallery receptions, artist booths, live music and children's activities
Centered around Linden and Broadway. Some months have special themes. March is the annual Exposure Photography Exhibition.
www.artwalklbc.com

NELAart - North East LA Art - Highland Park/Eagle Rock

7-10 pm
This is more of an art drive than a walk. There are several clusters of galleries at different locations.
Interactive map:
www.wayfaring.com/maps/widescreen/11123
Website: www.nelaart.org/index.html

ASSOCIATED ARTISTS OF THE INLAND EMPIRE

Monthly Master Artist Demonstration

JUNE 9th Jan Wright

(2nd Wednesday of Each Month)
9:30-11:30 a.m.

The public is welcome!

Donation of \$5 accepted for non-members.

Goldy S. Lewis Community Center
at Rancho Cucamonga Central Park
11200 Baseline Road
Rancho Cucamonga, California
Northwest Corner of Baseline and Milliken



GOLDEN
ARTIST COLORS

Acrylic Demonstration

Demo presented by Artist and Author Chris Cozen

Saturday June 19th, 2010 at 10am (approx. 2-2 1/2 hrs.) (\$5.00 suggested to cover cost of refreshments.)

PVAA demo presented by artist, author and Golden acrylics rep Chris Cozen. Please sign up and come for some great fun. I have taken a class from Chris and had a very good time learning new techniques with different Golden products. She uses many surfaces, paint (fluid, medium body), gessos, grounds and gels.

E-mail Aleta Jacobson if you would like to attend the demo at: alp511@verizon.net

If we have interest, Chris would conduct a **workshop after the demo**. Cost is \$39.00 for a 3 hr. workshop. All you need to bring is your paper, canvas and you. Chris will bring the rest. We need at least 10 people for the workshop.

Please complete the form below. **WORKSHOP REGISTRATION MUST BE POSTMARKED NO LATER THAN MAY 22nd.**

Golden Workshop

June 19th, 2010
1pm - 4 pm
\$39.00 fee
Return to: PVAA,
300-A South
Thomas Street,
Pomona, CA 91766

Give me a call if
you have any ques-
tions.
Aleta Jacobson
909-241-2131

ACRYLIC WORKSHOP REGISTRATION

YES, I would like to participate in the workshop that follows the Golden Acrylic Demo at the PVAA Prog Space gallery. You will find my \$39 check enclosed for the workshop (please write **ACRYLIC WORKSHOP** on the outside of the envelope and 'memo section' of the check.)

Name _____ Phone# _____

Address _____ City _____ Zip _____

E-mail Address: _____

Please make checks payable to PVAA. Return to: PVAA, 300-A South Thomas St., Pomona, CA 91766

Nationally Known Artist Workshops at ART BOX

June 25-27 Gerald Brommer...Exploring Unique Surfaces for Collage

Sept 3 & 4 Sylvia Megerdichian...Making Collage Personal

Sept.24 & 25 Sylvia Megerdichian....Anyone Can Draw..Right Brain Drawing Workshop

ART BOX STUDIO

1302 MONTE VISTA, STE. 9
UPLAND, CA 91786 / Ph: 909-981-4508
artboxsylvia@netzero.net


A Big THANK YOU!

A Big **THANK YOU** to the following people who have, from time to time, given generously items for the 'grab bags:

JoAnn Peters
Melanie Phillips
Arlene Moreno
Gina Gordon
Jeanne Blaine

If I have overlooked anyone, I'm sorry. If there is someone else who wishes to join the list of 'givers', please contact Anne Stone at 909-621-4561.

MEMBER NEWS



PVAA Annual Open Juried Show Awards Include Members

Once again our Annual Open Juried Show attracted many accomplished and respected artists. Among that prestigious group are some of our members as follows:

- Associated Artist Award - Wade Stanley
- Best of Show - Richard Freund
- Betty Hook Memorial Award - Patty McMillan



Associated Artist Award - Wade Stanley



Best of Show - Richard Freund

Accomplished Watercolorist and PVVA Member Wins Acceptance.

Accomplished watercolorist and National Watercolor Society board member, Maureen Wheeler, was accepted into the California Watercolor Association's national show in San Francisco and The National Collage Society's annual show, "Snippets", at the VIVA. **CONGRATS MAUREEN!**

I want to hear from you!
 Whats going on!
 Share your accomplishments with your fellow members.
 Email your information to
 Don Markofski (editor) at dmarkofski@hotmail.com



Betty Hook Memorial Award - Patty McMillan

NOTE: Pictures shown here will display IN FULL COLOR in the on-line version of the newsletter at www.pvaa.net/.

FOR SALE

Four large two-sided peg board easels
 (2 ft. wide x 6 ft. tall) with hooks.
 These may be used to display art works or boutique items.
(They are fairly light weight.)

Call JoAnn Peters at (909) 896 - 3810
 Price is \$150.00 for all four.

Annual OJS Celebrates Exemplary Artists at Closing Reception

The Prog Space on May 23 was the site of celebration and appreciation as those present applauded recipients of 64 awards. A broad range of artistic expression characterized the entries entered by 70 from the Inland Empire and other Southern California cities. Artists with watercolor once again representing the largest number submitted in a category with a total of 48 entries. Awards were given in the seven categories with some cash awards. Merchandise awards presented to all non-cash winners including those who received honorable mentions. The show was juried by Al Setton, noted Southern California acrylic painter and expertly curated by Hanna Adler.

Richard Freund of Redlands won Best of Show for his assemblage "Sweet Note." It's the second time he's achieved this honor. Memorial award winners were: The Milford Zornes Award, MaryAnn Osko; The Betty Hook Award, Patty McMillan; and The Bess Reide Award, Setsuko Okubo. Wade Stanley received the Associated Artist Award.

Over fifty volunteers assisted with planning, take-in, jurying, curating, hanging the show, providing refreshments for two receptions and sitting the gallery. Kudos to all those who helped to make the 29th Annual a huge success.