

909-469-1599

P.O. Box 932
Claremont, CA 91711

www.pvaa.net



POMONA VALLEY ART ASSOCIATION

MARCH 2015

PVAA Move a Reality, Grand Opening Scheduled Feb 28th



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



There a lot of dedicated members that have been working very hard to make the gallery ready for artists.



Shown above is a view of the finished cubicles or artist's alcoves that will provide a private space (seemingly quite desirable) for each exhibitor's displayed artwork.

Prospective New Gallery SOHO Exhibiting Artists Still Needed.

BY THE TIME YOU READ THIS HOWEVER, THERE MAY BE AN ARTISTS WAITING LIST.

Artists (hosts) are needed for the new gallery. If you haven't yet received an artist kit, you can e-mail Linda at TLHauser@roadrunner.com for your kit. Kits will be sent out on a batch basis and should reach artists in 2-3 days.

The artists kit consists of Exhibitor Application Form and Artist's Agreement (which will require a signature and subsequent space fee). You'll also find the gallery floor plan displaying each artist's cubicle and the respective dimensions for each space. The application process will require applicants to select one of 3 cubicle sizes or 3-D display space. The gallery will obviously operate on a Co-op basis. This will necessitate each artist working a minimum of two 5-hour shifts per month. The application form will provide space for your preferred shift selection.

Welcome
NEW MEMBERS

Trish Franco • Kathy Gysin
Franza P Bragg • Gurutej K Khalsa
Constance Condit • Juan Thorp

Prominent PVAFA Members Receive National Recognition

JAN WRIGHT Named 2015 Artist of The Year by Chaffey Community Museum of Art

She will be recognized at the annual President's Dinner scheduled at 4:30 on February 28 at the Magic Lamp Restaurant in Rancho Cucamonga. The event is open to the public. Email www.ccaamuseum.org or phone 990-463-3733. Jan will also present "Inside Out: A Retrospective," an historical approach to her work in the museum's south gallery from June 11 to August 2 2015. The opening reception will be held on June 14, 2015 from 1-4pm.



JoAnn Formia's Painting Accepted into American Watercolor Society 148th Annual Exhibition



JoAnn Formia's painting "Fun at the Fair" was accepted into the American Watercolor Society 148th Annual International Exhibition. The Exhibition is held at the Salmagundi Club, 47 Fifth Avenue, New York City, April 6 thru April 25, 2015. In addition, Francesca Brayton, **JoAnn Formia** and Jim Salchak, have had their entries accepted into the 6th Annual Signature America Watermedia Exhibition by Juror Stephen Quiller. The show can be seen at the Fallbrook Art Center, 103 S. Main St. Fallbrook, Ca. 1-760-728-1414. February 8, 2015 through March 22, 2015.

WHAT GOING ON!

Share your accomplishments with your fellow members.
E-mail Don at dmarkofski@hotmail.com

California Exhibition and Entry Opportunities Announced

Entry Deadline: 2/28/15

Brand Library Art Galleries Call for Submissions

The Brand Library Art Galleries is accepting submissions from artists, curators, and artist groups for exhibitions to be held in 2015 and early 2016.

Original work in all media will be considered. Preference may be given to Southern California-based artists, living artists, and recent work, however curatorial proposals from outside the region will be considered.

The mission of the Brand Library Art Galleries is to offer visitors a professional gallery experience. Since 1969 the gallery has been showcasing work in a variety of styles and media by established and emerging artists that engages, entertains, and enlightens.

To see prospectus and enter online go to callforentries.org.

Deadline: 3/14/15

2015 - Holding Moments - A Still Life Exhibition

Fee: \$35.00

Las Laguna Gallery is looking for still life works that depict mostly inanimate subjects. The works can include things such as flowers, food, plants, rocks, or shells. Works can also include man made items such as books, vases, coins, jewelry, and so on.

To see prospectus and enter online go to callforentries.org.

Entry Deadline: 3/15/15

2015 Faces, Orange County Creatives Gallery

Fee: \$35.00

Event Dates: 3/30/15 - 4/30/15

We all know what it takes to make a face; eyes, nose, etc. But what's really in a face? No two the same, each unique unto itself... yet each alike in very important ways. Across cultures and even across species, we can recognize when we are safe or threatened with just a look. Even the youngest of children can recognize joy, anguish, or comfort in photos of strangers' faces. Whatever this indefinable quality is that really makes a face, we invite you to explore it. For our "Faces" exhibit, we want to showcase every subtlety of the face that can possibly be expressed through the medium of your choice.

Entry Deadline: 3/28/15

2015 CALL FOR ARTISTS | MINAN GALLERY Los Angeles

Fee: \$35.00 (Minan Gallery)

Minan Gallery is seeking emerging and mid-career artists to join their roster. The gallery is located in Los Angeles, California, just blocks from LACMA, Museum Row, Miracle Mile and Culver City. Selected artists will be invited to become official Minan Gallery artists, and will receive all the benefits of being a gallery artist. Benefits include, but are not limited to the following: Invitation to show, Listing on our website, Representation at various art fairs, Consultation and portfolio assistance, Marketing and promotional assistance in selected art magazines and publications. To see prospectus and enter online go to callforentries.org

Still Time For Puente Hills Habitat Plein Air Painting

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 difficulty. 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.

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.

2015 Gallery SOHO Monthly Theme MARCH



THEME: Fantasy

March 8th thru April 2nd

Take-In: Sat, March 7th, 11am - 2pm

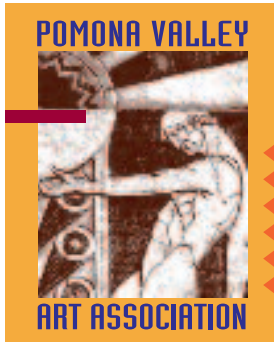
Reception: Mar 14 • Pick Up: Apr 3

ANY VERY LARGE ARTWORK THAT WOULD NEED TO BE DELIVERED TO OUR GALLERY THROUGH THE PUBLIC MALL HALLWAY AND WOULD OTHERWISE REQUIRE A HAND TRUCK OR SIMILAR VEHICLE, WILL NEED TO BE TRANSPORTED BEFORE HOURS OR THROUGH THE UNEXPOSED MAINTENANCE HALLWAY.

Arrangements for transportation will then need to be made in advance by calling Jerius at 626-905-0867.



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



**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