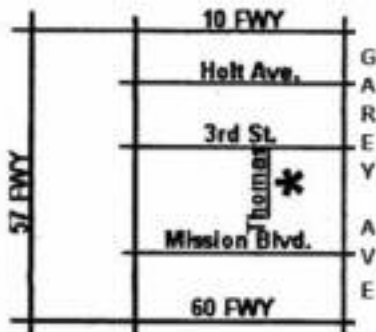


**Pomona Valley Art Association
and GALLERY SOHO**

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

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OCTOBER 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

OCTOBER 2012



'UPDATED' CALL-FOR-ENTRIES Inside For Annual OJS Show and Claremont Show

>>> PVAA 31st ANNUAL OJS SHOW - ADDITIONAL TAKE-IN DATE ADDED

This year's show at the SoHo Gallery runs from November 3rd through December 1st and is open to all artists.



IMPORTANT DATES:

Take-in - Friday
Oct 26 &
Saturday, Oct
27, 11 am-4
pm
2nd Saturday
Reception -

November. 10th / 6-10 pm

Awards Reception - Sstursday, December 1st, / 2-4 pm

Pick up - Saturday, December 1st, / 4-6 pm

>>> CLAREMONT FOUNDATION SHOW

This year the PVAA show at The Claremont Foundation, 205 S. Yale, in the village, will be in November with take in THURSDAY, November 1st 5:30-7:30 and reception Friday Nov. 2nd. We'll have room for about 30 pieces.



Our Ongoing PVAA Art Paint-In Continues Oct 13th

...NEW START TIME

October 13th - 10 AM - Bring your paints, Meet new artists and join the fun at our continuing 2nd Saturday Paint-in at Soho Gallery.

SoHo Gallery Looking For PVAA Artists Interested In Exhibiting

If you are interested in displaying your Art on a regular basis, consider being a member of the Soho Gallery. The rent per month is \$15.00.

If you have about ten to twelve pieces of Art, that's ienough to get started. **For more information, contact Renee Matter, Gallery Coordinator, at (626) 963-8950.** We're looking forward to seeing your Art and you, the artist, soon!

Welcome
NEW MEMBERS

Shellise Berry
Emily Buchard
Joan Anderson
Lorena Fabbri

PVAA MONTHLY EXHIBIT

Congratulations
to Our
Monthly Winners

Theme: Variations of Color / Judge: Lisa Cabrera

1st Place: H. Benjamin Diaz, Whimsy, watercolor

2nd Place: Arlene Moreno, Canyon Road, Santa Fe, watercolor

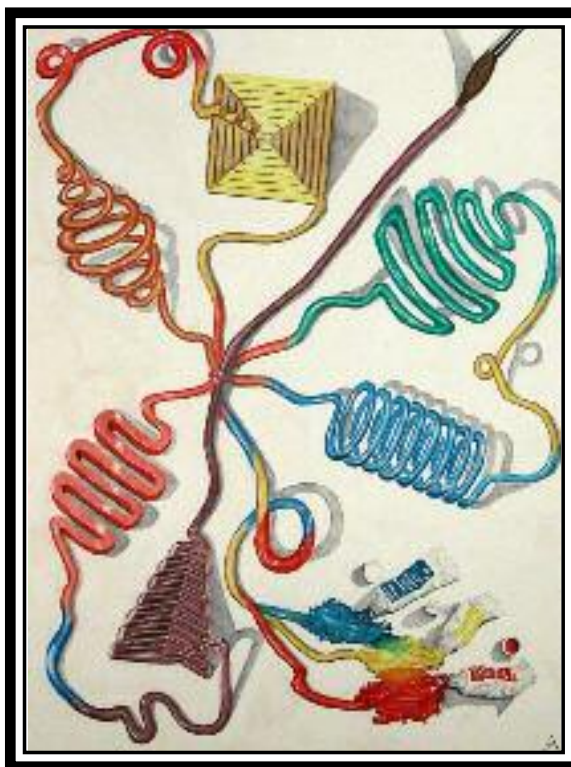
3rd place: John Kosta, Spring Garden, soft pastel

HM: Emily Bertrand, United, acrylic & charcoal

HM: Raul Acosta, Amor, acrylic

HM: Arlene Moreno, New Mexico Road Trip, watercolor (not shown)

▼ 1st Place: H. Benjamin Diaz, Whimsy, watercolor



▼ 2nd Place: Arlene Moreno, Canyon Road, Santa Fe, watercolor



▲ 3rd place: John Kosta, Spring Garden, soft pastel



▲ HM: Emily Bertrand, United, acrylic & charcoal



▲ HM: Raul Acosta, Amor, acrylic

Monthly show winners are displayed in full-color on our website at www.pvaa.net

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

<p>January <i>"New Beginnings"</i> Jan. 8-29 Take in: Sat, 1/7, 11-4 Reception: Sat, 1/14, 6-10pm Pick Up: Feb. 4&5</p>	<p>April <i>"Decadence"</i> Apr. 1-28 Take in: Sat, 3/31, 11-4 Reception: Sat, 4/14, 6-10pm Pick up: 4/27&28</p>	<p>July <i>"Summer Magic"</i> July 8-29 Take in: Sat, 7/7, 11-4 Reception: Sat, 7/14, 6-10pm Pick up: 8/3&4</p>	<p>October <i>"Mysterious"</i> Oct. 7-28 Take in: Sat, 10/6, 11-4 Reception: Sat, 10/13, 6-10pm Pick up: 11/2&3</p>
<p>February <i>"The Red Show"</i> Feb. 5-26 Take in: Sat, 2/4, 11-4 Reception: Sat, 2/11, 6-10pm Pick Up: Mar 2&3</p>	<p>May <i>"Images of Spring"</i> May 3-31 Take in: Sat, 4/28, 11-4 Reception: Sat, 5/12, 6-10pm Pick up: 6/1&2</p>	<p>August <i>"Positives & Negatives"</i> Aug. 5-31 Take in: Sat, 8/4, 11-4 Reception: Sat, 8/11, 6-10pm Pick up: 8/31&9/1</p>	<p>November NO MONTHLY SHOW</p>
<p>March NO MONTHLY SHOW</p>	<p>June <i>"Expressions"</i> June 3-30 Take in: Sat, 6/2, 11-4 Reception: Sat, 6/9, 6-10pm Pick up: 7/6&7</p>	<p>September <i>"Variations of Color"</i> Sept. 2-30 Take in: Sat, 9/1, 11-4 Reception: Sat, 9/8, 6-10pm Pick up: 10/5&6</p>	<p>December <i>"The Gift"</i> Dec. 2-30 Take in: Sat, 12/1, 11-4 Reception: Sat, 12/8, 6-10pm Pick up: 1/4&5</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, and \$10 for 3rd.
- Photo ribbon given if show contains 5 or more photo entries.
- Limit 3 entries per person, all fees are due at take-in or piece will be rejected. No Exceptions.
- Entry fee for PVAA members is \$10 each or 3 for \$25.
- Entry fee for non PVAA members is \$12 each. Entry fee for students is \$6 each.
- 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 hanging pieces are required to have wire hangers.
- 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.

ENTRY FORM - COMPLETE AND RETURN WITH ENTRY FEE

Name _____
 Address _____
 City _____ Zip _____
 Phone _____
 Title _____
 Medium _____ Price \$ _____

Name _____
 Address _____
 City _____ Zip _____
 Phone _____
 Title _____
 Medium _____ Price \$ _____

ENTRY FORM - COMPLETE AND RETURN WITH ENTRY FEE

Name _____
 Address _____
 City _____ Zip _____
 Phone _____
 Title _____
 Medium _____ Price \$ _____

Name _____
 Address _____
 City _____ Zip _____
 Phone _____
 Title _____
 Medium _____ Price \$ _____



ENTRY REQUIREMENTS

Please read carefully!

ELIGIBILITY: Any artist may enter up to two works of original design, completed within the last five years. Works must be the original creation of the artist. Teacher-assisted class work, crafts, copies of portraits, copies of art work, or copies of copyrighted photo-graphs will not be accepted for judging. Artwork must be of such nature as not to offend the sensibilities of the public. Work must NOT have been previously entered in a PVAA Open Juried Show.

CATEGORIES:

1. Oil
 2. Watercolor
 3. Acrylic (with or without glass)
 4. Mixed media (two or more different mediums)
 5. Pastel, pencil, charcoal, ink
 6. Printmaking, graphics, photography & digital
 7. Jewelry, enamel, cloisonné, glass, ceramics & misc.
 8. Sculpture, assemblage and other 3-Dimensional
- We reserve rights to change/combine categories

SPECIFICATIONS: Two-Dimensional works shall not exceed 36 inches framed in any direction. Larger pieces may be considered for an increased fee of \$3 per square foot and pre-approved by the exhibition director. All work that is not free-standing must be prepared for hanging with screw eyes and wires attached ONLY. **NO EXCEPTIONS!** Work must be clean, properly framed and prepared for presentation. Pencil, photos and digital art must be under glass or plexi-glass. 3-D work will be limited to a base size of 24 inches in any direction and may be no taller than 36 inches. Entries weighing over 30 lbs. must be moved in place by the artist. Size limits may be pre-approved on an individual basis for an increased fee.

FEES: PVAA members: \$15.00 per entry, non-members: \$20.00 per entry. Fees are payable to PVAA and are non-refundable. Acceptance of work into the show is at the discretion of the juror. Entries that may be juried out may be picked up November 1st or 2nd, 2012, from 11 a.m.- 4 p.m., BY APPOINTMENT ONLY. Affected artists will be notified.

SALES/LIABILITY/RESERVED RIGHTS: Works are to be considered for sale at price indicated unless marked NFS. PVAA will retain a 20% donation on all sales (tax deductible by artist). Every reasonable care will be taken to assure proper handling of all entries; however, PVAA assumes no responsibility for damage or loss. Submitting an entry to this show shall imply an agreement on the part of the entrant. PVAA reserves the right to reject any work not suitably prepared for display or that may be deemed offensive to the community. PVAA reserves the right to reject any work that creates a liability/safety hazard to the public.

**4th Annual PVAA/CCF
2012 Members Show
November 2012**



The show will display EXCLUSIVE PVAA MEMBER artwork the month of November at the Claremont Community Foundation, located at 205 Yale Ave. in the Claremont Village.

This event will be publicized and should draw a large crowd. The CCF has been very generous to provide our reception with appetizers and refreshments. We appreciate your participation and hope it will be a fun and profitable experience for you.

All sales will be handled through Pomona Valley Art Association with applicable sales tax; a 20% commission from each sale will be donated to the CCF and PVAA, additional donations to CCF are greatly appreciated. Artists who have made sales during the event will be issued a check prior to the end of January 2013.

All artists participating in this event must be PVAA members.

If you are interested in displaying your artwork at this event, please mail one to three 4x6 prints of the artwork to our show Chairperson, MICHAEL PEARLMAN, who is coordinating this event. Please write your name on the back of each print, the size of the artwork, the medium, phone # and mail the photos with a \$12.00 non refundable entry fee payable to PVAA, mail to: MICHAEL PEARLMAN / 2192 SILVERTREE RD. / CLAREMONT, CA 91711/ (Phone: 909-621-9485)

Submitted photos will need to be POSTMARKED by OCTOBER 5, 2012

The TAKE-IN date is Thursday, November 1, 5:30-7:30 and PICK-UP Friday, November 30 (time to be announced)

Confirmed dates and hours will be provided to artists upon acceptance. Please be aware that prints may not be returned.

Contact Mike Pearlman, Chair, with any questions
or, any of the following committee members, Mike Pearlman or Don Markofski.

The artwork exhibited must be inoffensive to the sensibilities of the public. If it is deemed offensive by representatives of the CCF or PVAA Committee Members, the artwork will not be displayed. Pomona Valley Art Association and the Claremont Community Foundation are not responsible for any damage or theft of any artwork or any bodily injury at this event.

I give my permission to Pomona Valley Art Association and the Claremont Community Foundation to take photographs of myself and/or my artwork, to be used as it deems necessary for PVAA or CCF usage.

Please submit this form with your 4x6 prints and \$12.00 entry fee. I agree to the afore mentioned guidelines in its entirety.

Signature _____

Name (print) _____ Phone# _____

Address _____ City _____ State _____ Zip _____

Oct 10th Associated Monthly Demo Features Tom Fong

Tom Fong, Artist-Instructor, a native Californian, graduated from the University of Southern California with a Bachelor of Science Degree in Industrial Design.

He paints bold, spontaneous, and direct. His watercolors have been juried into National Exhibitions. Tom's work has been featured in The Artist's Magazine, Watercolor artist, American Artist, and was included in an article "20 Great Teachers" in the collector's edition of Watercolors by the American Artist. He was also featured in "North Light Books, Splash 6" and in "My Friends, Today's Great Masters", Jack Richeson Fine Arts Series.

Tom teaches at various colleges and conducts national and international workshops, including the American Artist and the Artist Magazine Trade Show workshops, The Palm Springs Desert Museum Workshop and The San Diego Watercolor Society Workshop. He continues to be a guest instructor for The Yosemite National Park Association.

He has conducted Watercolor Demonstration Series for Watercolor West and The National Watercolor Society. Tom has earned Signature Membership in



Watercolor West, where he served as President. He gives watercolor demonstrations, conducts workshops, and judges art shows upon request.

Monthly Master Artist Demonstration
2nd WEDNESDAY OF EACH MONTH / 9:30-11:30 a.m.
Goldy S. Lewis Community Center
at Rancho Cucamonga Central Park, 11200 Baseline Road
Rancho Cucamonga, California

The public is welcome!
Donation of \$5 is accepted for non-members.

Watercolor West to Sponsor Annual Demonstration Series

This may be the best 'art education bargain' around. At only \$25 per session for a 4-5 hour demo, it's hard to beat. I've attended numerous sessions and found them to be worth much, much more than the fee.

Don Markofski

Every year, in conjunction with our annual international exhibition, we invite six well-known watercolor artists to



give seminars. The first seminar in the series is always given by the juror for the

exhibition. He or she usually spends half the time talking about his/her own work and half the time showing the slides for the exhibition and explaining why he or she chose each painting. The awards are not revealed until the reception, however.

The remainder of the seminars are about the work of the individual speaker. The artist will discuss his or her work, answer questions and give a painting demonstration and sometimes a slide show. These artist seminars are held at the exhibition location and run from 10AM - 3PM, with a break for lunch.

Each demonstration is only \$25. For additional information or to register, contact the Brea Gallery at 714-990-7730. Info also at www.BreaGallery.com

2013 DEMONSTRATION SCHEDULE

Saturday, October 27
Judy Schroeder

Saturday, November 10
James Millard

Saturday, December 1
Richard Martinez

Sunday, December 16 (1-5 pm)
Ruth Ellen Hoag

Awards

- Best of Show \$200
- 1st Place each category \$100
- 2nd Place each category \$75
- 3rd Place each category \$50
- Honorable Mentions awarded at the discretion of the Judge
- Additional Awards to be announced at The Awards Presentation

Dates

Take-in:

Friday, Oct. 26 & Saturday, Oct. 27, 11 a.m. to 4 p.m.

SoHo Gallery, 300-A Thomas St., Pomona

Exhibition:

- November 3 - December 1
- Thur - Sun, 11 a.m. - 4 p.m.
- 'Second Saturday', Nov. 10, 11 a.m. - 10 p.m.

Opening Reception:

"Second Saturday", Nov. 10, 6 p.m. - 10 p.m.

Awards Reception & Presentation:

- Awards Reception, Sat., Dec. 1, 2-4 p.m.
- Awards Presentation, Sat., Dec. 1, 3 p.m.

Art Removal

Work must be removed on Dec. 1; from 4 to 6 p.m.
No work shall remain past Dec. 1. A \$5 per day late fee will be charged each day after Dec. 1

Take-in and Show Location

PVAA SOHO GALLERY
300 So. Thomas St, Pomona, CA 91766



CALL FOR ENTRIES!

Pomona Valley Art Association

PVAA 31st Annual OPEN JURIED SHOW 2012

November 3 - December 1, 2012
PVAA SoHo Gallery

This Annual Exhibition is open to all artists. We invite you to be a part of one of the oldest, largest, and most prestigious shows in the Inland Empire. Join hundreds of local artists: young and old, beginner and famous, in celebrating, sharing and awarding the very best regionally produced artwork.

Show Judge, MARCIANO MARTINEZ

Marciano Martinez is a retired Art Professor from Fullerton College. He earned a MFA from Claremont University and a BAED from The College of Arts in Oakland. He received his watercolor training from well known artists such as George Post, Milford Zornes, Millard Sheets, Rex Brandt and Robert E Wood among others.



Pomona Valley Art Association

300-A So. Thomas St. - Pomona, CA 91766
(909) 469-1599
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Pomona Valley
Art Association

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