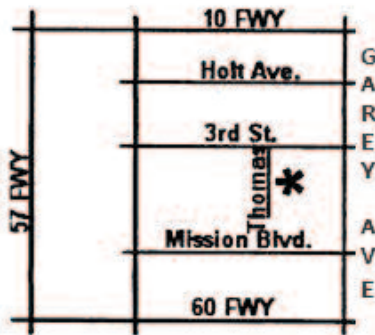


**Pomona Valley Art Association  
and GALLERY SOHO**

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

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**MAY 2011 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

MAY 2011



## How Edward Hopper Saw the Light

By Joseph Phelan

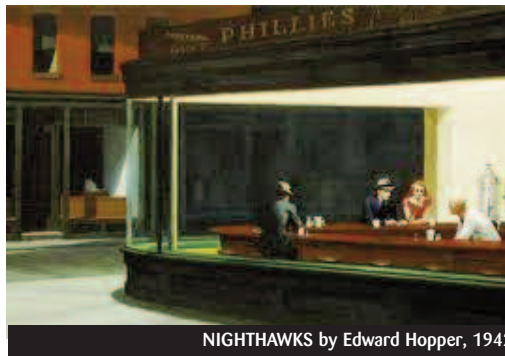
Even people who don't know the name Edward Hopper (1882-1967) might be very familiar with his images, such as *House by the Railroad*, *Lighthouse at Two Lights* or *Nighthawks*, either in the originals, via reproductions or from the myriad movies they inspired. At the beginning of the 21st century, Hopper's realistic and representational art, both haunting and iconic, resonates more strongly with our sensibilities than almost any other American painter of his time. "Great art," he once said, "is the outward expression of the inner life of the artist and this inner life will result in his personal vision of the world." A new traveling exhibit focusing on his mature work from 1925 to 1950 is currently packing them in (as Hopper shows always do) at Washington's National Gallery of Art. This exhibit provides an occasion for some reflections on Hopper's artistic vision and how he achieved it.

Born in Nyack, New York, a small resort town on the Hudson River which was also the birthplace of another highly idiosyncratic artist, Joseph Cornell, Edward Hopper's earliest memory was of gazing out the window at the house next door: "there was a sort of elation about the sunlight on the upper part of a house", he once said. A shy, tall boy, who liked to draw and read, his graphic gifts were

recognized and supported early by his middle class, well-read parents, who nevertheless urged him to study commercial

illustration rather than painting.

Hopper went to school in nearby midtown Manhattan, where he soon came under the influence of two very talented but very different painters: William Merritt Chase, an American impressionist, and Robert Henri, a realist who would soon found the gritty "Ashcan School". A fellow student noted that Chase "preached art for art's sake; Henri art for life's sake. The difference was monumental."



NIGHTHAWKS by Edward Hopper, 1942

Hopper stayed a remarkably long six years at the school, winning prizes and honors. Afterwards he traveled to Europe, where for almost a year he visited museums and galleries while spending the mornings painting on the banks of the Seine. Apart from providing an occasion for a close study

of Manet and Degas, his time in Paris allowed him to observe the somewhat shocking difference between the "pleasure loving" Parisians looking for "a good time" on the boulevards and in the cafes and the New Yorkers "with that never ending determination for the 'long green'."

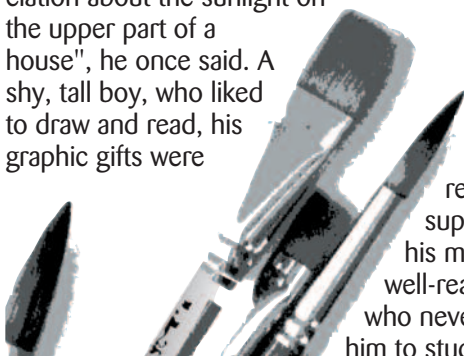
Two more European trips followed in quick succession in 1909 and 1910. Shortly after his return from the second trip, Hopper painted *Summer Interior*, one

continued on pg 3

Welcome  
**NEW MEMBERS**

**MAY**

Carolina Carlos  
Patty Van Osterhoudt





1st Place: Gretchen Gilbert, Sun, Moon & Stars, acrylic



2nd Place: Arlene Moreno, A Whispered Flutter, watercolor



3rd Place:  
Karon Thomas,  
Near My New Home,  
watercolor



Honorable Mention:  
Veronica Kortz,  
Path to New Beginnings, oil

## PVAA MONTHLY EXHIBIT

Congratulations  
to Our  
Monthly Winners

**Theme:** New Beginnings  
**Judge:** Lisa Cabrera

**1st Place:** Gretchen Gilbert,  
Sun, Moon & Stars, acrylic

**2nd Place:** Arlene Moreno,  
A Whispered Flutter, watercolor

**3rd Place:** Karon Thomas,  
Near My New Home, watercolor

**Honorable Mention:** Veronica Kortz,  
Path to New Beginnings, oil

**Honorable Mention:** Gretchen Gilbert,  
Garden Window, acrylic

**Honorable Mention:** Gretchen Gilbert,  
In the Rain Forest, acrylic

Artwork displayed in color on PVAA website: [www.pvaa.net](http://www.pvaa.net)

# 2011 Gallery SoHo Monthly Open Art Show, Sales Schedule & Themes

<p><b>January</b>  <i>"Wave of the Future"</i>                      Jan. 8-30                      Take in: Sat, 1/8, 11-4                      Reception: Sat, 1/8, 6-10pm                      Pick Up: Feb. 4&amp;5</p>	<p><b>April</b>  <i>"New Beginning"</i>                      Apr. 9-30                      Take in: Sat, 4/2, 11-4                      Reception: Sat, 4/9, 6-10pm                      Pick up: May 6&amp;7</p>	<p><b>July</b>  <i>"That's Hot!"</i>                      July 9-31                      Take in: Sat, 7/2, 11-4                      Reception: Sat, 7/9, 6-10pm                      Pick up: Aug. 5&amp;6</p>	<p><b>October</b>  <i>"Dreamscape"</i>                      Oct. 8-30                      Take in: Sat, 10/1, 11-4                      Reception: Sat, 10/8, 6-10pm                      Pick up: Nov. 4&amp;5</p>
<p><b>February</b>  <i>"Seeing Red"</i>                      Feb. 12-27                      Take in: Sat, 2/5, 11-4                      Reception: Sat, 2/12, 6-10pm                      Pick Up: Mar. 4&amp;5</p>	<p><b>May</b>  <i>"Wild about Nature"</i>                      May 14-29                      Take in: Sat, 5/7, 11-4                      Reception: Sat, 5/14, 6-10pm                      Pick up: June 3&amp;4</p>	<p><b>August</b>  <i>"Patterns &amp; Textures"</i>                      Aug. 13-28                      Take in: Sat, 8/6, 11-4                      Reception: Sat, 8/13, 6-10pm                      Pick up: Sept. 2&amp;3</p>	<p><b>November</b>  <i>"Recycled"</i>                      Nov. 12-27                      Take in: Sat, 11/5, 11-4                      Reception: Sat, 11/12, 6-10pm                      Pick up: Dec. 2&amp;3</p>
<p><b>March</b>  <i>"Reflections"</i>                      Mar. 12-31                      Take in: Sat, 3/5, 11-4                      Reception: Sat, 3/12, 6-10pm                      Pick up: April 1&amp;2</p>	<p><b>June</b>  <i>"Favorite Places"</i>                      June 11-30                      Take in: Sat, 6/4, 11-4                      Reception: Sat, 6/11, 6-10pm                      Pick up: July 1&amp;2</p>	<p><b>September</b>  <i>"Shades &amp; Shadows"</i>                      Sept. 10-30                      Take in: Sat, 9/3, 11-4                      Reception: Sat, 9/10, 6-10pm                      Pick up: Sept. 30 &amp; Oct 1</p>	<p><b>December</b>  <i>"Color of Winter"</i>                      Dec. 10-31                      Take in: Sat, 12/3, 11-4                      Reception: Sat, 12/10, 6-10pm                      Pick up: Jan. 6&amp;7</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.*

## Planning Has Begun For Fairplex Millard Sheets Gallery Show

At the April 9th PVAA meeting of the participants in the Millard Sheets Center for the Arts Gallery Store for 2011, Renee Matter and Dawn Scherer were introduced as the Store Co Managers. Committees were formed and planning began. The Los Angeles County Fair opens on Saturday, September 3rd and closes on Sunday, October 2nd. The Fair will be closed Monday and Tuesday each week with the exception of Labor Day.

Again this year the store will have a different footprint as well as new and interesting gift items and original art. Many of the artists from PVAA who have participated in the past will be volunteering in the store which will showcase their art. If you would like additional information please contact Dawn Scherer at 909 624 6787 or by email at [daysbreak@gmail.com](mailto:daysbreak@gmail.com).

## Area Artists Workshops

**Angela Hernandez will conduct a one-day workshop at the Art Box** on Saturday, September 3, 2011. Subject is "Recreating the Landscape in Watercolor", by learning to expand our visual capacity as we plan and design. Please contact Sylvia Megerdichian at: Art Box Studio, 1302 Monte Vista, #9, Upland, CA 91786.

### Brenda Swenson Workshops

3-Day Workshop - May 20, 21, & 22, 2011,  
Negative Painting with Watercolor,  
2350 Honolulu Ave., Montrose, CA  
Info: [Brenda@SwensonsArt.net](mailto:Brenda@SwensonsArt.net) - (626) 441-6562

### We want to hear from you!

What's going on!

Share your accomplishments and art activities with your fellow members.

Email your information to Don Markofski (editor) at [dmarkofski@hotmail.com](mailto:dmarkofski@hotmail.com)

# MEMBER NEWS



## YOUR Association Needs Help!

The efficient operation and management of YOUR ASSOCIATION is enjoyed by all members. Like most organizations, the people involved and volunteering their time to continue this process is a relatively small group. In the case of PVAA, that 'small group' seems to be shrinking even smaller. If you can help, we'd really appreciate it. THE SURVIVAL OF YOUR ASSOCIATION DEPENDS ON YOUR HELP!

### 1. Ongoing Need For PVAA Board Members!

Your PVAA Board of Directors still has several important positions that desperately need to be filled. Please Help!

### 2. Recording Secretary For BOD Meetings!

Contact Lucien, President, at [vogaruda@verizon.net](mailto:vogaruda@verizon.net)

## PVAA Needs Accountant!

Your Art Association needs an Accountant/Bookkeeper to handle the ongoing accounting responsibilities including ACCOUNTS RECEIVABLE & ACCOUNTS PAYABLE tasks and related bookkeeping.

The organization cannot operate without your help.

If you can help with this vitally important position, Please Contact Lucien Van Oosten, President, at [vogaruda@verizon.net](mailto:vogaruda@verizon.net)

continued from pg 1

## How Edward Hopper Saw the Light

of the few early works in the exhibit. This brooding, intimate work may have been inspired by Edgar Degas' more sexually daring Interior, which depicts a certain male-female confrontation. The abstract patch of light, here located on the floor, is a compositional device Hopper loved to use in his mature work in order to depict the indomitable light of nature breaking into the human world of a room. We observe his use of this light in such works as A Woman in the Sun, Excursion into Philosophy, and Rooms by the Sea. Hopper once laconically summed up his achievement by stating that "I guess I'm not very human. All I really want to do is paint light on the side of a house."

Back in Manhattan, Hopper found the city "awfully crude and raw." "It took me a decade to get Europe out of my system," he said. At this time Hopper worked as a commercial illustrator, something he later described as a "depressive experience." This inner struggle between what Hopper did for a living and his highest artistic aspirations is perhaps evident in New York Corner (New York Salon), the impressionism of which strikes us in the background buildings on the left, while we note an urgent sense of form in the simplified geometry of the windows and shades on the right. This heavy, dreary scene is also the most crowded one Hopper ever painted. In later works, such as Drug Store and Early Sunday Morning, the artist would simplify his street scenes by eliminating any suggestion of the "hustle and bustle" that is taken to distinguish urban life.

More troubling to Hopper's career was a new style of painting on the rise even as New York was coming to dominate the world of art. The notion of "pure painting" independent of life or nature, as practiced by Jackson Pollock, was gaining a foothold in the most avant-garde circles. The brilliantly ferocious champion of Pollock, Clement Greenberg, dismissed Hopper's methods as "second-hand, shabby, and impersonal," and thought him "simply... a bad painter." But for his part, Hopper would remain steadfast in his commitment to realism. Where Hopper's sentiments truly lay is indicated by the pleasure he expressed on learning that the film director Alfred Hitchcock had said in various interviews that his later films Rear Window and Psycho were to some extent inspired by the painter's work.

The National Gallery's Edward Hopper mini-site site (<http://www.nga.gov/exhibitions/hopperinfo.shtm>) boasts a Flash web feature contain in-depth studies of several of Hopper's works, an exhibition brochure, clips from the Gallery's film and a video podcast

## GREAT ART EQUIPMENT BARGAINS

### Joe Ingalls 'Moving' Art Equipment & Art Stuff Sale

\* Art table with adjustable legs - 42"x31" **ONLY \$50**

\* Art table-portable with carrying handle - 30"x42" **ONLY \$35**

\* Art table-portable with carrying handle, ruler & pencil holder - 24"x36" **ONLY \$25**

\* Reuseable Box for shipping art includes rubber padding - 36"wx43"lx5"d **ONLY \$10**

\* Tall cushioned art chair - **ONLY \$25**

\* Director's art chair-canvas/side pocket - **ONLY \$20**

\* 2 door, 4 shelf tall white cabinet - 24"wx70"hx20"d - **ONLY \$25**

\* 4 stackable Paper trays - 44"wx35"d - **ONLY \$10 each**

\* Vivitar slide Projector purchased 1993. **Excellent Condition ONLY \$25**

\* Projector tripod & table **ONLY \$20**

\* Projector screen - **ONLY \$10**

\* Graphic Display System - includes: 4 panels 37.5"W x 6'H, 2 24" print racks with canvas slin, Leg adjusters, 2-hole leg base, Thumb screws, Clips, Drapery hooks to hang art. **Excellent condition. Original purchase price \$500. Asking ONLY \$125.**

\* Simplex Plus Mat cutter includes:

Straight cutting head	4 channel screws
Bevel cutting head	2 guide rail stops
27" squaring arm	1 squaring arm stop
Mat guide	Instruction manual
2 guide channels	

(NEW-never been used) **purchased for \$325; - \$100**

\* 16" Paper cutter - **ONLY \$20**

\* Ott-lite 18w flex arm table lamp - **ONLY \$25**

\* Ott-lite 18w 4' floor lamp with flex arm- **ONLY \$35**

\* large inventory of frames (most with glass, most are 8"x10", 11"x14" & 16"x20")

Also have numerous professional photography equipment (cameras, lens, tripods & more) for those photographers still shooting with 35mm film.

Contact Joe Ingalls @ 909-581-2937 (cell phone) or [Ingallsart@aol.com](mailto:Ingallsart@aol.com)