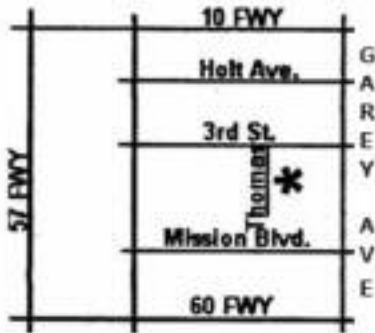


**Pomona Valley Art Association  
and GALLERY SOHO**

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

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**SEPTEMBER 2011 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

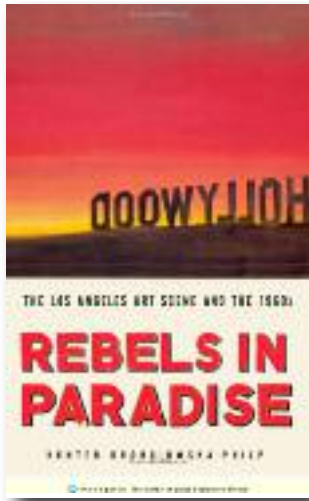
# POMONA VALLEY ART ASSOCIATION

SEPTEMBER 2011



## BOOK REVIEW: Rebels in Paradise The Los Angeles Art Scene and the 1960s by Hunter Drohojowska-Philp

Review by Jane Chafin, Offramp Gallery, Pasadena



On a recent sunny summer afternoon, with the demands of running an art gallery and writing a weekly blog weighing heavily on me, all I wanted to do was sit in the garden and watch the figs ripen. What I didn't want to do was read another dry, didactic book about art. Much to my delight, Hunter Drohojowska-Philp's recently released *Rebels in Paradise: the Los Angeles Art Scene and the 1960s*, is the opposite

of that -- entertaining, informative and fun to read. It was the perfect escape.

Drohojowska-Philp introduces all the major players of the 60's Los Angeles art scene in straight-for-

ward prose that makes you feel you are a guest at a very interesting dinner party. Anecdotal information about

who knew whom, who hung out together, where they grew up, how they came to Los Angeles, their romances, their battles, their relationships with galleries and collectors, tell as much or more about the spirit and free-wheeling creativity of this period than any academic analysis.

Central to the early development of the LA art scene is curator and museum director Walter Hopps, who along with artist Ed Kienholz founded Ferus Gallery in 1957. The suave Irving Blum replaced Kienholz when he left the gallery a year later to concentrate on making art. Hopps and Blum famously took a chance on a young Andy Warhol, giving him his first gallery showing of his Campbell's Soup can paintings.

The night before the opening of the Warhol exhibition, actor Dennis Hopper threw a party for the Ferus crowd in his West Hollywood home, where Warhol met movie stars and actors including Robert Dean Stockwell, Sal Mineo, Suzanne Pleshette, Peter Fonda and Troy Donohue. The party prompted Warhol to say that it was the most exciting thing that had ever happened to him. "Vacant, vacuous Hollywood was everything I ever wanted to mold my life into. Plastic. White-on-white. I wanted to live my life at the level of the script of *The Carpetbaggers*."

Warhol's Ferus exhibition was followed a week later by the opening of a Marcel Duchamp retrospective at the Pasadena Art Museum (PAM). After the opening and a quick trip to Las Vegas, Duchamp returned to PAM to play chess on the board set up in his exhibition. Walter Hopps' nineteen-year-old girlfriend, Eve Babitz, was invited by photographer Julian Wasser to be photographed playing chess with Duchamp. Babitz stripped naked and sat down at the table with Duchamp, Wasser photographing the surreal scene using Duchamp's famous *The Bride Stripped Bare by Her Bachelors, Even* as a backdrop. The event prompted Man Ray to say that "there was more Surrealism rampant in Hollywood than all the Surrealists could invent in a lifetime."

And that's just Chapter One.

As the decade progressed and Pop, Minimal and Conceptual art movements began to define the LA scene, Barney's Beanery became the de facto clubhouse for Ferus

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# PVAA MONTHLY EXHIBIT

## Congratulations to Our PVAA Monthly Winners

Theme: Patterns & Textures

Judge: Steven Long

1st Place: Randy Howard,  
Scallop Shells at Low Tide, digital photograph

2nd Place: Gretchen Gilbert,  
Cathedral Morning, acrylic

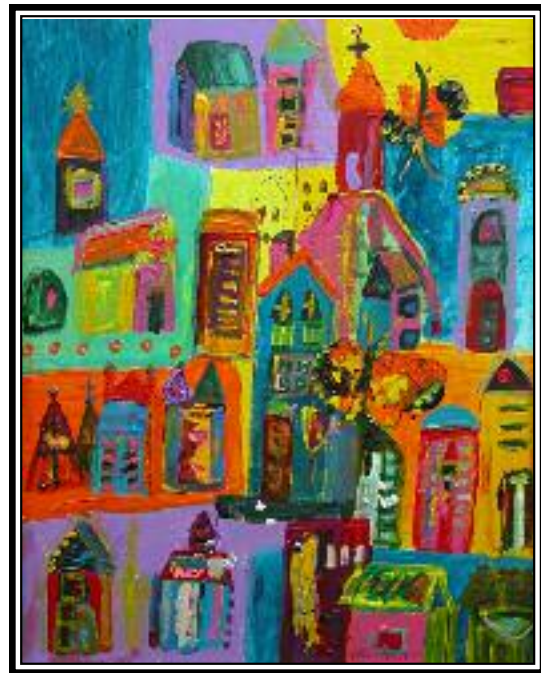
3rd Place: Leslie Thornton,  
Well-Worn Hope, photograph

HM: Randy Howard, Auray Brittany Lane, digital photograph

HM: Jan Wright, Glacier Requiem, mixed media



1st Place: Randy Howard, Scallop Shells at Low Tide, digital photograph



2nd Place: Gretchen Gilbert, Cathedral Morning, acrylic



3rd Place: Leslie Thornton, Well-Worn Hope, photograph

HM: Randy Howard, Auray Brittany  
Lane, digital photograph



ARTWORK DISPLAYED IN FULL-COLOR ON WEBSITE AT [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.*

# Fairplex Exhibit Update

The Pomona Valley Art Association is well represented at the Millard Sheets Center for the Arts

Gallery Store at the LA County Fair in Pomona this year. Over thirty of our members are participating by staffing the store, sharing their art work and some are demonstrating in the exhibit as well.



Our works adorn the walls, shelves, counters and cabinets and the store is receiving praise from everyone who sees it. Prior to the Fair, we had over \$800 in pre sales. Please enjoy a day at the Fair and come into the Millard Sheets Gallery and enjoy the exhibit "Elections the Art of Collections" and our Gallery Store.

September 3 through October 2, 2011.

**See you at the Fair!**



**2nd Annual Exhibit**

**Southern California Collage Society**

## Fall Into Collage

**Chaffee Community Museum of Art**  
<http://www.ccaamuseum.org>

CCAA's Museum of Art is in the North Wing of the Joseph Filippi Winery, 12467 Baseline Road, Rancho Cucamonga, CA 91739

**Museum Hours**

**Friday - Sunday / 12:00 noon - 5:00 pm**

**909-463-3733**

**September 3, 2011 - September 25, 2011**

**Info contact Aleta Jacobson**

**909-241-2131**

**alpj511@verizon.net**

## CONDOLENCES

We were very sorry to hear that our dear friend and PVAA member, Joyce DeZwart passed away August 1st, 2011. We send our deepest sympathy to her family and friends during this difficult time. If you would like more information, please contact Georgia DeBeers at (626) 795-5286.

## Jo Ann Peters Publishes Book

Jo Ann Peters has written a book of poetry entitled "Flat Water Child". This book has five chapters and is written under the pen name Maia J. Peters.

"Flat Water Child" is a reflection of daily events, emotions and spiritual inspiration which guided her in the writing of these poems. She has been composing poetry since high school.

The book is on sale at Soho Gallery and also will be sold at the Los Angeles County Fair in the Millard Sheets Gallery. For more information, call Jo Ann at (909) 896 - 3810.

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## Book Review

Gallery artists Ed Kienholz, Robert Irwin, John Altoon, Ed Moses, Craig Kauffman, Ken Price and Billy Al Bengston. Kienholz reminisced: "We didn't talk the art out . . . If we sat around in the Beanery, we talked about who was a good fuck and where we were going to get six dollars so we could buy gas for a car to go to the Valley and get drunk. . . . I don't know that I've ever talked to Bob Irwin about art in my life."

We learn how a young David Hockney, never having driven a car when he first arrived in LA, got his license and bought a Ford Falcon for \$1,000. "He managed to get on the Santa Monica Freeway, but, not knowing how to get off, wound up driving all the way to Las Vegas, where he won some money at a casino and then drove home the same night."

We hear the disturbing story about wealthy art collector Frederick Weisman's encounter with Frank Sinatra

in the Polo Lounge of the Beverly Hills hotel:

"Frank Sinatra was hosting a dinner party for Dean Martin at a nearby table. Weisman complained that Sinatra's party was making too much noise and making anti-Semitic remarks. . . . Accounts differ about what happened next. Marcia, who was not there, said that her husband was hit with a blackjack by Sinatra's bodyguard. An eyewitness claimed that Sinatra threw one of the telephones kept in the Polo lounge booths at Weisman's head. Weisman was taken to Mount Sinai Hospital with a fractured skull and remained in a coma for months. The LAPD wanted to make an arrest but Marcia received anonymous threatening phone calls warning her not to press charges."

Architect Frank Gehry sums up the spirit of the time saying of the Ferus artists: "I was in awe of what they were doing. . . California was about freedom because it wasn't burdened with history. The economy was booming because of the aircraft industry and movie business, and things were going up quickly. Everybody could make whatever they wanted. . . . That's what democracy is about. Democracy didn't say everybody has to have taste."

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## VOLUNTEERS ARE NEEDED at the Fairplex Gallery!

Millard Sheets Center for the Arts

2011 LA County Fair

Saturday, Sept 3rd - Sunday, Oct 2nd

## **Eclections: The Art of Collecting,**

will showcase collectible items such as gas powered race cars, historical neon signs, a vast array of pig sculptures, and a tribute to Millard himself.

Part-time volunteers and docents needed to help with:

- Weekday School Tours
- Family Weekend Programs
- Demonstrating Artist Discussions
- Fair Kids With Hands-On Craft Activities

The only requirement is a desire to have fun!  
We look forward to hearing from you.

CONTACT: Mary Flynn, Gallery Supervisor  
909-865-4650 or Flynn@fairplex.com

## Long-time PVAA Member, Elizabeth Preston, Offering Fall Art Classes For Adults & Kids

Elizabeth's Art Studio will be beginning our fall classes on Sept.6th. We are very excited as this will celebrate the



17th year we have been teaching adults and children. We have appreciated

the support of PVAA as we have been members for over 20 years and have enjoyed a wonderful working relationship.

Classes are given by Elizabeth Preston M.A.T. Instruction in all media is offered including watercolor, pastel, mixed media, watersoluble oil and acrylic. We offer private and group lessons.

We are located at 226 W. Foothill Blvd. Ste J..Claremont, Ca.

**Adults and children interested in enrolling,  
please call 909-621-1630.**

# PVAA FEATURED MEMBER

## Maryann Kvietkauskas Rachford

**M**aryann's earliest memories are of drawing. Art has always been a passion in her life and she views this as a gift from God. Her studies in art have resulted in an AA in art, a BA in studio (painting and printmaking), a MA in design (graphics and film art direction), a teaching credential in art, and a Doctoral degree in art and interdisciplinary education (she believes you can teach everything through art).

Her career has included working in and on feature films and commercials, being art and creative director for retail chains and ad agencies, along with establishing Pelican Productions Art Studio, the graphic design firm she and her husband, Thom, run. Along the way she has also taught art at Woodbury University, UCLA, Biola University, Long Beach City College, and American College for Applied Design. Currently she endeavors to inspire students at Citrus College where she teaches computer graphics, beginning drawing, introduction to the visual arts, and on-line art history. Additionally she teaches introduction to art at Azusa Pacific University where she was also Art Director in the theatre for several years.

She has shown in and received awards in

numerous shows and competitions across the country. One of her paintings is in the permanent collection of the AFL/CIO, and she has been listed in various Who's Who, along with California Art Review, and American Artist. Maryann has also illustrated various books and advertisements, and just completed illustrations for an upcoming book about Michael the Archangel.

Lastly, she has a wonderful family consisting of her husband, daughter (Josie), son-in-law (Bernie), grandson (Tim) and granddaughter (Gabrielle) who often accompany her on her "flights of fancy". Additionally she is an animal rights activist, boxing aficionado, auto racing fanatic, and can never again live far from the sea.



Artwork is displayed in full-color on website at [www.PVAA.Net](http://www.PVAA.Net)



“Maryann has just completed illustrations for an upcoming book about Michael the Archangel.”



## Workshop & Shows



### ‘Associated’ Monthly Demo Series Features Robert Sherill

After competing in regional shows, doing scenic backdrops for school plays all through his high school years, Robert got a job as a technical draftsman. In 1987 he was accepted into Art Center College of Design, where he received his B.F.A Degree. From 1991-2008 he taught Figure Drawing, Still Life Drawing, and Introduction to Painting, at the Art Center College of Design.

Painting was his passion, so, he began having shows any where possible: Antique stores, Cafes,...etc. Then some commercial opportunities revealed themselves in the form of Designer and Art Director. It was fun and prosperous, but did not give him the time to pursue his passion for painting.

He has shown his work at numerous venues, and has won many awards for his works. Now, he enjoys painting Figures, Landscapes and Urban areas, and also does Commissions.

<http://rsherrill.fineartstudioonline.com/>

**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.*

### Phone Change For New Custom Framer in Alta Loma

A professional framer is relocating to Alta Loma. Pickup and delivery will make the custom framing process much easier (storefront won't be available). The owner (Steve Blair) has operated a professional frame shop in the San Gabriel Valley for many years and will now be bringing quality, custom framing to area artists. **Call The Frame Crafters today at 909-851-2675**, or eMail Steve at [Steve@TheFrameCrafters.com](mailto:Steve@TheFrameCrafters.com) and see how convenient this can be for you.