



# Pomona Valley Art Association

300-A South Thomas Street, Pomona, CA 91766

909-469-1599, or visit our website: [www.pvaa.net](http://www.pvaa.net)

**P V A A N E W S L E T T E R**

**S E P T E M B E R**

**2 0 0 7**

## The President's Message

Hello all!

As the saying goes, I will keep this short and sweet. This year's Open Juried show is almost here. Please read the prospectus printed in this month's newsletter and the special member's award announcement especially created for you, so you can participate in this year's show.

I hope that some of you will participate in the Member's Awards program this year. Yes! It is new and yes, it is different. I hope that this will encourage the membership to participate in this year's show either as a displaying artist or as a patron and give an award and encouragement to a fellow artist, or both. This new system will give you a chance to be a "judge". I have heard the questions and comments about the work that has been entered in past shows and allowed to be displayed and opinions as to what the judges could have been thinking in giving the awards they gave . . . Well here is your opportunity to voice your opinion and to be heard.

On to other business. Have you seen the Satellite Gallery? Read the announcement in this newsletter, and you can request more information from me on how this works. The gallery is located in a space at the Persnickity Antiquity. A Persnickity employee mans the store and takes care of all sales, and PVAA charges a modest hanging fee and a small commission. Several of our fellow artists have their own spaces at Persnickity as well. The

biggest advantage of the little gallery is you do not have to sit. Yes it is an experiment, but would you rather have your artwork hanging on wall where potentially a buyer could see it or in your closet, art rack or studio where no one would have the opportunity to see it but the dust bunnies? So call me and I'll send you all the information.

Lastly, the holidays are quickly approaching and I hope you will consider coming by the gallery and buying your gift from a fellow artist for a portion of your gift giving this year.

And remember to enter the PVAA Annual Open Juried Show. Hope to see you at take in.  
Cheers  
Lucien

## When in Rome...

If you have any opportunity to travel in the next few years, might I make a suggestion? Spend a week or two in Rome. Besides being a romantic standard, Rome has a lot to offer the traveling artist, history buff, and art lover.

I recently visited Rome for the second time in August, for my honeymoon. (The previous trip was in 1997.) This time around I discovered many of the "must see" sights were newly renovated, restored, refinished.

So what to go see? Start with the Vatican City... home of the Sistine Chapel and St. Peter's Basilica. They have recently re-routed visitors through the museum, so you will walk through their modern art collection on the way to the Chapel. Most people around us

were rushing past to head toward the chapel, but my husband and I took our time, and to our pleasant surprise, stumbled on two Dali paintings in their modern collection. The Sistine Chapel was intense as always. However they have recently cleaned the grime, smoke, dirt, and whatever else 500 years will put on a ceiling. The colors were so bright and rich, it's no wonder this ceiling is considered one of the greatest works of art. The square at the Vatican has also been restored. Last time I was there everything was surrounded by scaffolding, but now all the marble is clean, and the statues of the saints restored.

For a little more art and a little less architecture, take the bus to the Borghese Museum. This is another fancy building, filled wall to wall with paintings, sculptures, antique furniture, mosaics, and ancient pottery and art. The highlight here would be the marble statue of the flight of Daphne, called *Apollo and Daphne* by Bernini. It's a beautiful larger-than-life figurative marble of Apollo chasing Daphne, and Daphne's escape by turning into a laurel tree. This is a true delight for any artist, but particularly for anyone who loves surrealism. I look at this work as a predecessor and inspiration to the movement. The museum also features Bernini's *David* and many other works that would be recognized by anyone who has skimmed through a history book. The walls and floors and ceilings are literally covered in art. Faux finishing on the walls, gilded molding, textured ceilings, is almost overwhelming. Take your time, and spend all day in order to see everything.

Stop at the Piazza de Navarro just before noon and walk the entire square. There are three beautiful fountains, cafes all around, and lots of local artists selling their paintings of the scenery.

Wherever you are staying there is sure to be a cathedral or basilica around. Stop in and take a peek. We stayed a few days in a convent across from St. Andrew's Basilica, a church not listed on any tour from what we could tell, but when we walked in we were delighted to have an entire cathedral of beautiful artwork to look at all to ourselves. Just remember: keep quiet, cover your shoulders, take off your hats, and no flash on the camera. Most churches we walked into also had little boxes to put Euros in, in exchange for a postcard or photograph of the interior.

Take a day or two to just lounge in a cafe, bring you sketch book and people watch. There is a subtle pride displayed in the locals as they walk the ancient cobblestone streets in their designer shoes, bustling through as though they were in New York. Order a cappuccino, a focaccia, and in the afternoon some gelato. My husband and I did our best to fit in, dressing up, ordering in Italian, and following the Italian daily routine. Attempting to experience the culture while touring all the sights really helped us understand it a little better, and helped me get a little closer to answering the question: How did they create such beauty?

Come by the UnProfessionals Show in September to see some of the photographs from the trip.

Written by Jackie Bell

## A Must See...

Day of the Dead at the Pomona Public Library Gallery Wall. Lisa Cabrera will have 12 colored pencil

and mixed media pieces during September and October.

## Call To Artists:

Calling All Artists – The PVAA Christmas Show is coming in December. Call DJ Hermansen for information and fees (760) 249-5713.

**CABRERA'S Gallery,**  
637 W. Second St.  
Pomona, Ca.  
(909) 230-1926

Cabrera's Gallery Is looking for artists to display in her gallery on Second Saturdays. No fee to hang/display. There is a 25% commission if the work sells. Call Lisa to set an appointment for an interview.

**Vickie Carman Gallery,**  
635 W. Second St.  
Pomona, Ca.  
(909) 636-3447  
Call after 6 pm for an appointment

The Vickie Carman Gallery is looking for artists to display in her gallery on Second Saturdays. No fee to hang/display. There is a 25 % commission if the work sells.

Call Vickie to set an appointment for an interview and to show her a sample of your artwork.

## Welcome New PVAA Members

Gomez Family  
(Corinne, Rob & Alyssa)

Miki Paris

Tracy Lea Pritchard

# Pomona Valley Art Association 26<sup>th</sup> Annual Open Juried Show

*Call for Artists*

*October 2007*

**Show opens Saturday, October 13, runs through October 27**

## Eligibility

Any artist may enter up to three (3) pieces of original design, completed within the last 6 years. Work must be the original creation of the artist. Teacher-assisted class work, crafts, copies of portraits, copies of others' artwork or copyrighted photos other than those by the artist will not be accepted for judging. Artwork must be of such a nature as not to offend the sensibilities of the public. Work must not have been previously entered in any PVAA Open Juried Show where it has won an award.

## Categories

1. Oil & acrylic
2. Watercolor & acrylic under glass
3. Mixed media, pencil, pastel, printmaking
4. Graphics, computer-generated and enhanced photos
5. Photography, both conventional and digital
6. Ceramics, pottery, sculpture, 3D & assemblage
7. Jewelry, enamel, cloisonné, glass, stained glass
8. Student 18 and younger \*\*

**We reserve the right to change or combine categories.**

## Specifications

Two-dimensional artwork shall not exceed 36 inches framed, in any direction. Larger pieces of artwork may be considered and accepted for an increased fee of \$3 per additional square foot, and must be pre-approved by the show coordinator, Lucien Van Oosten. All work that is not free-standing **must** be prepared for hanging with screw eyes and wire attached only. (Other hanging devices will not be accepted: No exceptions). Work must be clean, dry, properly framed or have edges painted ready for presentation. All work except for paintings on canvas or other suitable material must be under glass or plexiglass. Pencil, photos & digital, computer generated artwork, etc. must be under glass or plexiglass. No exceptions. 3-D works are limited to a base size of 24 inches in any direction, and may be no taller than 36 inches. Larger pieces of artwork may be considered and accepted for an increased fee and must be pre-approved by the show coordinator Lucien Van Oosten.

## Take in and Entry Fee

### Take-in:

Take-in dates will be Friday, October 5, from 11 a.m to 5 p.m. and Saturday, October 6, from 11 a.m. to 5 pm. at Progress Space Gallery, 300-A So. Thomas St., Pomona, CA. 91766. (909) 469-1599.

### Fees:

PVAA Members: \$12.00 per entry, non-PVAA members: \$17.00 per entry. Students (18 and under): PVAA members \$9.00, non-members \$10.00 per entry. All checks are payable to PVAA and are non-refundable. Acceptance of the artwork into the show is at the discretion of the jurors. Entries juried out of the show must be picked up Thursday, Oct. 11 or Friday, October 12, between 11 and

4 p.m. Artists will be notified if their work is juried out of the show.

**Work juried out and not picked up on the dates stated will be charged a \$3.00 a day storage fee.**

### Judging:

All work accepted by the jury panel will be judged by a separate judge or panel of judges. All decisions by these judge(s) for the awards will be final, and cannot be disputed.

## Artists Reception and Awards Ceremony

### Artist Reception:

Second Saturday, October 13, from 6 to 10 p.m.

### Awards Ceremony:

Saturday, October 27, from 2 to 4 p.m.

### Artwork Pick Up Dates

**Saturday, October 27, from 4 to 6 p.m. and Sunday, October 28, from 11 a.m. to 6 p.m.**

Artwork not picked up by 6 p.m. Sunday, October 28, will be charged a \$3.00 per day storage fee. Any artwork not picked up by 4 p.m. on November 3rd will become the property of the PVAA and will be raffled off at the December Holiday Show to be held in Progress Space Gallery, and the monies made will be donated to the Progress Gallery improvement fund.

Awards not picked up at the awards presentation or by 6:00 p.m. on Sunday Oct. 28, will become a donation to the PVAA, and will be raffled off at the December Second Saturday art walk.

### Sales, liability, reserved rights.

All works are to be considered for sale at price indicated unless marked

NFS. PVAA will retain a 20% commission on all sales.

Every reasonable care will be taken to assure proper handling of the entries so they are not damaged. Neither PVAA nor their docents, assumes any responsibility for damage or loss of the artwork entered into this show. Submitting an entry into this show shall imply that the artist/entrant understands and agrees to these terms. PVAA reserves the right to reject any artwork not meeting the requirements herein and all decisions of the jury will be final. In addition, PVAA reserves the right to reject any artwork that creates a liability or safety hazard to the public.

### Awards

**Best of Show: \$200.00**

**1<sup>st</sup> place (each category): \$100.00**

**2<sup>nd</sup> place (each category): \$75.00**

**3<sup>rd</sup> place (each category): \$50.00**

Honorable mentions and additional awards will be given at the discretion of the judges. (Last year we had numerous awards donated by local and art-related businesses.)

\* \* Student awards will be: 1<sup>st</sup> place \$50.00, 2<sup>nd</sup> place \$30.00 and 3<sup>rd</sup> place \$15.00. There must be a minimum of 20 entries in the student category for these awards to be given in their entirety.

### PVAA Membership

PVAA membership is available at take-in. Annual dues are: \$20.00 single, \$24.00 couple, \$28.00 family, \$8.00 student (student 18 and under). Membership benefits include discounts on show entry fees, and can be applied to this show if you join during take-in.

Complete and attach to  
Upper right back of entry

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Phone: \_\_\_\_\_

Title: \_\_\_\_\_

Medium: \_\_\_\_\_

Price: \_\_\_\_\_ Category: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Phone: \_\_\_\_\_

Title: \_\_\_\_\_

Medium: \_\_\_\_\_

Price: \_\_\_\_\_ Category: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Phone: \_\_\_\_\_

Title: \_\_\_\_\_

Medium: \_\_\_\_\_

Price: \_\_\_\_\_ Category: \_\_\_\_\_

ENTRY FORM  
Complete and Return with  
entry fee

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Phone: \_\_\_\_\_

Title: \_\_\_\_\_

Medium: \_\_\_\_\_

Price: \_\_\_\_\_ Category: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Phone: \_\_\_\_\_

Title: \_\_\_\_\_

Medium: \_\_\_\_\_

Price: \_\_\_\_\_ Category: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Phone: \_\_\_\_\_

Title: \_\_\_\_\_

Medium: \_\_\_\_\_

Price: \_\_\_\_\_ Category: \_\_\_\_\_

# CALL FOR ENTRIES!

**Pomona Valley Art  
Association  
26<sup>th</sup> Annual  
Open Juried Art Show**

This annual Exhibition is open to  
all artists

We invite you to be a part of one of the  
oldest, largest and most prestigious art shows  
in the Inland Empire. Join hundreds of local  
artists from Southern California, young and old,  
up-and-coming and already famous, in  
celebrating, sharing and displaying some of the  
very best artwork produced in the Southern  
California region.

## The Judges

This year's judges are well-respected  
accomplished artists and teachers:  
**Dyane Duffy** – has an MFA from Claremont  
Graduate University  
and teaches painting and drawing at  
Citrus College in Glendora.  
**Ada Pullini Brown** – has an MFA from the  
University of Houston  
and is currently teaching painting and drawing  
at  
Rio Hondo College.

### Categories

1. Oil & acrylic
2. Watercolor & acrylic under glass
3. Mixed media, pencil, pastel, printmaking
4. Graphics, computer generated and enhanced photos
5. Photography, both conventional and digital
6. Ceramics, pottery, sculpture, 3D & assemblage
7. Jewelry, enamel, cloisonné, glass, stained glass
8. Students 18 and younger \*\*

We reserve the right to change or combine  
categories.

I, \_\_\_\_\_  
understand and agree with the rules and  
requirements set forth in this prospectus  
regarding the Pomona Valley Art  
Association 26<sup>th</sup> Annual Open Juried Show.

Signature

Date

## Critique Corner:

### Article 1

Welcome to **Nancy Colburn**  
Best Wishes to **Jackie Bell**

Will people please stop picking on **President Lucien**. I've been a member of PVAA the last eighteen years and Lucien is the most energetic officer we've had spending so much time working and thinking of ways to improve PVAA.

Thank You,  
Shirley Geddes  
(Non-artist)

P.S. I wouldn't know a Pointillism if it came up and bit me, and don't care.

### Article 2

Regarding **Ann De'Fame's** comments in Article Three in the July/August Newsletter:

I'm offended by the comparison of the PVAA to an "uncivilized third world Africa country". It shows a type of narrow minded, arrogant ignorance that is truly exasperating. There is war and conflict all over the world, certain people in the world finds the "first world" morally uncivilized and repugnant. Living in this country and traveling to other countries has taught me to be grateful for what I have and to respect the profound suffering of others.

Uwi Moore

## Monthly Show Winners

**Congratulations to the  
August Monthly Show  
"Patterns & Textures"  
Winners:**

Congratulations to our **First Place** winner **Carolyn Cunningham** for her watercolor "Wash Day." **Second Place** goes to **Raul Aguila** for his oil titled "Mi Patria." The **Third Place** winner is **Zurama Johnston** with her watercolor "The Bedroom."

**Jan Wright** captured **First Place** for **Photo** titled "Double Vision" **Honorable Mention** goes to **Carolyn Cunningham** for her **Untitled** photo.

Thank you to everyone who participated. "Shades & Shadows" is the theme for September. Be sure to bring in your entries on the first Saturday of the month.

To see the details about our monthly show, take a look at our calendar on page 7.

*Wash Day by Carolyn Cunningham*



## About the Judge

Ms. Anna Esquivz, owner and operator of Galeria Rustica Boutique, located at 320 South Thomas Avenue, Pomona, Ca 91766 is our judge this month. Ms. Esquivz is an art lover of many different types of art. Her favorite subjects were always Art and P.E. Anna grew up in Echo Park, and has always lived in California.

She enjoys judging different artists' work because of the feeling that the art evokes in her.

"Sometimes you just get a feeling from a particular piece...and it just calls you."

Please visit her beautiful shoppe located upstairs directly above our gallery. She is open Tuesdays through Saturday from 11:00 AM until 6:30 PM. Anna is also open every second Saturday from 11:00 until 9:00.



*Double Vision by Jan Wright*

## Reality TV and PVAA

MTV's reality show: "Real World" will be featuring 3 of PVAA member Jacqueline Bell's sculptures on set for the entire upcoming season. "Real World" is long running, considered the first reality show on TV, premiering in 1992. They cast 20-somethings from all over the country to live in a shared space for several months. The 20th season of the show will take place in Hollywood, with the theme of Green (earth-friendly). Jackie's sculptures were chosen due to their organic subject matter, as well as their use of recycled and left-over scrap materials. On display will be *Composition Study* ( a mix of linear elements made from copper, supporting the severed piece of framed glass from a lamp shade), *Geometric Composition #1* (lines and shapes made from scrap silver, along with tourmaline beads), and *Constellation* (a mix of scrap copper supporting a half circle of clear resin; the resin contains cubic zirconiums in the form of constellations).

Jackie Bell

## Create a Members Award

Ever wondered what the judges were thinking while judging artwork displayed in both our Monthly Themed Art shows and our annual Open Juried show? This is your opportunity to find out. You be the judge and give an award.

Here is how it works, donate a minimum of \$20.00 cash or art-related merchandise, or a gift card in your name, in a loved one's name or

from a local business and you can come to the open juried show on Monday, October 8, between 4 and 7 pm and chose who will get your donation as an award. On Monday you will be given a form and you must state why you awarded your prize to the specific piece of artwork (a sentence or two). We will print your reasons and place it with the artwork with an Honorable Mention ribbon.

All you need to do is fill out the form below and then come by on Monday, October 8 between 4 and 7 and give the award, fill out your reason and we will print and supply the certificate that names you as the judge and the award giver.

I \_\_\_\_\_  
wish to give an art award in the PVAA October annual Open Juried Art Show; my award will be in the form of cash, merchandise or gift card (please describe the award here):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I would like the award to be given in the name of: \_\_\_\_\_

Please send a check payable to PVAA along with this form to:

Lucien Van Oosten  
421 E. Ada Ave.  
Glendora, CA 91741  
Attn: award OAOJS

Questions call Lucien (626) 841-0824  
Email: [vogaruda@earthlink.net](mailto:vogaruda@earthlink.net)

## PVAA Satellite Gallery

The Gallery is available/accessible to all PVAA member artists for them to display their artwork for a

reasonable monthly fee. The advantage of this gallery is that it is located at Persnickity Antiquity, 180 E. Second Street, Pomona, Ca. 91766. Open 6 days a week; closed Tuesday. It is on the ground floor, in the Antique Row area of downtown Pomona. PVAA members will not be required to act as docents at this gallery.

If you are interested, contact Lucien van Oosten by either:

Email: [vogaruda@earthlink.net](mailto:vogaruda@earthlink.net) or  
Phone (626) 481-0824

He will send you all the information on cost and display guidelines.

## Gallery Parking

Tired of moving your car every 2 hours Thursday thru Saturday? We have a solution. One block away on the corner of 3<sup>rd</sup> and S. Main St. is All Day Parking for \$1.50 Monday thru Friday. No charge for Saturday or Sunday. Just make sure you don't park in spots marked "PVT PKG". There is a yellow ticket box located in the lot to purchase your ticket to place in your car window.

## Progress Space for September

### UnProfessionals to Hit the Progress Space in September!

Real Artists.  
Real World Experience.  
Real Artistic Passion.

Featuring the artwork of PVAA Members Diane Prozeller, Stephanie Tourteloutte, and Jacquelline Bell Johnson.

Gallery Reception September 8th 2007 from 5pm-10pm.



# 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.

## Schedule for 2007 Gallery SOHO Monthly Open Art Shows & Sale

September <b>Shades &amp; Shadows</b> Sept. 6 to Oct. 5 Take in: Sat. 1, 11-4 pm <u>Reception:</u> Sat. 8 <b>Pick Up: Oct. 5 &amp; 6</b>	October <b>Dreamscape</b> Oct. 11 to Nov. 2 Take in: Sat. 6, 11-4pm <u>Reception:</u> Sat. 13 <b>Pick Up: Nov. 2 &amp; 3</b>	November <b>Recycled</b> Nov. 8 to Nov. 30 Take in: Sat. 3, 11-4pm <u>Reception:</u> Sat. 10 <b>Pick Up: Nov. 30 &amp; Dec. 1</b>	December <b>Color Of Winter</b> Dec. 6 to Jan. 4 Take in: Sat. 1, 11-4 pm <u>Reception:</u> Sat. 8 <b>Pick Up: Jan 4 &amp; 5</b>
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- \* PVAA welcomes all artists to display and sell their art at our monthly Art Show and Sale.
- \* All media welcome.
- \* Awards: \$25 for 1st, \$15 for 2nd, \$10 for 3rd. Photo ribbon given if show contains 5 or more photo entries.
- \* Limit 3 entries per person...\$10 ea. or 3 for \$25 for PVAA members, \$12 ea. for non-members, \$6 ea. for students.
- \* An All-Artist reception occurs on the 2<sup>nd</sup> Saturday of each month from 6-10pm.
- \* 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 taken).
- \* All fees are due at take-in or piece will be rejected. No Exceptions.
- \* Also PVAA retains a tax-deductible donation of 20% on all sales.

If you would like to respond to or submit any articles, offer your opinions or corrections, inform us of your achievements, or tell us what's happening in your neck of the woods, please do.

You can submit through email: ( [Nancy@pvaa.net](mailto:Nancy@pvaa.net) ), snail mail: PVAA/Gallery SoHo, Attn: Nancy Colburn, 300-A South Thomas Street, Pomona, CA 91766, phone: 909-469-1599, fax: 909-393-4740, or in person: drop off your submissions at Gallery SoHo, ask the person behind the desk to place them in my folder.



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 Permit No. 101

\* Gallery SoHo

**POMONA VALLEY ART ASSOCIATION**

and **Gallery SoHo**

300-A South Thomas Street

Pomona CA 91766

Phone: (909) 469-1599

S E P T E M B E R      2 0 0 7      N E W S L E T T E R

**Pomona Valley Art Association  
 Membership Application**

Please complete this form and mail with your payment to:

PVAA 300-A South Thomas Street, Pomona, CA 91766 Attn: Linda Hauser

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

- |     |          |            |     |         |                    |
|-----|----------|------------|-----|---------|--------------------|
| ___ | \$125.00 | Lifetime   | ___ | \$28.00 | Family             |
| ___ | \$100.00 | Patron     | ___ | \$24.00 | Couple             |
| ___ | \$50.00  | Sponsor    | ___ | \$20.00 | Single             |
| ___ | \$35.00  | Sustaining | ___ | \$6.00  | Student (under 18) |

Please indicate your areas of interest: \_\_\_\_\_