



ARTalk

A publication of the Simi Valley Art Association

M A R C H 2 0 2 3

President's message



Dear Members,

I'm pleased to announce that Helane Freeman, member and renowned artist will perform a demonstration for us on Thursday, March 16th @ 6pm, held at the Rancho Simi Recreation and Park District Activity Center. If you haven't seen Helane demonstrate her artwork before, I strongly recommend you join us. She is an award-winning artist and excellent instructor. We will have refreshments and a brief update of events coming up, so please make sure to attend. Family members and friends are also welcome to attend.

Important dates for our upcoming People's Choice/Members Only Art Show has been sent to members, along with the prospectus which includes all the information. If you have not received the prospectus, please visit our website, where you can find it and sign-up. If you have never submitted art to an art show before, this is a great show to participate in, because your artwork is seen and judged by popular vote of the people. In past shows, hundreds of votes were casted by the public. If you are not a member or know someone who may want to be a member, join us now. Anyone can sign-up as a member, up to the day of take-in for the show, which is Friday, March 31st. Our reception for the show is on Sunday April 16th from 1pm- 4pm. This year is SVAA's 60th anniversary, so in addition to announcing the winners, we will be celebrating this special occasion as well. There will be refreshments and interesting displays of the history of SVAA, the Simi Valley Art Association.

If you have not renewed your membership yet or want to be a member, please visit our website: www.simivalleyart.org or contact Jason Lubas at mastersketcher@gmail.com. Thank you to those members who have renewed their membership for 2023. I would also like to welcome a new member, Jim Keppler. Thank you, Jim, for joining and supporting our association!

Congratulations to Carmen Lamp, a member and our Recording Secretary, who has been nominated Artist of the Month! Carmen is an award-winning, highly skilled artist who creates stunning art. She is actively involved as a board member of other art associations and art affiliates as well. To say the least, she stays very busy. With all that she does along with her busy career, she still devotes her most precious time to her lovely family! Congratulations Carmen!

Tom

Art Technique-

Aquatint is an intaglio print-making technique, a variant of etching that produces areas of tone rather than lines. For this reason it has mostly been used in conjunction with etching, to give both lines and shaded tone. It has also been used historically to print in color, both by printing with multiple plates in different colors, and by making monochrome prints that were then hand-colored with watercolor



Happy Birthday

• **Tom Evans - March 13**

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Upcoming SVAA Events

- **General Meeting & Artist Demo by Helane Freeman**

Thursday, March 16th @ 6pm

Location: Rancho Simi Recreation & Parks District Activity Center, 4201 Guardian Street Simi Valley

- **2023 People's Choice / Members Only Show**

(Also Celebrating SVAA's 60th year Anniversary)

For more vital information and prospectus please go to our website @ www.simivalleyart.org

Entry Fee: \$10 for 1st entry and \$5 for each additional; maximum of 3 entries

Important Dates:

Take-in: Friday, March 31, 4pm to 7pm

Show Opens/

Public voting starts: Saturday, April 1

Public voting ends: Friday, April 14

Reception and

Awards Ceremony: *Sunday, April 16, 1pm to 4pm (announcement of awards 2pm)*

Show Closes: Friday, April 28

Pick-up: Friday, April 28, 4pm to 6pm

*** WE NEED VOLUNTEERS FOR TAKE-IN, SETTING UP GRIDS, HANGING ART AND RECEPTION.
PLEASE CONTACT DONNA SNYDER AT: 805-527-6797 knollsfolly@icloud.com as soon as possible
as she will need time to coordinate who will be doing what tasks. ***

Other Art Shows nearby:

- **Thousand Oaks Art Association 2023 Open Juried Art Show:**

- **Entry deadline:** 3/31/23

- **Take-in:** 5/1/23

- **Pick-up:** 5/27/23

- **Westlake Village Art Guild 2023 Open Juried Art Show:**

- **Entry deadline:** 4/22/23

- **Take-in:** 6/1/23

- **Pick-up:** 6/28/23

Opportunity

Rancho Simi Recreation and Park District is looking for an art instructor to teach at the Simi Valley Senior Center. Open to a wide range of mediums. Previous art instruction/teaching is preferred, but not necessarily required. For more information please contact Bryan Horstmanshof: bryanh@srpd.us or by phone at (805) 584-4443.



Helane Freeman-Artist Demonstration (March 16th)

Drawing is Helane Freeman's forté; she is an illustrator at heart. A distinguished student, Helane graduated from Art Center College of Design with honors in Illustration. Her uncanny ability to turn paint, pencil and pixels into emotion, movement and perspective comes from her artistic lineage, traceable to Leonardo da Vinci via master/apprentice relationships. She has shared her lineage and inspired other artists by teaching anatomy figure drawing at the California Art Institute.

At the age of 14, Helane began selling her paintings, and her work soon adorned the walls of local banks and several neighborhood businesses. During her career as an illustrator and art director, Helane has worked on over 100 record album covers, including Frank Sinatra - Radio Years and NWA's Straight Outta Compton, named one of the 25 best album covers of all time by Digital Arts Magazine. Helane has earned six RIAA Gold and Platinum Albums, a Hollywood Reporter Key Art Award for ad design for the film Dumb and Dumber, and numerous other awards and accolades.

Helane's flexibility is astounding. In addition to her own well-developed style, she can mimic some of the world's most famous artists, from Norman Rockwell to Roy Lichtenstein. Helane's drawings and paintings don't simply evoke other artist's styles; she's so accurate in her impressions, Disney's legal department once took three days to verify that her commissioned Jackson Pollock-style painting was an original work and not a direct copy of an actual Pollock piece!

Helane received the rare honor of having her work proudly displayed in the Smithsonian Institution as part of its Priority Records "The California Raisins" exhibit, now part of the museum's permanent collection. She has also been commissioned to draw many celebrity likenesses; her pictures of Charlie Sheen and Oprah Winfrey each received first-round approvals on the spot from Charlie and Oprah themselves!

Helane is adept at creating illustrations across all forms of media, from traditional oil-on-canvas to airbrush to digital drawing on her state-of-the-art Cintiq. No matter how large or small the job, Helane is always on time and on budget - with a smile!

SVAA Members' Artwork

If you have art you would like to share in next month's issue, please don't hesitate to contact Persy Evans at: Persy9@gmail.com or any of our Board Members.



Helle Urban
Riposo in Savoca, Sicily
Oil, 16" x 20"



Helle Urban
Snack Time, Oil, 8" x 10"



Jim Keppler
Bird of Paradise, Acrylic, 8" x 10"



Jim Keppler
Lavender, Acrylic, 8" x 10"



Sandra Keppler
Coastal Paradise, Metal print 10" x 14"

Artist of the Month

Carmen Lamp

I discovered my passion for painting the same year that my mother passed away. She too was passionate about painting, particularly in oils, and although I had always admired her work, I was never able to paint alongside and learn from her. When she passed, her paints, brushes, canvases, and easels were given to me and somehow, I felt that her passion was too. In a way, painting is one way that I can honor her memory.

I initially began with oil painting, then became 'hooked' on pastels, and have recently returned to oils with experimentation on oil paint atop acrylics. Although I find a blank canvas initially daunting, I do enjoy watching it evolve and unfold through the process of constant working of color, light, mood, and contrast. I try to start each painting by ensuring that whatever captured my attention in the initial photograph is maintained and done justice in the final painted piece. With a background in biological science, I also enjoy painting cellular images or conveying topics of scientific interest. Every piece of art is a learning and discovery process that brings me great joy and satisfaction. And with every project, I realize how much I've learned and how much more there is to learn.

I am privileged to have the opportunity to collaborate with other artists who, over the years, are now wonderful friends and colleagues. I am currently a Board member of the Simi Valley Art Association, the Thousand Oaks Art Association, and the Pastel Society of the Gold Coast. I am also an active member of the Westlake Village Art Guild. Over the past few years, I have also served as a judge for the recipient of the Arts Council of Conejo Valley Legacy Scholarship.



Library venue

This is a good opportunity to display your art!!! We are looking for members interested in doing a "solo art exhibition" at the Library. The exhibit will change every two months. The library committee will do all the work. All you have to do is drop off and pick up your artwork. Your art must be properly framed and wired. No saw-tooth hangers.

The next change out date will be Thursday, March 23 at noon. But if we don't have a member interested in doing a solo exhibit, then we will go back to exhibiting all member's art. If you are interested in having your own exhibition, go to this link for more information: <http://www.simivalleyart.org/library-display.html> or contact our treasurer, Terry Walson, at trwalson@hotmail.com if you have any questions.

SVAA Members:

We take pride in our members and want to congratulate and acknowledge you and your achievements, by including you in our newsletter. Let us know if you were juried in, won an award, or are having a show or speaking/demo engagement. Email: Persy9@gmail.com and type "Newsletter Submission" in the Subject line. Newsletter submission must be made by the 20th of the month. Forwarded emails or emails without subject may not all be opened due to internet security reasons and spamming.

SVAA Facebook:

Like us on Facebook. Feel free to comment on our posts or "Share" posts from our Facebook Page timeline to your own timeline or your friends'. You can also Share our posts as a Facebook message. To visit our facebook <http://facebook.com/SVAAINC>.

Members interested in having photos of your artwork on facebook or website, please contact Terry Walson [@trwalson@hotmail.com](mailto:trwalson@hotmail.com)

Alumni News

SVAA 60th Anniversary celebration is on Sunday, April 16, 1pm to 4pm
(along with the People's Choice awards ceremony & Reception)

MEMBERSHIP

Membership renewal is due. We rely on our members to be active as soon as possible because we believe in our goals to enrich our community with the beauty of art and the people who creates art. So please renew if you haven't already done so, as we need your presence and participation to continue our efforts.

We also would like everyone to submit a new membership form with your current contact and birthday information (mm/dd). Membership information can be found online at our website: www.simivalleyart.org

COMMITTEE MEMBERSHIP UPDATE:

The Board needs committee volunteers. Please sign up because your help is vital. Thanks to all who have signed up and please contact any Board member or Committee chairs for questions.

MORE MEMBERSHIP INFORMATION:

Our fees are \$40.00 for yearly dues with \$20.00 for the second family member. Students are \$20.00 for the year. Membership dues are non-refundable. A donation of \$5.00 for members, \$7.00 for non-members and \$3.00 for students (unless accompanied by a paying adult, in which case demo fee is free) will be requested at the door for the quarterly art demonstration and general meeting.

"Art should be something that liberates your soul."

-- Keith Haring