



# ARTalk

A monthly publication of the Simi Valley Art Association

M A Y 2 0 1 4

## President's Message



*Greetings! Our April's general meeting was one of the most fun I can remember in a long time. Chuck Kovacic, equal parts comedian, instructor, and very talented artist gave a lively demonstration filled with information for the plein air artist. Lucky Sherri Trout won his amazing door prize! Thank you Chuck for a wonderful evening! Thanks also to Stella Kwan for the amazing snacks! You spoiled us!*

*In May, we are again having a wonderful demonstration. We will have a live figure drawing demo/class with Halene Freeman who teaches at the California Art Institute in Westlake Village and has created the art for hundreds of album covers and the California Raisins. She will bring a live model and as this is an interactive demonstration, do bring your sketching supplies. We will have the library all set up like a classroom so there will be plenty of room for you to set up and draw.*

*The People's Choice Award show is coming up. Voting is on May 3rd and 4th. Please tell your friends to come on up and vote for their favorites. We also have our new category, Re-Mastered this year, and are hoping it will become a permanent part of our show-schedule. We will have the event posted on the Town Center's Facebook Page and in the mall office. We will need some extra help in the gallery that weekend; we want some lively folks to walk about the mall and hand out flyers so that customers will come in and vote. It gets the SVAA more visibility and will be fun!*

*On a note: The library asks that we be finished and out of the room by 9:00pm. I would like to ask that all our members please arrive a few minutes before 7:00 to socialize and so that we can start on time. I see that our members are beginning to wear their creative name tags. They look awesome and get you a free raffle ticket for the drawing. I hope we see more with each coming meeting.*

*I won't be at the general meeting in May, but I hope to see many of you at the People's Choice Awards and on Scholarship Night in June.*

*Thank you!*

*Katy Kearny  
President*

## EXECUTIVE BOARD

*President*

**Katy Kearny**

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katyshopgirl@yahoo.com

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(Open)

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*Coordinator*

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*Newsletter Submissions*

svaaprints@gmail.com

## ART DEMOS at a GLANCE

- **May 15 Thurs - Helene Freeman** - The Figure Drawing Experience (Live model and instruction) - Attendees are encouraged to bring sketching tools
- **June 19 Thurs (SVAA Gallery, Simi Town Center) - James Wisnowski** - Composing a Successful Painting

For further info call Katy Kearny, 805-579-9199 or email the Board at [svaaprints@gmail.com](mailto:svaaprints@gmail.com). Demos/General Meetings held usually on 3rd Thursday of the month, 7pm. now at Simi Valley Public Library Community Room, 2969 Tapo Canyon Rd.

# GUEST DEMO ARTIST

**7:00 pm on Thursday, May 15, 2014, at the  
Simi Valley Public Library Community Room**

For further info contact Katy Kearny at 805-579-9199

**Helane**  
*Designs*

Helane Freeman  
**818.889.9344**

cell: 818.571.3556

web: [www.HelaneDesigns.com](http://www.HelaneDesigns.com)



Attendees are encouraged to bring sketchbooks and drawing materials for the interactive session.

## The Figure Drawing Experience (Live model and instruction)

*Helane Freeman, a multiple award winning artist, is a native of Westlake, California. She discovered her love of art at 14 and attended the Art Center College of Design in Pasadena. There she studied with local artist and instructor Carol Heyer. Upon graduation and knowing she wanted to stay in Southern California Helane concentrated on entertainment type art work. She received her first big break working for Priority Records where she designed over 100 record album covers for them. She illustrated 3 California Raisins album covers and her work on that project hangs in the Smithsonian in Washington DC. Helane is the talent behind illustration art work for Schindler's List, Jurassic Park, Dumb and Dumber and many Disney Channel T.V. shows. She currently illustrates for Anger Management with Charlie Sheen and teaches illustration at the California Art Institute in Thousand Oaks.*

# GALLERY NEWS

From Gallery Coordinator: Michelle McGrath 805-526-6897  
email mcmichelleart@roadrunner.com

## *From Our Gallery Coordinator, Michelle McGrath:*

*The Simi Valley Art Association Gallery is excited to present our Annual People's Choice membership Show the month of May. The public is invited to vote for their favorite artwork and has a chance to win artwork or other prizes. We have an additional category called "Re-Mastered". We have always been inspired by the old Masters but now our members have a chance to tackle one and enter it in the show. A must-see exhibit this month at the gallery to compare the original with the recreated one by our members and you're invited to vote on your favorite (May 3-4). A couple of special holidays are coming up so keep us in mind for original artwork, cards and unusual items from one of our local artists for your special one and remember a portion of the sales goes to the SVAA Scholarship fund which is awarded in June. We do appreciate the Simi Valley Town Center for their support in allowing us to use space 140 and of course our viewers who continue to visit our gallery to view the lovely artwork from our amazing artists.*

*Thank You*

*Michelle McGrath*



### **Reminder:**

*Gallery space requires sitting the gallery as well as being an active member in the association. Everyone needs to do their part, so that the gallery does not become a burden for a few, but a pleasure for all.*



## **[www.simivalleyart.org](http://www.simivalleyart.org)**

**From our webmaster, Barbara Burde:**

New members who would like to add links to their personal websites or upload some art works to the SVAA Members Page, please contact our Webmaster, Barbara Burde at hhkid76-wm@yahoo.com.

# PEOPLE'S CHOICE AWARDS SHOW (SVAA Members Only)

Saturday, May 4, 2014 Simi Town Center Gallery



It's time for our ever popular People's Choice Awards show again, where the people vote on their favorite works of art! We have added another category this year.

• Category 1 is our general category. Each artist may bring in any painting(s) of their choice for judging, limit 3. The entrée fee is \$10.00 for the first artwork and \$5.00 for each additional.  
1st Prize - \$75.00

• Category 2 is called "Re-Mastered". It is your chance to re-work a famous piece of art and make it your own! Each artist may submit 1 piece of art in this category. The entrée fee is \$10.00.  
1st Prize - \$50.00

We are also looking for prizes for our raffles. We had an amazing selection last year of small artworks, art supplies, books, and gift cards. We appreciate your donation!

This year the show will be advertised on the Simi Valley Town Center FB page, the Acorn and other local advertising venues. Please tell all your friends and post on your social media sights. Thanks for your participation!

Specifications: Dry, properly framed and wired, no saw-tooth hangers. Original work ( no reproductions ). Nothing larger than 38 x 36, portrait orientation, as there is limited hanging space. Only family- friendly artwork will be accepted. NON-COMPLIANCE of these rules may disqualify entry.

ANY ARTWORK SOLD, SUBJECT TO 10% COMMISSION TO SVAA. Simi Valley Art Association Inc., reserves the right to photograph entries for the purposes of documentation, education, and publicity.

Take in Date: Friday, May 2nd, 4-7pm  
Show Dates: Saturday May 3rd and Sunday May 4th  
Reception and Awards Party: May 15, 7pm SVAA Gen. Meeting  
Take Down Date: May 31

## Congratulations...

- **Donna Snyder** won 2nd Place for her Oil painting, "Very Pink Roses" at the Camarillo Art Center's Members and Friends Show that runs through May 4.
- **Congratulations to Stella Kwan and Katy Kearny** for their awards at the Westlake Village Art Guild Open Juried Show. **Stella** won 2nd Place in the Watercolor category for her painting "Tiger Mom" and **Katy** won 2nd Place in the Mixed Media category for her painting "9/11- By the Numbers.." Kudos to the SVAA members who also got juried into the show: **Lisa August, Pat Duggan and Anthony Verity.**

SVAA Members: We take pride in our members and by that we want to be able to congratulate and acknowledge you and your achievements in our own little way by including you in our newsletter. Let us know if you got juried in or won an award or if you are having a show. Email: [svaaprints@gmail.com](mailto:svaaprints@gmail.com). Place "Newsletter Submission" in the Subject line. Forwarded emails or emails without subject may not all be opened due to internet security reasons and spamming.

## OPPORTUNITIES

- **SVAA members** interested in joining the rotating art exhibit at the Simi Valley Library, should sign up at the next SVAA general meeting on May 15 .
- **Rancho Camulos Plein Air Day** - Space is limited to 50 artists, so reserve early. Cost: \$25. Reservations will be accepted up to Wednesday, May 14th if space is available. Please provide your name, address, email and phone number to: [garyhill8@msn.com](mailto:garyhill8@msn.com) or phone Hillary at 805-832-9435 <tel:805-832-9435> . Checks or cash will be accepted upon arrival. See [www.ranchocamulos.org](http://www.ranchocamulos.org) for more info. In case of severe inclement weather, the alternate rain date will be Friday, May 23rd.
- **Channel Islands Maritime Museum's Plein Air Exhibit** May 3-June 30. Artists are invited to submit one piece of 2D work created on site, en plein air, in the outdoors. Maximum size with frame is 40 inches. Take -In is Apr 29-30, 9-5 PM, \$20 entry fee non-refundable. Reception is Sat May 10, 6-7:30..
- **37th Annual Art in the Park Fine Art Show Ojai.** Show 5/24 - Ojai Art Center or [entrythingie.com](http://entrythingie.com) has the info.

## April Demo with Chuck Kovacic



## WANT A FREE TICKET FOR THE DOOR PRIZE?

**SVAA members, have you heard?** Wearing a personalized name tag or badge to the general meeting will entitle you to one free ticket for the door prize drawings! Here are some name tags seen recently --



Alice Proffitt's and Donna Snyder's Name Tags

# LOCAL ART HAPPENINGS

• **Simi Valley Plein Air Artists Group** meets once a month. We will be meeting on May 12, 2014, at Elephant Rock at Sycamore Park, 9:00 AM to 12:30 PM. All skill levels are welcome. For more information call: Bobbi Yablow 818-645-4592 or Susie Tse 805-469-1968.

## CALL FOR FINE ARTISTS

The **11th Annual Thousand Oaks Arts Festival** will be held on September 20 & 21, 2014 at the City of Thousand Oaks Civic Arts Plaza and The Lakes of Thousand Oaks. This well attended event typically attracts 10,000 to 12,000 people over two days and has become one of the premier outdoor fine art events in the region.

The number of artist booths is limited to approximately 60 and

the event is typically "sold out." As such, artists are encouraged to apply early as postmark date is one of the criteria used by the Jury to select participants. Entries received by June 1, 2014 will enjoy the lowest entry fees.

For more information on the T.O. Arts Festival, visit <http://www.toartsfestival.com/> or feel free to call with questions. Craig N. Morton, Visual Arts Committee, 2014 Thousand Oaks Arts Festival, (818) 991-6158, [craignmorton@sbcglobal.net](mailto:craignmorton@sbcglobal.net).

## MEMBERSHIP INFORMATION

**MEMBERSHIP UPDATE:** Email [svaaprints@gmail.com](mailto:svaaprints@gmail.com) of any email/contact or address changes. The position of Vice President/Membership Chair is currently vacant so anyone who can volunteer to be Membership Coordinator is most welcome. Please contact a Board Member for more information.

**COMMITTEE MEMBERSHIP UPDATE:** Sign-ups in progress – Thanks to all who have signed up and please contact any Board member or Committee chairs for questions.

### 2014 SVAA COMMITTEES

#### • PROGRAM/SPECIAL EVENTS

(DEMOS/WORKSHOPS/PLEIN AIR/ART SHOWS, etc.):

CHAIR: \_\_\_\_\_

MEMBERS: David Deyell, \_\_\_\_\_

• **HOSPITALITY/RECEPTION/SET UP-TAKE-DOWN** (Gen. Meetings, Gallery/Special Events)

CHAIR: \_\_\_\_\_

MEMBERS: Catherine Gould, Purvi Pathak, Carole Robertson

• **PUBLICITY** (Press Releases/Web Site/Newsletter/Social Media – Facebook Page)

CHAIR: \_\_\_\_\_

MEMBERS: Bessie Jacinto, David Sgambellone, Olga Kaczmar

• **Press Releases /TV Ads** – Sherri Trout, \_\_\_\_\_

• **Webmaster** – Barbara Burde, Cathy Holcombe (Web) \_\_\_\_\_

• **Newsletter Editor** – Bessie Jacinto

• **Newsletter Designer** – Boi Sibug

• **Facebook/Social Media** –

• **PEOPLE'S CHOICE AWARD SHOW** (Annual Members Show)

CHAIR: Katy Kearny

MEMBERS: Donna Snyder, Kim Price, Catherine Symonds, Stella Kwan, Michelle McGrath

• **ANNUAL OPEN JURIED SHOW**

CHAIR: Donna Snyder

MEMBERS: Meli Calkins, Stella Kwan, Traci Nelesen, Kim Price, Catherine Symonds, Barbara Castillo, Michelle McGrath

• **FUNDRAISING**

CHAIR: \_\_\_\_\_

MEMBERS: \_\_\_\_\_

### MORE MEMBERSHIP INFORMATION:

Our fees are \$35.00 for yearly dues with \$15.00 for the second family member. Students will remain at \$15.00 for the year with a \$3.00 demo fee unless, accompanied by a paying adult - then they get in for free. **Membership dues are non-refundable.** A donation of \$5.00 for members and \$7.00 for non-members is requested at the door for the monthly art demonstration and general meeting at the Simi Valley Public Library Community Room. Membership form is now available for download at our SVAA website (<http://www.simivalleyart.org/membership.html>).

### MAGAZINE/BOOK/MATERIALS FUNDRAISER:

Do you have any old art books or magazines that you have read or no longer need? Or how about art materials that you know you won't use? Please bring them to our monthly meetings. We will have a table set up where members and guests can "buy" them for a donation. Clean out that clutter!

**BOARD MEETINGS:** Members are welcome to attend the monthly board meetings every 1st Wednesday of the month at the Simi Town Center Art Gallery at 6:30 PM. Please call any board member to confirm in case of any reschedules or agenda suggestions.

**SVAA Website:** To visit, go to:

<http://www.simivalleyart.org/>. There you can find information about our past, current and upcoming events, demos and meetings, guest demo artists, event calendar and schedules, members list, members' artwork, event photos, and other information you might need regarding our organization.

### SVAA Facebook, Twitter, and LinkedIn:

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 page go to: <http://facebook.com/SVAAINC>.

*Newsletter submissions must be made by the 20th of the month. Send your articles via email: [svaaprints@gmail.com](mailto:svaaprints@gmail.com). Place "Newsletter Submission" in the Subject line. Forwarded emails or emails without subject may not all be opened due to internet security reasons and spamming.*

**"Inspiration does exist but it must find you working." - Pablo Picasso**