



ARTalk

A monthly publication of the Simi Valley Art Association
J A N U A R Y 2 0 1 3

President's Message



Happy New Year! Thanks to everyone who helped make our holiday get-together a festive occasion. We were fortunate to have Magoo Valencia demo one watercolor landscape and two portraits of the lucky raffle winners, Cathy Gould and Frank McGrath.

The 2013 SVAA Board members will be installed at this month's general meeting: Bessie Jacinto, President; Barbara

Castillo, Vice President; Terry Walson, Recording Secretary; Donna Snyder, Treasurer; Don Ferre, Corresponding Secretary and Michelle McGrath, Gallery Coordinator. Membership renewals, applications and committee sign-ups are ongoing. Please sign up by February so we can get our planning done as early as possible. We start the year thanking the Simi Town Center for their support and the temporary gallery space as well as the Simi Valley Public Library for their Community Room that will probably be available for our use through June or until further notice. Any suggestions for new meeting and show venues, please let us know.

Our recent email poll regarding a proposed change in general meeting schedule drew around 20 respondents who mostly stated 2nd Thurs or 3rd Friday of the month is fine. However, the Community Room at the Library is not available on Thursdays until 7PM, which is too late for our setup purposes so we will continue meeting every third Friday of the month.

Other venues have been suggested but we would prefer cost-free alternatives as much as possible.

Please join us for our first meeting of the year and welcome our first guest artist Carol Steinberg who will demonstrate techniques in oil still life painting. Members are entitled to one free guest pass each for the year so do come with a friend or guest and indicate "Guest of [Member's Name]" next to your guest's name when signing the guest book.

Bessie Jacinto

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ART DEMOS at a GLANCE

Jan. 18 Carol Steinberg, Oil Still Life

Feb. 15 Bijan Fan, Paper Art/Sculpture

For further info call Bessie Jacinto, 805-583-3690 or email at bjacinto@bjacinto.com.

All demos 3rd Friday of the month, 7pm. Simi Valley Library Community Rm. at 2969 Tapo Canyon Rd except this December.

GUEST DEMO ARTIST

**7:00 pm on Friday, January 18, 2013, at the
Simi Valley Public Library Community Room.**

For further info contact Bessie at 805-583-3690

Carol Steinberg

Website: <http://www.carolsteinberg.com>

Email: Carolthesky@earthlink.net

Phone: (310) 837-6095

Steinberg has exhibited nationally in numerous galleries and museums. She has taught drawing, design, and painting at Los Angeles City College, Cal State University at Northridge, and Otis Evening College.

She earned her MFA at CalArts and BFA and BA from Cornell University and has received scholarships from art programs around the country.

Her work has been published, won prizes, been listed as an LA Times "Best Bet" and chosen for Eddie Murphy's film Daddy Day Care, as well as other film and TV projects. In the fall of 2008, a dozen of her paintings appeared on the award winning TV show House in an episode about a painter with a disturbing vision problem.

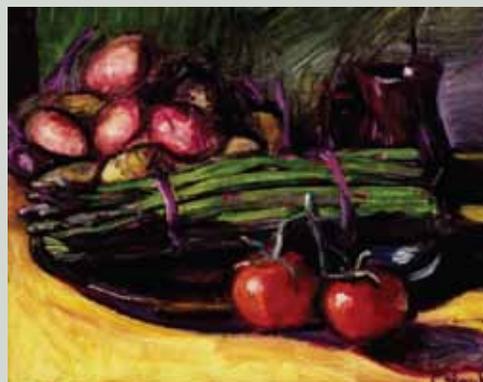
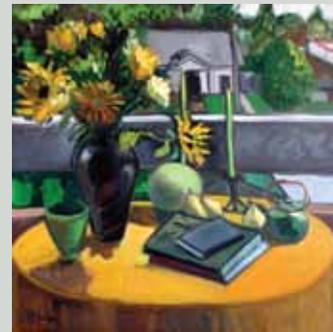
Critics have said "Steinberg can really paint with confidence and swagger... She paints in volumes and in strong personal tonalities of mood and color. Vibrant blues, greens and purple, raw, unpainted canvas, erotic or banal, the compositions express a balance of strenuous oppositions... Even a brilliant bathroom portrait takes on an atmosphere of carnival brightness."

Artist's Statement

My work walks the edge between traditional and modern, feminine and masculine, expressive and calculated, the light and the dark.

I have been oil painting since I was 8 years old. My first paintings were of the Breck Shampoo Girl illustrations on the backs of magazines. I now believe I was engaged in an attempt to connect with the Feminine as a result of not living with my mother from the age of 3. I felt a deep need to express myself and my pain through painting and writing.

Eventually I came to a place of wanting to paint for its own sake and I chose flowers as a vehicle to allow me to explore with color, light, and composition, to play with paint, squeezing and mixing luscious colors onto my palette and canvas. I'm not interested in the subject as I work, but in an abstract game with rules that allow me to ultimately dance with energy—emotional and spiritual. Again, I enjoy the paradoxical edge of the surface skin of paint that alludes to a deeper reality that unifies it all. I want to express/allow freedom, joy, spirit.



GALLERY NEWS

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

I am happy to say the end of 2012 was very successful in the gallery. In the month of December we were very busy with people coming in and we had the highest sales for the year! We are hoping we can continue this for the new year. The Simi Valley Art Association held its annual Holiday gathering in the Gallery and it was a big success! Our members brought delicious food for the evening and Magoo Valencia painted away. It was a good evening and a wonderful ending to a successful year. Look for photos on our web site (monthly guest demos).

We are looking forward to 2013 being a creative and profitable new year for all our Simi Valley Art Association members. Many thanks to our marvelous gallery artists who volunteer and maintain the SVAA Gallery. We appreciate the extra time you worked in December which allowed for higher sales in making this happen, great job! We also have a big thank you to the Simi Valley Town Center for providing us with this space to share our passion in exploring and promoting the visual arts in our community.

Thank you, Michelle



DONATIONS FOR GALLERY NEEDED:

The Town Center is no longer loaning chairs for our gallery events so we would appreciate donations of folding chairs which we can store at the gallery. We are also looking to replace the leather handles of the doors with metal ones in order to make it easier to maintain the locks so anyone with access to metal handles or can improvise some, please contact Michelle McGrath or Bessie Jacinto.

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.

Congratulations...

Boi Sibug won 1st-Place, Carmina, 19" x 25", Sepia conte pencil at Monthly Competition, December 11, 2012, Torrance Artists Guild, Torrance California. Judge: Amy Shawley of Golden Artist Colors, Inc.

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. 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.

December 2012 Demo with Guest Artist Magoo Valencia

To view more Demo Photos visit <http://www.simivalleyart.org/demo>



MINI-GALLERY

Don Ferré, our Mini-Gallery Committee Chair, will help set up a members' art display at the monthly general meetings. Featured artists can bring bio to display with 3-4 art pieces on easels or stands. We have sold paintings at general meetings so please avail of this opportunity. This is also important for showcasing SVAA talent to the public. To sign up, please contact Don Ferre at 805-750-2703.

SVAA OPPORTUNITIES

SVAA's Terry Walson is on the committee for the upcoming USO Charity Event at the Ronald Reagan Presidential Library on Feb. 9. The committee is looking for artwork from our members for the silent auction part of the event. If you would like to donate one of your pictures, please contact Terry at trwalson@hotmail.com or call 805-526-9688. This is a great way to get exposure and there will be a minimum of 500 people at this event.

OTHER NEWS/LATEST EVENT

Special thanks to members Barbara Burde and Anthony Verity for their recent donations to the SVAA scholarship fund.

LOCAL ART HAPPENINGS

A gallery within a gallery, TEN ON FLYNN. January - June 2013. Doyon Studio & Gallery, 1390 Flynn Road Suite E, Camarillo, Ca.93012. Gallery Hours: Tues. 9a -4:30p Wed 9a-12p & 6p-9p, Sat 9a-12p or by appointment 805-987-0291. Acrylics, watercolor, monoprints, etchings, wool felting & baskets will be featured by artists Bonnie Baker, Sherwood Brown, Laurene Daly, Carole Dysart, Dorie Corica, Sandra Sue Ford, Pam Markham, Charis Werner, Heather Williams & Jean Williams.

TCG Juried Open Show: Call to artists for juried exhibition Topanga Canyon Gallery in Topanga, CA announces a call to artists for a juried exhibition, January 9-27, 2013. \$500 first place, \$250 second place, \$100 third place. Juror: Om Bleicher. Entry is open to all artists who can hand deliver accepted entries on Jan. 9, 2013 to Topanga Canyon Gallery at 120 N. Topanga Canyon Blvd., Topanga, CA. All media except video and performance art accepted. See prospectus for size limits and special installation requirements. \$40 for up to 3 entries. Deadline: December 8, 2012. Questions? Please contact Donna Geist Busch at tcgshow@gmail.com or 310-455-7909. <http://topangacanyongallery.com/2013-juried-open-show/>

The 2013 California Strawberry Festival seeks submissions for the Official Poster Contest of the 30th Anniversary celebration with a prize purse of \$2,000 and a getaway package for two awarded to the winner. The entry deadline is Monday, January 7, 2013 in what has become an outstanding Festival tradition to showcase each season since the popular event began in 1984. As a symbol of the anniversary celebration the poster will be available for purchase event weekend and the design will be featured on collectible T-shirts and promotional items. All aspiring Rembrandts can enter because there are no age requirements or restrictions on artistic mediums to inhibit creativity. Judges will select the winner based on which masterpiece best captures the look and feel of the anniversary celebration. All original artwork for consideration must be 16.5" wide and 17" high, centered and mounted on a black matte board 18.5" wide and 19" high. The finished product must be reproduction compatible and void of any writing, including the date (the year and event logo will be inserted during re-production). Contact name and information should be easily viewed on the back. Prior to the deadline and without

exception, entries can be mailed or hand delivered to the Festival office 1661 Pacific Avenue #15, Oxnard, CA 93033. (805-385-4739). The winner will be notified Friday, January 11th. Posters will not be returned and must be picked up from the Festival office any time beginning the fourth week of January. The winning original design and all rights of the winning design will become the property of the CALIFORNIA STRAWBERRY FESTIVAL. Thousand Oaks resident Charis Werner won the 2012 Poster Contest and \$2,000 prize purse. Specializing in watercolor, she introduced a new element of a plow horse, the first animal ever highlighted in any Festival poster design. Prior to the Festival celebration, Studio Gallery at 2741 S. Victoria Avenue #N, Oxnard will also feature a display of all the posters throughout the years.

2013 WVAG Open Juried Show. April 4 to April 27, 2013, Digital Jury Process. Participants will need to submit up to 3 images of artwork they would like to enter in the show. These can be emailed to Dennis Griffin at studiogriffoto1@mac.com, or mailed on CD to the WVAG, P.O. Box 4573, Thousand Oaks, CA 91359. Submit by March 1, 2013. Visit <http://www.wvartguild.org/shows> for more information.

Moorpark Arts Festival 2013 - Call for entries: Featured Artist. Moorpark is calling for submissions to be the "Featured Artist" for their 2013 Arts Festival, Saturday, April 27th, 2013. Interested artists should submit 10 color jpeg images via e-mail or CD. All images should be available for display on the day of the festival. Submit a list, in order, of the .jpg artwork with description of each piece - title, size, medium, date. Also, artists should submit a resume and SASE for return of any submissions. This is open to all Ventura and West L.A. county artists. Artwork must be appropriate for general public viewing. Submissions due by January 4th, 2013. Send to: Recreation Division, City of Moorpark, 799 Moorpark Ave., Moorpark, CA 93021, Attn: Dylan Gunning, e-mail to Dgunning@ci.moorpark.ca.us. For more information, call Dylan Gunning @ 805-517-6300 or visit <http://moorparkartsfestival.com/>. Artists not selected as "featured" can apply to exhibit at the event during a later general call for artists.

MEMBERSHIP INFORMATION

MEMBERSHIP UPDATE (from Barbara Castillo)

Welcome to our new members and those who have renewed! Please keep me informed of any email or address changes. Our newest members include Catherine Holcombe, Edward and Janet Ritts, Mary Hendrix, Kim Price and Sheryl Chapman.

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. A heartfelt thanks to everyone who helped out and participated in last year's events. Special recognition goes to Jennie Robin who made significant contributions as newsletter coordinator and social media as well as website designer and content manager. We will miss Jennie as she bids us farewell to pursue other plans. Boi Sibug will continue on as our newsletter designer and Barbara Burde as webmaster.

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 aren't 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 2nd Tuesday 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 and follow us on Twitter to stay up to date on the latest news from our organization. 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. Connect with SVAA on LinkedIn and join our SVAA group. To visit our facebook page go to: <http://facebook.com/SVAAINC>. Follow SVAA on twitter: @SVAAINC. Search for Simi Valley Art Association Inc under Groups on Linked In.

2013 SVAA Committees: (Please sign up for at least one committee. All committees will work closely with the Board for guidance and counsel.)

• Annual Student Scholarship Committee:

Chair: President; Members: Board Members

• Publicity/Newsletter/Website/Social Media (includes

Facebook/Twitter) Committee: (coordinates with the Board regarding publicity requirements; prepares press releases/social media articles and updates/posts)

• Positions/roles in this committee (one person may take on as many of these as desired):

• **Publicity Chair/Members:** write and distribute press releases to the media and to other art organizations and target audience. Catherine Holcombe; _____

• **Webmaster:** responsible for maintaining SVAA web site Barbara Burde

• **Web Contributor:** assists Web Master _____

• **Facebook/Social Media coordinator:** monitors and helps update FB etc (may be the same as Web Contributor or Publicity member)

• **Newsletter Coordinator/Editor:** gathers/collates info for the newsletter; coordinates with Correspondence Secretary and the Board for info; coordinates with newsletter designer

• **Newsletter Designer:** Boi Sibug-handles layout and graphic design for the newsletter

• **Photographer(s):** responsible for photographing SVAA events and submitting publicity-ready images to newsletter, web and newsletter coordinators

Annual Open Juried Show:

Chair: _____; **Members:** Teresa Nelesen, Sheryl Chapman, Kim Price

(responsible for planning for the annual open juried show, coordinating with other committees as need in handling all facets of the event, from reception, publicity, judge selection, setup/take-down, awards, etc.)

People's Choice Awards (Members Only) Show:

Chair: _____; **Members:** _____

(responsible for planning and set up of the annual members' show which is usually held in Spring; coordinating with Publicity and Fundraising Committees, etc.)

Town Center Gallery:

Coordinator: Michelle McGrath; **Members:** Rose McCaughey (Schedule Coord.); Sheryl Chapman _____; _____

(responsible for maintaining and curating the gallery; executing policies formulated by the Town Center and the Board and handling relations with the Town Center and gallery artists; works closely with the Board and the Gallery management)

Fundraising/Solicitations:

Chair: _____; **Members:** _____;

(responsible for solicitations (sponsorships, donations for art scholarship/grants/juried show and special events/raffle prizes); works closely with the Treasurer)

Programs Committee (Demos/Workshops):

Program Director: _____; **Members:** _____;

(coordinates scheduling of demonstrators, follow up and reminders; obtains guest artist bio and information and demo requirements, e.g. spotlight, display easels; coordinates with Hospitality/Reception as necessary)

Nominations Committee (for 2014):

Chair: _____; **Members:** _____;

(responsible for gathering nominations and providing the list to the membership for year-end elections; helps ensure continuance of organization with Board member candidates)

Hospitality/Receptions Committee (for Demos, Special Events):

Chair: _____; **Members:** Meli Calkins; _____;

(responsible for setting up welcome/admissions desk at SVAA general meetings and events; procures supplies, refreshments & decorations as required; responsible for setup, cleaning and maintenance of facilities as needed, including hanging and checking of inventory at member, juried shows and other special events as planned; works closely with Special Events committee)

Special Events/Fine Art Shows (Plein Air, Fine Art Shows, Community Outreach, City-Sponsored events):

Chair: _____; **Members:** _____

(responsible for setting up a minimum of 2 plein air events for SVAA members; coordinate special events as planned, such as invitations to participate in art fests, Simi Cultural Center and other city events like the Simi History Day at Strathearn Park, etc.; coordinate with Program committee and others; set up art workshops (schedule with Programs committee)

Telephone Brigade (requires email account):

Chair: Pat Duggan; **Members:** _____;

(responsible for contacting members, guests and other resources as required for events; coordinates closely with the Corresponding Secretary and with all committees as needed)

Newsletter submissions must be made by the 20th of the month. Send your articles via email: 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.

"I found I could say things with color and shapes that I couldn't say any other way - things I had no words for."

- Georgia O'Keeffe

"Art is not a thing; it is a way" - Elbert Hubbard