



ARTalk

A Publication of the Simi Valley Art Association

MARCH 2025

PRESIDENT'S MESSAGE



Hello members and friends,

Beginning March 3rd through April 4th is our annual People's Choice Members Only Art Show for 2025. We hope you, your family, and friends can visit the exhibit and vote for your favorite artwork. In the past we have received over 300 votes so we hope that we can achieve that many votes or more. The awards ceremony and reception will be held on Saturday, March 22nd from 2pm to 4pm. Hope you can join us.

On Thursday, March 20th we have our first General Meeting and Demonstration. I'm pleased to announce that Rich Gallego, an accomplished artist will be giving us a demonstration. Rich has done several demonstrations for us throughout the years and I would recommend you come to see him, as he does wonderful artwork.

Events with the Simi Valley Cultural Art Center are still being arranged and we will send out information to you soon.

Our next board meeting will be held on Tuesday, March 11 at 5:30 pm. If you're interested, please contact recording secretary, Carmen Lamp at carmenlamp29@gmail.com for the link.

Thank you to all members who have paid their membership fee. If you haven't renewed yet or want to join, please visit our website for information or contact Jason Lubas at mastersketcher@gmail.com.

I would like to announce that long-time SVAA member Gary Friedman is our Artist of the Month! Without question Gary's artwork is amazing. He has won numerous awards for his work throughout the years. His accomplishments are nation wide.

Congratulations Gary!

Tom

ART TECHNIQUE -

In art, **chiaroscuro** is the use of strong contrasts between light and dark, usually bold contrasts affecting a whole composition. It is also a technical term used by artists and art historians for the use of contrasts of light to achieve a sense of volume in modelling three-dimensional objects and figures. Similar effects in cinema, and black and white and low-key photography, are also called chiaroscuro.



HAPPY BIRTHDAY!!

Linda Quigley
Tom Evans



Linda Fortunado
Walt Morosco

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UPCOMING SVAA EVENTS

2025 People's Choice (Members only) Art Show

Where: Rancho Simi Recreation & Park District
Activity Center (Atrium)
4201 Guardian Street, Simi Valley

Walk-In Submission: Saturday March 1, 11am - 1pm

Show opens: Monday, March 3

Show hours: (Public Voting) Mon-Fri, 8am - 6pm;
Sat/Sun closed

Voting ends: Thursday, March 20

Reception & Awards: Saturday, March 22, 2pm - 4pm

Show closes: Friday, April 4



Artist Demonstration/General Meeting

Where: Rancho Simi Recreation & Park District
Activity Center (Room 2)
4201 Guardian Street, Simi Valley

When: Thursday, March 20, 6pm - 8pm

Guest artist: Rich Gallego

Rich Gallego, American Painter
Plein Air and Studio Landscapes,
Workshops, Private Lessons

Rich Gallego has been painting the landscape since 1996. His longtime love of nature's wild places have taken him far afield from Arizona's Canyon de Chelly to the beaches of Hawaii. From the rivers, gorges, and adobes of northern New Mexico to the glaciers of Alaska, and so many places in between, all in search of the scenes he loves to paint. Referring to his obsession with painting as "my magnificent affliction", he is constantly searching for new ways to reveal the natural world to others through paint. Rich currently teaches plein air workshops in southern California and has taught for Cloudcroft Art Workshops and Taos Art School in New Mexico. He has been featured in several articles by Plein Air Magazine's website, "Outdoor Painter" and appeared as a featured artist in "American Art Collector" magazine. Rich has been represented by several galleries in Laguna Beach, CA, Monrovia, CA, Cheyenne, WY, San Marino, CA, and Claremont, CA.



OTHER UPCOMING EVENTS

Thousand Oaks Art Association

2025 Open Juried Show

Entries Open: Saturday, February 1

Entry Deadline: Wednesday, March 19 (midnight)

Acceptance Notification: Friday, April 11

More details at: thousandoaksartassoc.org/2025-open-show

Santa Paula Art Museum Events

www.santapaulaartmuseum.org/events

Where: Santa Paula Art Museum
117 N 10th Street, Santa Paula

Free Admission Day: Sunday, March 2, noon - 4pm

Free Family Day: Sunday, March 2, noon - 3pm

OPPORTUNITIES & SERVICES

Create Memories with your Art, on

- ▶ Canvas Prints
- ▶ Art Prints
- ▶ Photo Tiles
- ▶ Posters
- ▶ Photo Collages
- ▶ T-shirts/Caps/Mugs



Sharmila Menezes
805 341 7571
candidcreationsco@gmail.com
CandidCreationsCo.com

And Promote your Work with

- ▶ Logos
- ▶ Invoices
- ▶ Letterheads
- ▶ Business Cards
- ▶ Flyers
- ▶ Catalogs
- ▶ Brochures
- ▶ Event Signs
- ▶ Invitations
- ▶ Slide Decks
- ▶ Social Media Ads
- ▶ Signature Labels

High Quality ♦ Low Cost ♦ Quick Turnaround

If you have a service or opportunity to offer as a member, contact: Persy9@gmail.com for posting request.

ARTIST OF THE MONTH

Gary Friedman

"I find poetry and mystery in everyday scenes: Using light, color, and texture, I strive to push the medium's limits to meet the mood and story of the subject. Finding new techniques keeps the 'art journey' exciting and fresh. I'm hoping viewers discover a new way to see."

Ohio native Gary Friedman has been drawing and making art since early childhood. From cartooning to abstract pen and ink and later traditional charcoal studies, Gary has been exploring multiple mediums and subject matter. Watercolor is his favorite medium and his warm color palette and lively brushstrokes have earned him national and international recognition and awards. A signature member of Watercolor West, Gary has been juried into many exhibitions with California Art Club, AWS, NWS, WSST, NWSW, SCAA and numerous others, winning awards in several. A frequent traveler, Gary has amassed a collection of several sketchbooks filled with local flavor and ideas for paintings. Gary values his sketches as his most important possessions. An avid musician (guitar, dobro and piano) Gary sees parallels in art and music. "The practice and mileage one puts into your craft will result in a freedom and faith in what you're doing," Gary says.

After receiving a B.A. degree from Cal. Univ. of Northridge and a Master's degree in Education from La Verne Univ., Gary taught art, ceramics, and instrumental music for 36 years in public schools. He does demos and workshops for several art groups and teaches watercolor art through [Simi Valley Parks and Rec.](#)

Website: garyfriedmanart.com

Instagram: @prolifi_gary

Email: g.friedman@sbcglobal.net



LIBRARY VENUE

Solo Exhibit Artist: Linda Fortunato

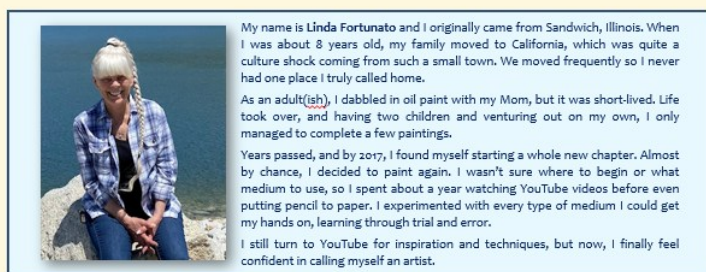
2/27/25 — 4/24/25

Every other month, SVAA displays a Solo Art exhibit by one of our members. The SVAA library committee will do all the work. All you have to do is drop off and pick up your artwork. Your art must be clean, properly framed and wired, with wire measured the same distance from the top of the frame for all art work. No saw-tooth hangers. Frames in poor condition will be rejected.

If you are interested in having your own exhibition at the library, go to our website at www.simivalleyart.org for pertinent information and the Library Display form. Fill out the form, then contact Persy Evans at Persy9@gmail.com to submit your request to participate.

Note: If multiple requests are received for the same period, members who have not yet done a Solo exhibit will be considered first. Be aware that each potential artist must meet the requirements on the Library Display form.

The Library is due to be under remodeling construction. Since we don't know exactly when renovation begins, we will continue our Solo Artist Library Exhibits until it does. It could shorten the exhibit.



SVAA MEMBER ANNOUNCEMENTS

Gary Friedman is offering another round of watercolor fun and adventure at the Simi Valley Senior Center!

Register at rsrpd.org and follow the 50+ Age Group prompt (even if you're younger) – Recreation – Art/Music – Watercolor Art (Saturday class by Gary Friedman) in Simi Valley.

Call (805) 583-6059 or email seniors@rsrpd.us for a supplies list.

All levels are welcome! This is an online class via Zoom app that meets alternate Saturdays for people who cannot attend live classes.



Bessie Jacinto has been juried into the ArtExpo New York show on April 2-6. Two of her artworks will be displayed at the Artavita booth #107 at Pier 36 NYC.

For free show tickets, please contact Bessie at bjacinto@bjacinto.com.

Let us know if you were juried-in, won an award, are having a show, teaching a class, or speaking/demo engagement.

Newsletter submissions must be made between the 20th-25th (unless otherwise mentioned in our month SVAA member benefits email). Email: Persy9@gmail.com and type "Newsletter Submission" in the Subject line.

Note: Forwarded emails or emails without subject may not all be opened due to internet security reasons and spamming.

SVAA WEBSITE

MESSAGE FROM OUR WEBMASTER: Check out the SVAA website for news on our events, information about our artists and their works, and how to donate or join: www.simivalleyart.org/.

Members who would like to add links to their personal website or upload some artwork to the SVAA website, please contact Oxana Cramer at ogcramer@hotmail.com

SVAA SOCIAL MEDIA

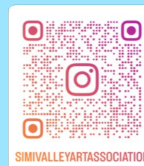


Like us on Facebook: Feel free to comment on our posts or "Share" posts from our Facebook page timeline to your own timeline or your friends'. You can also share our posts as a Facebook message. Visit our facebook page at www.facebook.com/SVAAINC.

Members interested in having photos of your artwork on SVAA social media pages, please contact Oxana Cramer at ogcramer@hotmail.com.



Follow us on Instagram: We are active on Instagram so be sure to stay connected with us at www.instagram.com/simivalleyartassociation/ or scan this code:



MEMBERSHIP

MEMBERSHIP INFORMATION

Starting February 1st, 2025 new membership fees will be:

- ◆ Individual (under age 62): \$50
- ◆ Individual (age 62+): \$45
- ◆ Family: Individual (regardless of age) + 1 family member: \$75 (\$45 + \$30)
Note: any additional family member is \$30 each
- ◆ College/Full Time student (min age 18): \$20

Membership dues are non-refundable.

If you are a new member, your contact information has changed, or you are a returning member but have not submitted a new membership form, please go to our website: www.simivalleyart.org and fill out our Membership form to include your birth date. Submit the form to SVAA Vice President Jason Lubas at: mastersketcher@gmail.com.

COMMITTEE MEMBERSHIP UPDATE

The Board still needs committee volunteers:

- Please help our **Hospitality chairperson, Caroline Lubas**, for this yearly term. She is responsible for events this year, like **General Meeting/Demo, Art Shows, and Christmas Party**.
- **She can use more than one committee volunteer to assist with:**
 - ◆ **Setting up** (arrange tables/chairs, decorating, helping with food)
 - ◆ **Clean up** (putting tables/chairs away and cleaning area).

If you are interested and a member, contact Caroline Lubas at: svaacaroline@gmail.com or any one of the Board members. SVAA is only as successful as it's members.

We are asking all members to help this Association thrive by volunteering.

Quarterly Art demonstration/General Meeting:

Starting February 1st, 2025 new admission donation for demo are:

◆ \$8.00 for members ◆ \$10.00 for non-members ◆ \$3.00 for students (or free if accompanied by a paying adult) will be requested at the door.

"If you can see beauty in everything – you are an artist."