



ARTalk

A monthly publication of the Simi Valley Art Association

OCTOBER 2013

President's Message



Everyone enjoyed Katy Kearny's collage demo last month. Thanks, Katy, for the wonderful demo and thanks to Barbara Castillo for running the meeting in my absence.

September was a busy month with SVAA's participation at the Simi Valley Cultural Center Arts Fest and the Painted Jazz Festival at the Simi Town Center.

We also renewed a rotating art exhibit at the SV Public Library, thanks to Terry Walson and the participating artists.

We have another exciting guest speaker at our October 17 general meeting: Rashmi Kothari, an SVAA member and marketing expert, who will walk us through creating a strong online/web presence, which includes social media. The chance for a private consultation with her will be among the door prizes awaiting the lucky winners. Other door prizes are Stella Kwan's wonderful posters.

Our biggest show and fundraiser for the year, the annual open juried show, runs from Oct 15-31, with take-in on Oct 11 and reception/awards on Oct 20. Please see details in this newsletter.

Also in progress are the nominations for the 2014 SVAA Board. Our current Board members including myself would like to turn the positions over to new leaders, some of us having served for a decade. If there are no nominees, we will not be able to keep the organization active next year. Hopefully, concerned members will come forward and help SVAA complete its 51st year. A bit of trivia: some of us started serving on the Board on our first year of membership and the outgoing Board's willingness to help during the transition make the experience easier. So, if you have not served on Board, this is your opportunity to make a difference.

Thank you for your continued support!

Bessie Jacinto



"SVAA celebrates 50 years promoting arts in the community"

EXECUTIVE BOARD

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ART DEMOS at a GLANCE

Oct 17 Thurs - The W's and H's of Online Presence for Artists (Marketing, Social Media, etc) Rashmi Kalatmaa (Simi Valley Public Library Community Room)

Nov 9 Sat - Watercolor Magic Still Life, Landscape and Seascape) Workshop with Magoo Valencia (Simi Town Center Art Gallery) - \$45 fee, 9AM -1PM

Nov 14 Thurs - Dan Schultz, Figure in Landscape Oil Painting (Simi Valley Public Library Community Room)

Dec 12 Thurs - 2014 Board Members Elections; Holiday Party and Boutique (Silent Auction)

For further info call Bessie Jacinto, 805-419-4081 or email the Board at svaaprints@gmail.com. NEW: All demos 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, October 17, 2013, at the
Simi Valley Public Library Community Room**

For further info contact Bessie at 805-419-4081

RASHMI KOTHARI



Born and brought up in Bangalore, India, I am the youngest of my 3 siblings. My love for art is 'jab se maine hosh sambhala', meaning, for as long as I can remember. I received my masters in Mass Comm (BLR, India) and went on to work for television and then was bitten by the MNC bug. With a MBA in Entrepreneurship from Babson College (MA, USA), I have been working in the corporate India/America for the past 15+ years, and kalatmaa has co-existed all along.

I am a self-taught artist. Acrylic is my favorite medium, although I do like to dabble in other mediums from time to time. My murals are a medley of materials, mediums, and moods – I thoroughly enjoy making them. Although, I like both of the above mentioned, my heart is in creating art that can be used. I have always been attracted to the idea of being able to create artistic usability and that's the 'artylities' I create (check out the creations page for more). Artistic name boards, personalized children's art, Hooks and holders, Napkin rings, jewelry, magnets, vases, etc are some of the category of artylities.

Art consulting is my other area of expertise. I work with clients as well as artists. I work with them individually and/or together. Call me a translator... I speak the language of the client as well as the artist and help them to build a long lasting relationship. Alternatively, I work with clients (such as Hotels, corporate houses, production houses etc) and provide art consulting for their space, events, or productions. With Artists, I provide management and marketing consulting services. I also conduct training session for artists to help them manage their art business and marketing efforts independently.

Some of my recent projects/clients include The Accor group of Hotels, Deloitte Consulting, Novotel Hotel, The Atria International Hotel, and many reputed individual business and residence owners across Asia and America. I love to sing, act, and talk (read: communicate)... which is why I am into theatre. I have been a part of the cast as well as crew for many theatrical productions. I have also directed a musical theater production with a huge cast and crew of about a hundred people.

So if you have an idea, or a thought, or a vague glimpse of what you want for an artwork, be sure to contact me. I'm sure we can work together and come up with something that you will love. Trust me, you will not be disappointed.



GALLERY NEWS

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

From Our Gallery Coordinator, Michelle McGrath:

Hooray for the fall season and cooler weather this wonderful time of year brings! The vibrant colors of fall are sure to captivate artists and inspire new creations that you can find in the SVAA Gallery. Coming up soon is our Open Juried Art Show held in the SVAA Gallery, October 15-31 showing a wide variety of mediums and styles. We are looking forward to another successful event this year. We also have others events lined up in the gallery so stay tuned. With summertime coming to an end I want to thank our wonderful gallery artists who filled in during vacation times, we



couldn't be open without your help! The many inquires we receive through the gallery is a positive note for the SVAA in itself, informing our community of our goal to promote art and raise money for our scholarship fund. Speaking of fundraising there is one going on in the gallery, "Frame sale." Need a frame for your art work? A small donation is collected for the scholarship fund be sure to check this out they are going fast!

Thank You Simi Valley Town Center for your support and generosity.

Michelle

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

From our webmaster, Barbara Burde:

Our Website has a new page. It is called "Resources". This page has a list of websites that should be useful to our members. It includes art organizations, sources of art supplies, and educational resources. So, check it out and see if you will learn something new!

We hope to continue to add more resources to this page. If you know of other websites that you think should be included, please contact Webmaster Barbara Burde at hhkid76-wm@yahoo.com

and over 300 chess sets collected from all over the Earth and all periods of history
November 2-28, 2009

SVAA
SIMI VALLEY ART ASSOCIATION

ART SHOW

2013 OPEN JURIED

Simi Valley Town Center, Store
1555 Town Center Way, Store #140

Take-In - Friday, Oct. 11, 4-7PM
Opening Reception/Awards -
Sun., Oct 20, 2:30-5 PM
Show runs through Oct. 31

Best of Show
Oil/Acrylics
Watercolor
Pastel/Drawings
Photography/Digital Art
Mixed Media

Congratulations...

Pat Duggan, Anthony Verity, Meli Calkins and **Pong Apinyavat** exhibited at the September Thousand Oaks Art Walk.

The SVAA was acknowledged at the Sept. 28 Painted Glass Jazz Festival - Simi Town Center for supporting the event. Artists Barbara Castillo, Donna Snyder, Terry Walson, Michelle McGrath, Pat Duggan, Rose McCaughey, Katy Kearny, Meli Calkins and Bessie Jacinto painted wine glasses that were sold at the festival for the American Cancer Society. An outdoor art exhibit featured Pat Duggan, Michelle McGrath, Donna Snyder and Bessie Jacinto.

Donna Snyder, Barbara Castillo, Terry Walson and **Rashmi Kothari** participated at the Simi Valley Cultural Arts Fest on Sept. 28., representing the SVAA.

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.

September Demo with Katy Kearny



OPPORTUNITIES FOR SVAA ARTISTS

• **Simi Valley Plein Air Artists Group:** October 14, at Tapo Canyon Park, 9AM, 118 fwy, exit Tapo Cyn. Rd. go north past Lost Canyon and Bennett Rd. staying to the right, park is on the left. For more info, contact Don Ferre Don Ferré at 805-750-2703.

SVAA members interested in joining the rotating art exhibit at the Simi Valley Library, should sign up with Terry Walson at 805-526-9688 or email at trwalson@hotmail.com.

Carpinteria Valley Arts Council presents BON APPETITE – Juried by Tony Askew-Ingathering – November 22. Show closes – January 13, reception to be announced. Visit the website www.artscarp.org for more info..

MEMBERSHIP INFORMATION

MEMBERSHIP UPDATE (from Barbara Castillo)

Welcome to new member Teresa (Terry) Seeley! Please keep me informed of any email or address changes

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.

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 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.

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.

"Every child is an artist. The problem is how to remain an artist once we grow up"

- Pablo Picasso