



CALIFORNIA ART LEAGUE

The Creative Edge

Volume II

www.californiaartleague.org

Issue 3

March 2013

CALIFORNIA ART LEAGUE GOLD MEDAL EXHIBIT!!

Silvana Art Gallery will host CAL's 2013 Gold Medal Exhibit from March 9 through March 23, 2013. The exhibition will feature approximately eighty works.

A reception is scheduled for **Saturday evening, March 9, 2013 from 6 p.m. to 10 p.m.** A **special attraction** during the reception will be a presentation about art history and art collecting by artist and CAL Board member, **John Paul Thornton** at 7:30 p.m.

The exhibit is free and all members of the public are welcome. Gallery hours are Tuesday through Saturday from 12:00 pm until 7:00 pm. The gallery will be closed on Mondays and Sundays. Call Silvana Ambar, curator of the show, for additional details: (818) 662-7070.



Dead of Winter

Debra Hintz – 2012 Gold Medal recipient

Calendar of Events

CAL Gold Medal Show Take In:

Wednesday, March 6, 2013
10:00 a.m. – 1:00 p.m. at the
Silvana Gallery, 1731 West
Glenoaks Blvd., Glendale, CA

CAL Gold Medal Show:

Saturday, March 9, 2013 at the
Silvana Gallery, 1731 West
Glenoaks Blvd., Glendale, CA

Next Board Meeting:

Wednesday, March 13, 2013
7:00 p.m.

Next General Membership Meeting:

Tuesday, March 19, 2013
7:00 p.m.

Demonstrator: Paul Melzian!!

\$5 members, \$8 guests;
Encino Community Ctr.
4935 Balboa Blvd., Encino, CA

CAL Open Exhibition:

Saturday, June 8, 2013
Galeria Gitana
120 North Maclay Ave.
San Fernando, CA 91340

At our General Membership Meeting on March 19, 2013:

The Amazing Paul Melzian!

By John Paul Thornton

Paul Melzian's watercolors stop us in our tracks. His fascinating textures and liberating use of color convey the natural world while still communicating deep personal expression. All the more inspiring is how he creates his designs, how he connects to his subjects and the fact that he has only been painting for a few short years.

Artists of all backgrounds and specialties will be empowered by his demonstration, which will celebrate the descriptive amazing freedom of the brush.

Paul Melzian first became interested in art in high school. He served four years in the U.S. Army and was stationed for two of those years in Chinon, France. It was there that he developed a keen interest in photography and in taking his own photos as reference sources for his paintings. His art and photography have thus become integrated and interconnected, sharing the same values such as composition, lighting cropping and subject matter.



Paul graduated from the Art Center School of Design as an advertising major. He served as creative director for a design firm in Santa Monica, California for over twenty years, working on numerous graphic art projects, exhibits, amusement parks model making, packaging, corporate I.D. and point of purchase material. He later freelanced as a graphic design artist for a number of years and worked as a design director for an additional decade. This has given Paul an innate sense of art's ability to impact viewers with immediacy and visual interest.



Since his youth, one of his greatest loves is the Old West. Exploring and photographing old mining camps, majestic mountains, clear streams and ever-changing deserts, all symbols of the West. Trips into nature are often spent with a long-time friend, combining camaraderie with adventure.



Paul has been mindful of the ways photography may be used in the process of creativity, yet his paintings reflect a desire to transcend its limitations, inviting us into his magical world.

Join the California Art League in welcoming this remarkable painter, and expect to be dazzled.



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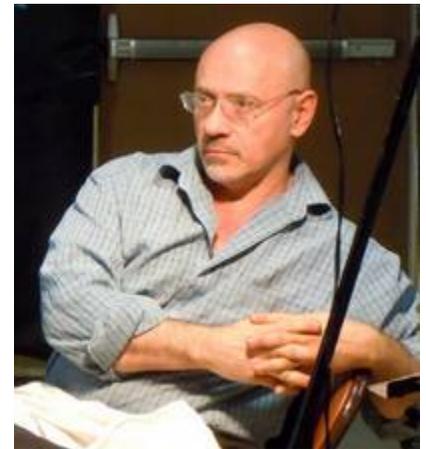
Joe Rubinstein - A Lesson in Portraiture

by Reece Holland

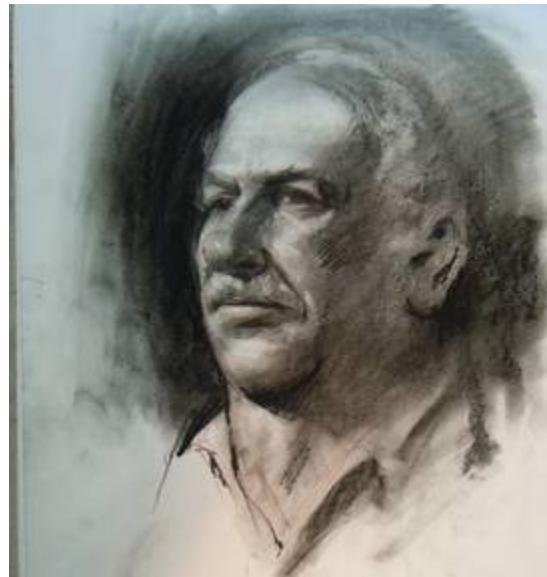
Photographs by Veronica Stensby

On February 19, CAL's monthly membership meeting featured the amazing Josef (Joe) Rubinstein who proceeded to do a charcoal sketch of fellow CAL Board member Ken Ronney. While talking about his early training in which he used, among other things, the [Frank] Reilly Drawing Method, Joe effortlessly sketched Ken, beginning with basic shapes and distinguishing proportion. Slowly allowing Ken to come to life, Joe discussed his views on reflecting texture, composition, highlights and lowlights.

World renowned in the comic book world, it was clear to see that Joe could have chosen any path as an artist and would have been successful. Joe also teaches classes. For those interested in communicating with him, his email is jjr6658@aol.com.



Beginning to come to life



Slowly adding depth

Continued on page 10

CAL Could Close Due to Lack of Help!

By Teri Starkweather

We are just a few days away from the take-in for the Gold Medal Show at the Silvana Gallery in Glendale. We hope to see your happy faces with your work at the take-in and also at the reception on Saturday, March 9th. We are also looking forward to an exciting open show in June at Galleria Gitana. Our Board has put together an exciting schedule of exhibitions and artist demos for the year 2013 and we hope you enjoy participating.



On a more serious note, California Art League has almost 150 members but only 10 Board members. These ten Board members keep the organization running. We are often asked to do more than one job because there are not enough people on the Board to do everything, so some of us do multiple tasks. This can lead to severe burn out and has in the past caused Board members to drop out.

I have continually asked for more volunteers for Board positions. Currently, there are four needed positions. In addition to a Secretary, we need someone to do publicity, hospitality and someone to seek out new venues. These jobs will not take all of your time, just a small fraction of it. Not only will you get to know the other Board members better and make some friends, you will get to vote on how CAL is run and help decide what kind of venues we want to show in. Without some of you stepping forward and offering us a hand, CAL will suffer. Those of us carrying the most weight would appreciate having some of our members step up to the plate. Without your help, CAL could falter and it is possible that in the future we might not be able to continue. Please consider one of the available positions and if you are interested, contact me at Teri@teristarkweather.com . I would like to thank you in advance for your consideration.

**A Sneak Peek at the upcoming demonstrator for our General Membership Meeting on
April 16, 2013**

Quinton Bemiller

A master of color, design and investigative abstractions, Quinton Bemiller will be producing paintings before our eyes. This reminds us that the power of painting is akin to magic.

Like an alchemist, Quinton's work transforms and expands in the spirit of play, allowing both accidents and deliberate actions to be part of the process.

Art Studio Secrets

The Art of Naming Art

A Picture Is Worth a Few Good Words

by Marjorie Sarnat

The title of your painting sets the mood and gives viewers insight into what you hope they'll see and feel in your work. Titling a painting is a bit like writing poetry - using words to convey emotions and ideas.

Viewers want to know what you are showing them and why. Let the title give them a clue rather than an explanation. A little ambiguity allows them to interpret the meaning and make it their own.

Some painters form titles after an artwork is finished to see what it evokes. Others have an image and title in mind beforehand. Most artists probably think about titles as their paintings take shape. Titling is a challenge because our messages are visual, not verbal. These approaches may help:

- Ask yourself what you want viewers to see or feel. Do the words in your title help viewers correctly respond to your painting?
- Write down key words from your painting, like "dandelions, pink shadows, abandoned barn." Select words that best suggest your painting and try them in a title.
- Alliteration, such as, "Runaway Rosebuds," can make your titles appealing and memorable.
- Avoid unfamiliar and unpronounceable words. Your title should help viewers make a connection to your work.
- Keep a file of title ideas, including words and phrases you like. Find inspiration in literature, lyrics, and words you read or hear anywhere.
- Decide what kind of title fits your painting's message. Here are some examples; the possibilities are infinite.
 1. Descriptive: *Lake Michigan Looking North*
 2. Intangible: *Optimism*
 3. Metaphoric: *Bathing Beauty*
(a pig in mud)
 4. Mood: *Doorway to a Dream*
 5. Mysterious: *Dancing With Myra*
(with no living being in the picture)
 6. Nostalgic: *Grandma's Gloves*
 7. Philosophical: *Love Conquers All*

As an artist, making a name for yourself involves creating good art and marketing it well. Forming titles is part of that process. "Making a name" is important in more than one way.

Marjorie is the author of *151 Uncommon and Amazing Art Studio Secrets* and *151 Effective and Extraordinary Art Studio Secrets*, both available in paperback and eBook formats. Her website is www.sarnatart.com.



Out of the Shadows
by Marjorie Sarnat.

The title of this painting is a combination of *description* and *mood*.

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CAL Welcomes New and Returning Members

In February, we welcomed four artists to CAL. One is a returning member, Michael Donegan. The other three are new to the group.

They are:

Alli Jason
Eugenia Shapiro and
Smadar Knobler.

CAL welcomes all of you to our group and we hope you will enjoy participating in our activities!

Ken Ronney
Membership Chair



Five CAL Associates Elevated to Exhibiting Member Status

At the February jurying-in, five CAL members were elevated to the status of Exhibiting Member.

They are:

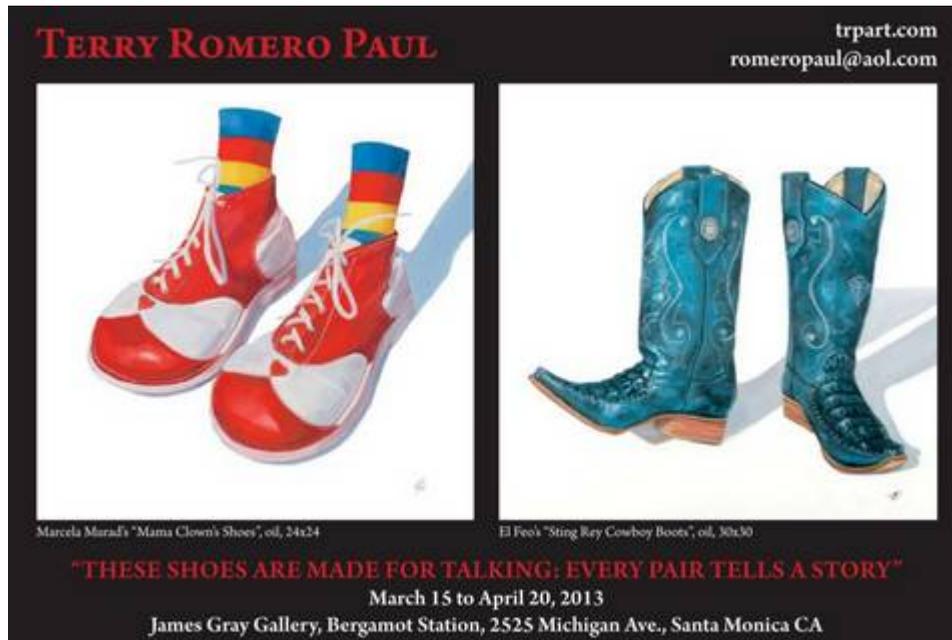
Manzar
Guy Newell
Miriam Thorin
Joan Williamson, and
William Winbush.

Congratulations!

We hope you will participate in our upcoming Gold Medal Exhibit.

Ken Ronney
Jurying Coordinator
And Membership Chair

Member News!



Terry Romero Paul has a new series entitled *These Shoes are Made for Talking*. Terry was inspired after hearing Delaware Attorney General Beau Biden speak about his military service in Iraq and how he had felt it was his duty as an American.

As she listened to his story, Terry imagined Biden's combat boots, and an idea developed. "I wanted to paint people's shoes to tell their story. There is not another piece of clothing that is more personal than our shoes. We work, play, and sweat in them. They mold to our feet and you can tell how a person moves and walks and what actions they performed while wearing those shoes."

A portion of the proceeds for each painting in the series will go to Soles4Souls, a Nashville-based non-profit organization that provides new and gently used shoes to those in need.

The show will run March 15 - March 20, 2013, at the James Gray Gallery, Bergamot Station, located at 2525 Michigan Ave., in Santa Monica, CA. The reception will be March 16, 2013.



These Shoes Are Made for Talking, by Terry Romero Paul

Marjorie Sarnat won 2nd place in mixed media for *Out of the Blue* in the Thousand Oaks Art Association 2013 Open juried show. The show ran through February 27, 2013.



Out of the Blue
Marjorie Sarnat

Eight CAL Members accepted for *Definitions* Exhibit in Canoga Park

The San Fernando Valley Arts Council has organized an exhibit to highlight new and unusual art methods and materials. Eight CAL members have been juried into the exhibit. They are: **Cheryl Goettemoeller**, **Judy Heimlich**, **Karen Holly**, **Dori Marler**, **Ken Ronney**, **Dorothy Shepherd**, **Barbara Tabachnick**, and **Janet Yoo**.

The exhibit will be at the Canoga Park Youth Arts Center, 7222 Remmet Ave., Canoga Park. The exhibit runs March 4 - March 18, 2013, 10:00 - 4:00 pm. The reception will be on Saturday, March 9, 6:00 - 9:00 p.m.

* * * * **In Memorium** * * * *

We are saddened by the loss of CAL friend and former long-time member Duane Pickerell who passed away on January 30, 2013. Our thoughts go out to his wife (and CAL member) Jo Pickerell and to all the members of his family. Duane will be missed but his artistic legacy will live on with all of us!

We would also like to express our deepest sympathy to CAL member Fritz Suter for the loss of his wife Karin in December. CAL donated money on his behalf to the American Cancer Society.

We would love to hear from you!!

PLEASE SEND US YOUR SUBMISSIONS!

*If anyone has news of shows they are participating in, or workshops or lectures they are giving, please let us know. We are also looking for great quotes from artists, art-related stories of interest, a review of an art book or exhibit you attended or a how-to article about an art technique, etc. If you have a submission, the **deadline is March 15, 2013**, for the April newsletter. Please submit to
Reece Holland at gr-home@pacbell.net*

Norm's Corner

Choosing Time

By Norm Beal

Democracy is a participatory concept. The Founders of our nation were emphatic in that the sustained involvement of a Virtuous Electorate was vital for its survival. They meant you and me! Today, we, the electorate, are once again called upon to demonstrate our virtue by fulfilling our obligations to the democratic process by choosing a mayor and various council members.

During these strained times, those of us who may be awake will recognize the impact which the economic crisis is having against a myriad of issues affecting our community. Consequently, it is no mystery why any discussions between the candidates revolve mainly around the budget, and the fact that in any event of cutting expenses, the first areas to suffer are in the arts.

This can be dangerous.

The arts reflect the soul of a society and the voice of the people and the health of the arts is a true measure of any society's freedom.

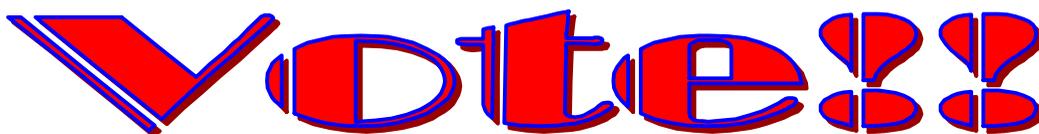
What our leaders are failing to recognize is one means of addressing these two issues: vitality of the arts and added revenue for the city. An assortment of unused city property such as fire stations and libraries sit continuing to incur upkeep costs, contributing nothing. With a spoonful of imagination, this source could be tapped for conversion into a much needed and self-supporting Cultural Center. With an art gallery, workshops and meeting facilities, it would provide sufficient income, to not only thrive, but to also generate added income for the community.

This is a proven formula for which the decade-long history of the late Valley Institution of Visual Art ("VIVA") provided a workable, authentic template. Staffed with volunteers, it would quickly become a viable neighborhood asset with art exhibits, workshops, educational projects and public events. It was only the lack of an adequate site that prevented VIVA from expanding to meet the needs of a much wider mandate.

Silent up to now on the issue of the arts, those seeking to become our public servants must be presented with this proposal as an opportunity to be creative in addressing the needs of both the arts and the budget.

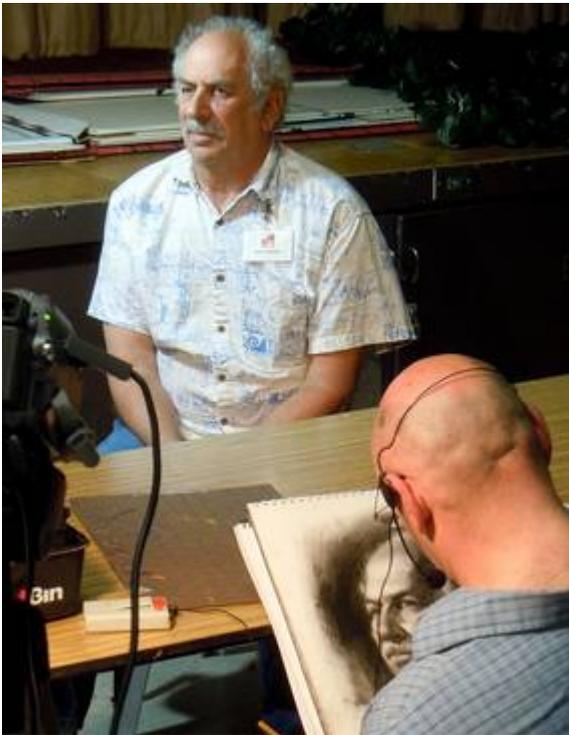
At the same time, it remains our responsibility as members of that virtuous electorate to challenge them with that task. As citizens, we bear the burden of telling our elected leaders what we expect of them. The most effective means for this is through attending the debates and town-hall meetings for the candidates in order to present to them the test of a meaningful reply – in public!

Given we may all claim to have busy and complicated agendas, it is easy enough to disregard one more unnecessary chore. Nevertheless, the right to vote remains our most powerful means of control over our government. And whatever our excuse may be, it remains frail when a 102 year-old descendant of a slave can persist in line for six hours in order to cast their ballot.

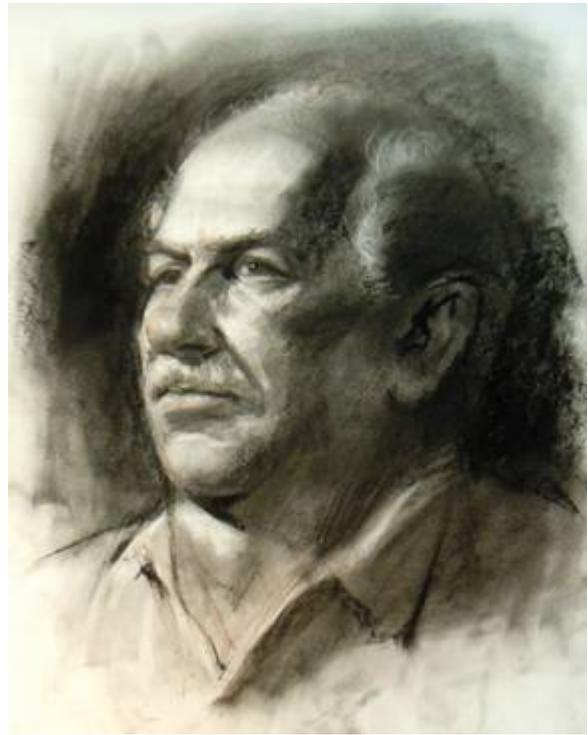


VOTE

Joe Rubinstein
Cont. from page 3



Joe drawing and talking with the membership



The finished sketch



Members and guests looking at the finished drawing



I sent a thank you email to Joe for his wonderful presentation and he sent me this chart to include in the newsletter showing his full thought process in drawing a portrait

**We would like to sincerely thank the following for supplying CAL
with our 2013 Merchandise Awards:**

Advanced Photo Lab/Paul Moshay

Ampersand Art Supply

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**Golden Acrylics Demonstration at Continental Art Supply
March 30, 2013**

The Golden lecture/demo is a two-hour free educational presentation on acrylic paints. The lecture covers information about the different types of pigments, paint formulations and their viscosities, as well as gels, pastes, grounds, color mixing, drying time, health & safety concerns, and much, much more!

Various acrylic materials and techniques will be demonstrated to enrich your understanding of the medium, among these you will learn basic tips for how to extend paint to save money and how to mix paints with gels and pastes to create exciting textures! We will also discuss Golden's newest products, the Open paints and the Digital Grounds. Discover the possibilities and become inspired with how these fabulous materials can be added to your own creative process! Each attendee will get an information packet and some paint samples to take home! Space is limited and a reservation is required!

Location: 7041 Reseda Blvd, Reseda CA 91335

Time: 11:00 a.m.-1:00 p.m. RSVP: (818) 345-1044

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