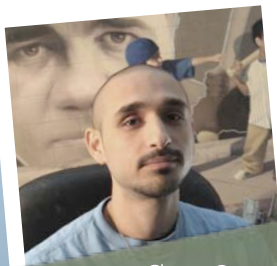




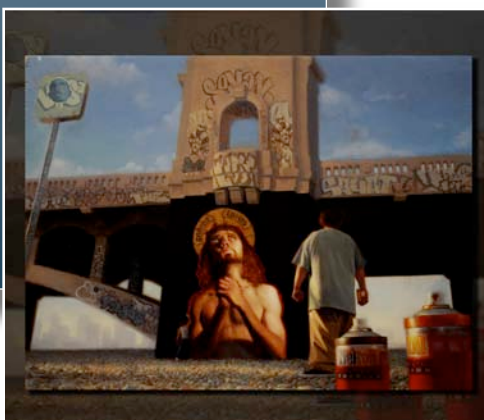
NEWSLETTER

April 2009

✂ VAG proudly Announces a Demonstration by.. ✂



Van Saro
Guest Demonstrator



Ever since Van was young he has been drawn to art. The older he got the more he realized that art was his way of communicating his thoughts and feelings. out of high school Van went to work for the animation industry but after 3 years he realized that animation was not the career for him. He set out to learn how to become a classical artist. It was a very difficult journey to say the least. learning what he could from other artists and putting in countless hours of practice, he has developed his own unique style. 'My art is painted classically, however I'm painting subjects that are of the world that I grew up in. My goal is to try to combine onto my canvas the illustration of Norman Rockwell, the sensitivity of William bouguereau and the soul of Tupac a music Artist I greatly admire.

Next General Meeting

Date: Sunday, April 26, 2009

Time: 1:00 to 3:00 p.m

Place: Encino Community Center 4935 Balboa Blvd. Encino

Admission: \$7.00 member \$8.00 Guest

! Bring a painting for the Mini Show !

Presidents Message

I am extending my hand to you. I need your help.

We are growing and I want to make sure that your interests and expectations are met.

With Spring upon us, the Valley Artists Guild is in the best shape ever. For sixty years, this organization has existed to serve artists and help them grow, as craftspersons, as creators and especially as friends. If you are a professional artist, we are adding to your experience. If you are fresh to the world of art, we are helping you to advance and become stronger.

We take pride in counting among our membership some of the most respected painters in their field. We also take pride in counting among our members those who are just beginning their journey...or returning to it. Truly, we are all becoming greater and more expressive each step we take.

We are made up of Traditional Realists, Fauvists, Impressionists, abstractionists, sculptors, printmakers, watercolorists, oil and acrylic painters.

Here is where my hand extends to you: If you have a vision of what we can become, I am asking you to share it. If you have a wish or a goal or a desire, tell us. We want to develop specific programming that will become as specialized as our membership. Please call me directly, or put it in writing and email me with your thoughts.

If you want to, be a little selfish. Tell me what YOU want to see.

If you are getting a community vision, tell me where you would like to see the entire Valley Artists Guild grow.

Would you take me up on my request?

John Paul Thornton,
President VAG



John Paul Thornton

President, Valley Artists Guild.

Valley Artist Guild 2009 Gold Medal Exhibit



Natalie Smythe
"Sophie's Colors"

2008 Gold Medal Winner

Our 2009 Gold Medal Exhibit is now on view at VIVA gallery. Our reception will be held on Sunday April 19 at 2:00 pm



EDITORIAL by Ken Ronney

Editorial/News Flash

Last night I received a very surprising telephone call from a good, long time friend who works as a curator at a major privately-owned art museum in the Los Angeles area. She asked me not to name the museum yet, as their formal announcement of the following story won't be made for a few weeks.

She informed me that due to the economy's downturn, museum revenues this last year have decreased significantly. Many regular donors have substantially reduced their annual donations. Many members simply haven't renewed their memberships, and the worst is that several of the major charitable foundations that were big supporters were caught up in the Madoff fraud and their entire foundations' capital has been wiped out and they cannot contribute anything to the museum this year, or probably in any future years, for that matter.

As a consequence, the museum has had to cancel half of their long-planned temporary exhibits, since they do not have the funding to borrow, transport, and set up these major exhibits. Obviously, they are terribly upset about this. It wasn't until the beginning of this week that their accountants were absolutely convinced that their finances were in such trouble, and the directors were holding off making this announcement until they were positive this action had to be taken.

They are in the process of proceeding with a major gifts campaign to try and make up the shortfalls, but in the short term, they have had to come up with a strategy to keep things going on a reduced budget.

The new plan is to tap into local talent, and they have begun by planning major exhibits based purely on local artist's guilds and societies members' work. Specifically, they have chosen VAG as the first Artists' Guild to participate in the new program. They hope that we can reschedule our Fall show to a new venue, at the (very prestigious) museum. Since they have a large hall to fill, they want us to try something quite different from our usual Fall show.

Their plan is to have as many members of VAG as possible submit four or five entries each, with emphasis on growth and maturation of skills over time. This translates into four or five works with the oldest made at least ten, and preferably 15 or 20 years ago. The rest would be done more recently, but spaced out to highlight the artist's growth in style and technique since the oldest one was made.

This will be a juried show, of course, but an all-or-nothing version, where either all or none of the artist's work will be accepted. The show's display will last a full month, and all participating artists will be invited to one major reception, plus make at least two additional four-hour stops by the gallery on a to talk to visitors and promote VAG and other local art societies.

I almost fell off my chair as I heard this information and request for our participation. Finally, as the conversation was winding down, my friend made one last statement: "April Fools!"

EDITORIAL by Jim Hanes

In this day of digital technology, why paint? A pencil or brush becomes redundant for capturing nature when compared to a camera, but artists still capture what a camera cannot. And now, computer programs can impart artists' techniques onto photographs and can make art from scratch, from the click of a mouse. Things change. Computers are just the latest tool available for creating art. So why paint why not use a computer or a camera? To use a camera, to use a computer, is to take your finger and go "click." Everytime. To paint is to apply different pigments suspended in emulsifiers of various viscosities – changeable by choice and atmosphere – upon evolving textures with countless tools having a multitude of differing degrees of size and surface, resistance and glide, to make marks of a bazillion different kinds creating willful and exploitable accidents. Accidents in art come from the beneficially unpredictable, but mistakes are things that have gone wrong. Computers can't do anything they're not programmed to -- but art can happen when the unexpected happens.

Things change.

But not everything. Advances in technology and sciences have changed art many thousands of ways but many thousands of years haven't changed painting very much.

Member events and reminders

UPCOMING VAG EVENTS

GENERAL MEETING --

Our group meeting this month will be at the The Encino Community Center

VAG BOARD MEETING --

Wednesday, April 15 Th. at 7:30 pm at the home of Ken Ronney

VAG REMINDERS

Deadline for submittal of items for the newsletter.

If you wish to share with us news, thoughts, anything that might interest your member friends, please submit it to me by the 20th of each month Send to Scott Kiche, Lunahope2003@yahoo.com, Or call 818-462-5708

Board meeting change

The VAG board meeting day has changed from Thursday to the second Wednesday of the month all are welcome to come and join us. E-mail Scott Kiche at Lunahope2003@yahoo.com or you can contact John Paul at 818-378-8381.

MEMBER NEWS

Richard Herd's paintings This End Up & Andy-were bought by a private collector.His Painting Oceana Man was juried into the Westlake Valley Art Guild's current Show.

Donna Geist Buch and **Debra Hintz** received an Honorable Mentition Award in the WPW Exhibit this past March at VIVA gallery

Scott Kiche will be exhibiting again at the prestigious 2009 Salon International at the Greenhouse Gallery in Texas.

Ellen Brown, Barbara Williams and Verna Marie Campbell will participate in this years California Art club 98th Annaul Gold Medal Juried Exhibition

Location: Pasadena Museum of California Art
490 East Union St. Pasadena, CA 91101 Exhibition runs April 26 - May 17, 2009

Beth Summers and Marian Fortunati will be participating in the theme show "Fringes: Hills and Canyons of the S.F. Valley" a group exhibit at

La Galeria Gitana

Located at 120 N. Maclay Ave., Suite E San Fernando, Ca. 91340 (behind Cold Stone Creamery, sound side of Maclay) 818 898 7708 galeriagitana.com

Lore Eckelberry recieved the Marci Baker Award at the WPW Exhibit, In April she will be participating in a show with the Pasadena Society of Artists. Also in April 9, 2009 lore will be having her work exhibit at the CA Creator's Art Galley in Tonno Nogata City in Japan .

Event news

California Art Club, est. 1909

98th Annual Gold Medal Juried Exhibition

Tickets now on Sale!

Artists' Gala Reception: April 25, 6 - 9 p.m.

Gold Medal Programs: May 3 & May 17, 3 - 5 p.m. Exhibition runs April 26 - May 17, 2009

To reserve tickets for the Gala Reception on April 25, please call 626-583-9009 or visit our website for more information

ARTIST OPPORTUNITIES

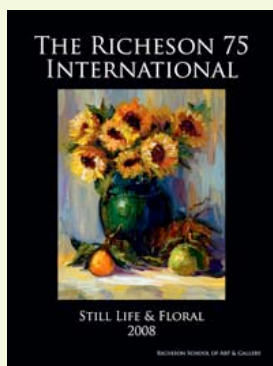
International Artist Magazine

CURRENT ONLINE COMPETITION

Favorite Subjects Close: 18 May 2009

Winners Featured in Issue No 67 Aug/Sep 2009

Entry Fee only **\$9.00 US** per entry



The Richeson 75: International Still Life & Floral 2009 art Competition
For more details visit their web site at
<http://www.richeson75.com/callforentries.html>

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VIVA Rep	
Norm Beal.....	818-344-9241

Special Event Announcement

THE POET'S Gallery AT VIVA GALLERY



SATURDAY, APRIL 11, 2009 6:00 – 8:30 PM

POETRY

Co-Producers: RICHARD HERD, DORI MARLER & CAROLYN UHRI

GUEST POET: JEANNE MARIE SPICUZZA
Author of "Beautiful, Terrible & True" & "My Italia"
Available through Libri Publishers

Coffee & Tea will be served before the reading
Sign-up to read: 5:30 – 6:00 PM

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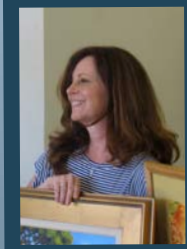
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M a r c h D e m o n s t r a t i o n



We would like to thank all of our members who attended Ellen Browns demo. This was a well thought out lecture and demo on grinding your own pigments. We hope this was an educational and enjoyable meeting for our members.

Winners from our mini show were
1st - John Paul
2nd - Ilsa Dattinger
3rd - Terry Romero Paul



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