



NEWSLETTER

April 2010

VAG proudly announces our "plein aire" meeting at

* Mission San Fernando *

Our April meeting will be held at the Mission San Fernando, Brand Park and Memory Garden, across the street from the Mission. Posing for you to paint, en plein aire, is professional model Toni Czechorosky. Although members will be allowed to take photos, there will be a per photo fee. Additional information about this will be available online, prior to Sunday morning. See the President's Message for a detailed description of the Park and Memorial Rose Garden.

A potluck is scheduled, and members should bring a dish for all to enjoy, or they may bring their own sack lunch (No meat or Carne Asada will be provided this year, sorry.)

The Mission, itself, was founded September 8, 1797, by Father Lasuén. The padres sought a location for another mission to relieve the long journey between San Gabriel and San Buenaventura. The most desirable spot was already claimed by Francisco Reyes, the mayor of the Los Angeles pueblo. He relinquished his claim, probably gracefully, was a patron at the formal dedication, and was godfather of the first child baptized.

This Mission was the fourth founded in just three months as Father Lasuén hurried to close the gaps in El Camino Real. A Church was completed only two months after the dedication. However, over the many succeeding years, the Church and outbuilding fell into disrepair.



The fortunes of the old mission increased dramatically with public awareness of the great historical significance of the chain of California missions. San Fernando became a Church again in 1923. Since then the Church, the "long building", and quadrangle have been restored. Additionally, there is an important museum, and archdiocese headquarters are on the grounds.

See you at there, at the park!

Next General Meeting

Date: April 25th

Time: 10:00 am to early afternoon

Place: San Fernando Mission Brand Park & Memory Garden

Admission: Free

President's Message

Congratulations to the artists who won awards at our Annual Gold Medal exhibition, and to all of you who were chosen to share your art on the walls and pedestals of the VIVA Art Center. As you know, the Valley Artists Guild has the nerve to exhibit the creations of artists who are working not only in diverse visual languages, but who also are at varying levels of advancement along the great path. It is a philosophical approach that is not common.

We are part of a group where professionals can feel confident enough to become friends and associates with those of us whose strength is just beginning, and those of us experimenting with our new powers can confidently submit along side of seasoned working professionals. The art world is increasingly broad and open minded, and at the same time, many artists are encouraged by mentors, teachers, institutions and social circles to make a stand for a certain select flavor of creativity. So I am so proud of all of us. We keep our minds and hearts open along the way. (You may have noticed that open minds and hearts lead to unexpected adventures and surprises.)

Our next meeting will be held on [REDACTED] April 25th at the romantic, beautifully lush Spanish gardens across the street from the historic San Fernando Mission! (The official name is "The Brand Park and Memory Garden.") We will be painting, drawing, dreaming and frolicking in the garden, which features roses bushes, trimmed hedge-rows, ancient trees, Spanish fountains, colonial architecture, shady places to sit, sunny walkways and barbecues for cooking. I swear this garden is the closest thing to being in Spain... it reminds me of the royal Alcazar in Sevilla, or the gardens belonging to painter Joaquin Sorolla in Madrid!

Please bring some food to share, drinks, goodies, etc. We are getting there at 10 am and will be on site as a group throughout the mid-morning and early afternoon. Those who wish to cross the street and visit the mission will pay a small fee to tour the museums and stunning Spanish colonial church, which may be bustling with the good working families of San Fernando. We look forward to being there together. Feel free to bring friends and loved ones...

John Paul Thornton
President, Valley Artists Guild

Valley Artist Guild Member News

2010 "Five Elements of Nature" Exhibition at Orlando Gallery

VAG has been offered an exhibit at Orlando Gallery. A prospectus and entry tags will be sent to you via e-mail. The take-in will be on May 1st, from 10 - 12 am, with pick-up of non-accepted work also, on the 1st, from 6 to 9 pm. Work must be on canvas 12" x 12" unframed. All other information will be detailed on the prospectus which will be coming to you soon. Don't miss this exciting opportunity to exhibit at Orlando!

"Four Faces of VIVA"

2010 VIVA All Group Exhibition

Valley Institute of Visual Art will be presenting their annual All Group Exhibition, open to all exhibiting members of Collage Artists of America, **Valley Artists Guild**, Valley Watercolor Society and Women Painters West. This show will be juried by Carol Bishop whose artworks have been published and exhibited in the U.S. and abroad. Carol is the only living American woman who has exhibited in a solo show at the Louvre. She instructs Art and Art History at Los Angeles Valley College, and she is a Senior Lecturer in Design at Woodbury University.

"Four Faces of VIVA" will open on Wednesday, June 30th, and will run through Saturday July 24th - with a take-in of entries on Monday, June 28th, from 9:30 am to 12 noon. All other details are available on the exhibit prospectus, which will be available soon, online at www.vivaartcenter.org.

Donna Geist Buch and Lisa August were juried into the Fine Arts Federation Exhibition last month, at the Burbank Creative Art Center. **Donna was honored with the exhibit's Brand Library Award/Best of Show. Congratulations, Donna!**

Emotionally moving exhibition features artwork by John Paul Thornton

Our President, John Paul Thornton, invites you to attend the reception of "Three Artists - One World" featuring many of his portraits and figure paintings. This exhibition, at the Burbank Creative Arts Center, presents works which address human dignity, the passionate longing for spirituality, and the all pervasive natural world which grounds us all.

"Three Artists - One World" focuses on three successful mid-career artists: Toni Scott, John Paul Thornton and Charlie Morey, who offer a delightfully diverse range of media, all based upon what compels them most: the discovery of meaning in today's world. The exhibit will include paintings, photography and sculpture. Opening reception is Friday, June 4, from 7:00 - 9:00 p.m. The gallery is located at 1100 West Clark Avenue, in George Izay Park, Burbank. Call John Paul for more information: 818.378.8381

Lore Eckelberry was awarded the Award of Excellence (Best in Show) by the Juror at the ACE Exhibition with the Pasadena Society of Artists. She was also selected to exhibit her art by the MOMA Curator of the Contemporary Museum of Pusan in South Korea - with her art being selected as the cover and theme piece for the art book and exhibition of the Museum. Additionally, one of her paintings has been selected to be the photo and theme of a play in London, and all the promotional pieces, banners, and librettos feature her painting on the cover. Lore is currently part of the juried exhibit at the 2010 Gold Medal Exhibition with Valley Artists Guild, at VIVA. **Good going, Lore.**

A Word of Caution

We all are a little emotional about our work. The challenge of putting a creation in an exhibit, and exposing it to criticism or exclusion, requires some measure of courage. For this reason, and others, we must be very careful to maintain our professionalism at take-ins and exhibits. None of us wants to be a source of pain to another artist. Always remember that a remark of criticism about a piece may be heard by the artist who created it, and who, unfortunately, may be standing **right behind you!**

VAG Gold Medal Exhibition

April 2010 award winners



Shula Singer Arbel
"Eve's Decision"

**Gold Medal Winner & Golden Artist
Colors Merchandise Award**

Rick Friesen

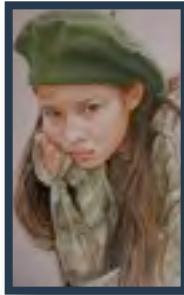
"Portrait of the Artist as a
Young Princess"



Natalie Smythe

"Brown Eyes Blue"

2nd Place



Dallas Chase

"Early Autumn"

3rd Place



Additional award winners for VAG Gold Medal Exhibition, 2010

***VAG wishes to thank the below listed manufacturers and merchants for their donations**

Ione Citrin

"The Kiss"

*Monarch Art & Frame

Cheryl Goettenmoeller (2)

"Time Rules the Roost"

* RayNar Art, Inc.

and

"Spiral Thoughts"

*Continental Art Supply

Marion Wallin Stanley

"Rocks & Water"

*Carter Sexton Art Supply

Scott Kiche

"Wendy"

*Jack Richeson & Co., Inc.

Janis Betkijian Elias

"41 Olds"

*Creative Catalyst Productions

Christine Kaldjian

"Village in France"

Lee Brasler Banarer Award

VAG Gold Medal Exhibition

April 2010 award winners - page 2



Shula Singer Arbel
Gold Medal award winner
accepting from John Paul Thornton

"Eve's Decision"



Margaret Danielak author of
"A Gallery Without Walls" speaking at the Gold
Medal Show reception

Valley Artists Guild thanks Margaret Danielak for spending her afternoon with us at the Gold Medal reception. Margaret is famed for mounting exhibitions for talented artists in unusual venues, accomplishing sales without the benefit of an established gallery. Margaret is the author of a definitive book on this subject entitled "A Gallery Without Walls."

March Demo Meeting and Mini-Show Winners

Shown Demonstrating for Valley Artists Guild members, on March 28th,
is Award winning Los Angeles portrait artist, Johanna Spinks.



Transitioning from make-up artist to the Stars to fine-art portrait artist, Johanna is a frequent demonstrator for Southern California artist groups. Johanna trained under famed artist and teacher Everett Raymond Kinstler, N.A., who painted the portraits of six American Presidents, and numerous cabinet members. Her paintings can be found in public and private collections around the globe. Her demonstration was informative, well-executed and absorbing. Thank you, Johanna.



1st Place, Mini-Show
Scott Kiche



2nd Place, Mini-Show
Norm Beal



3rd Place, Mini-Show

Would you like to advertise your products or services?
 Through our newsletters you will reach 180 artists and possibly
 their family and friends.
 Its easy and inexpensive.
 Call Trice Tolle at 818-345-1671



FULL SERVICE PHOTO LAB
TRUSTED BY PROFESSIONALS
www.advancedphotolab.net

Paul Moshay Digital Art Copy
Giclee Prints

818-347-4686
21831 Sherman Way, Canoga Park, CA 91303

Photography of Art by Avinger Nelson

- Slides and Digital Files for print and internet
- Reasonable rates/Quantity discounts
- Free pickup and delivery in LA County

For prices or a quote contact:

HYPERLINK "mailto:avingernelson@mac.com"
avingernelson@mac.com
 (626) 791-9202 or (626) 644-4271

CONTINENTAL ART SUPPLIES

7041 Reseda Boulevard, Reseda, California 91335
 818-345-1044 Phone • 818-345-0976 FAX
www.continentalart.com

Hours:
 Monday - Friday 9:00 am - 7:00 pm
 Saturday 10:00 am - 6:00 pm



7700 Gloria Avenue Van Nuys, CA 91406
 818-373-6180 800-280-0219 Fax 818-373-6186
themonarchcollection.com sales@monarchframe.com

Giclée Fine Art Prints

Our package includes:
 Digital Photography & Custom Giclées
 10 years experience
 Personalized one-on-one service
 Archival inks used on archival papers

JUDY KOENIG FINE ARTS

805-526-9978 jkoenigart@aol.com

VALLEY INSTITUTE OF VISUAL ART



13261 Moorpark Street • Sherman Oaks, CA 91423
 818 / 385-0080 • 818 / 905-7843 FAX
www.vivagallery.org



CHRIS HAUSER
STORE MANAGER

(323) 877-5050
 (818) 763-5050
 (818) 984-1050
 FAX (818) 763-1034

5308 LAUREL CANYON BLVD., N. HOLLYWOOD, CALIF. 91607
 (BETWEEN MAGNOLIA AND CHANDLER)
WWW.CARTERSEXTON.COM



Linda Wehrli (818) 766-0614
www.pastimes4lifetime.com

drawing, painting & calligraphy workshops • private piano lessons

art&music



Photo by Veronica Stensby

Editor's Note

Your newsletter creator and editor for two years, Scott Kiche, has stepped down from that position. With a busy art career, a large family, and another position with VAG as Vice President, Scott has found it impossible to continue with the time consuming work of preparing a monthly newsletter. On behalf of our members, I would like to thank Scott for his dedication to Valley Artists Guild. Scott is a man of extraordinary talent, and we are very lucky to have him give so much of himself to our group. I am transitioning into the position of Editor, and learning a computer program that is new to me. I hope that you will understand if mistakes are made, or if things are not up to the standards that Scott has set over the last two years. From now on, please send me your member news items, as usual, by the 20th of the month prior to your activities.

Cordially,
Donna Rogers donnarog@gmail.com

VAG Board 2010

President

John Paul Thornton.....818-378-8381

Vice President

Scott Kiche.....818-462-5708

Secretary

Norm Beal.....818-344-9241

Treasurer

Trice Tolle.....818-345-1671

Communications Chair

Lisa August.....818-882-8517

Correspondence Chair

Marie Thomas.....818-986-7956

Membership Chair

Terry Romero Paul.....818-784-4205

Publicity Chair

Debra Hintz.....818-907-8997

Program Chair

John Paul Thornton.....

Photographer

Veronica Stensby.....818-342-2554

Historian

Carol Merrick.....818-709-4584

Mailing Chair

Donna Rogers.....818-995-7614

Exhibit Chair

Donna Geist Buch.....818-998-7904

VIVA Rep

Norm Beal.....818-344-9241

Original photo by Veronica Stensby, VAG member



Valley Artists Guild
P. O. Box 16035
Encino, CA 91416-6035