

NEWSLETTER

June 2010

Truth or Dare?? ** Secrets to Exhibiting Your Art Successfully in Galleries **



Join award-winning painters **Scott Kiche** and **Terry Romero Paul** in this information-packed and intimate look into the art world. Both artists will share bold strategies and sensitive insights that have led them to have successful experiences with galleries. This panel-discussion, moderated by Valley Artists Guild President **John Paul Thornton**, will inspire you to take the next step in exhibiting your own artwork on a greater scale.

Whether you are just beginning to think about approaching galleries, or you have a track record of shows, Scott and Terry will answer your burning questions and shed eye-opening light on many juicy topics such as:

- How NOT to approach a gallery: Attitudes?
- Should artists be “themselves” when approaching a gallery, or adopt a strict business-like stance?
- Myths about galleries that artists must overcome.
- Physical Portfolios? Bios? Websites? What are the professional tools artists need to have today?
- Time to sign the contract: What you really need to look at before putting your X on the line.
- Successful outcomes: What seems to work?

You will hear secrets that only Scott and Terry can share...**and more!**

Do not miss this important group meeting. It could change the way you move ahead...

Next General Meeting

Date: Sunday, June 27, 2010

Time: 1:30 - 3:30 pm

Place: Encino Community Center, 4935 Balboa Blvd. in Encino

Admission: \$7.00 Members \$8.00 Guests

President's Message

I was sure that I had screwed it up, big time.

The children in the refugee camp had decided that they would like to learn how to paint portraits of their grandparents. We met in the middle of the camp, in a field, in the country of Nepal. A goat was nibbling on my pant leg and monkeys scampered along the walls. The children were so excited. That is when I was sure that I screwed it up, big time.

It all started with an Email: "Would you come to Nepal to work with Tibetan Refugees?" I answered "YES."

So, I had quit my job to come to Nepal, and my wife had taken a semester off of school. I had no idea what I would do once we were there, because I wanted to remain open to possibilities. On the flight from Kathmandu to Pokhara, the Maoists had seized the entire country and demanded that no automobiles or electric lights be used by the citizens, on penalty of severe punishment. So when our plane arrived, no car would meet us. Instead, our guide pulled our luggage on a hand-drawn donkey cart, through the deserted streets.

When we finally got to the Tibetan refugee camp, we were greeted warmly by our hosts. We would be living with them in the camp. By candle-light they fed us yak meat, and presented us with a gift reserved only for special occasions: a bottle of orange Fanta. To them, the bottle would have cost a week's wages.

In the morning, I met with all of the children in the camp and was surprised to find that they all spoke English. We decided that we would create a project to honor their elders. They said that they would like to learn how to do portraits of their grandparents. They were excited, buzzing and giddy. We would start painting the next morning! And that is when I screwed up, big time: I said, "Great! Please go home and write an essay about how such a project would contribute to the community of the camp!"

The giddiness stopped. The mood changed. "Oh NO," I thought to myself. I only told them to write an essay because a social worker had suggested it. Oh...no.

The refugee children shuffled to their homes in the camp. I went back to my wife, who asked how the first meeting went. "I screwed up," I said. I asked them to write an essay. I screwed up. Nobody is gonna do this project now. Oh god, I can't believe I screwed up! We came all this way and I turned them off, asking them to write a silly essay!..."

"Wait and see," said my wife. We went to bed.

The next morning at 6 AM there was a knock at our door. I opened it to find a line of children down the road, standing with their parents. The first girl in line came in and read her essay aloud. She had written about honoring people through art. She filled a page about expressing her love for her family. She wrote about how through sacred images and color, she would be proud to become a voice for her scattered people. I sat on the bed listening to her words and my heart pounded. Child after child entered to read their own personal essays. They all expressed their sense of being chosen for something meaningful and honorable...something bigger than them. When all the essays had been read, I promised to meet with them at noon, to begin painting. They all rushed back home, giddy.

We shut the door and sat in silence. Then my wife said, "You were wrong, John Paul. You didn't screw it up."

John Paul Thornton
President, Valley Artists Guild

Valley Artists Guild Member News

John Paul Thornton, VAG President, invites you to see "Three Artists One World," an art exhibit at the Burbank Creative Art Center, 1100 West Clark Avenue in Burbank (One block north west of the intersection of Olive and Victory, and just south of Magnolia, which features John Paul, Toni Scott, and Charlie Morley. This emotional exhibition is open until June 24th, and presents artworks that address human dignity, the passionate longing for spirituality and the all-pervasive natural world which grounds us all. You still have time, don't miss it!

Heads up - VAG Summer Activity - July 17th!

Details are sketchy, but VAG has scheduled a Paint-out on July 17th. Location??? **Malibu!** Time??? **Late afternoon**, when the light is best, and traffic and parking are easy. And, **Tony Pro** will lead the event with a demonstration - while you paint! This is the plein-aire opportunity of the Summer. You can expect more details at the June 27th Member Meeting, with exact details to be forwarded to you by e-mail well before the date. If you do not have e-mail, please call John Paul or Scott for further information.

Valley Artists Guild Fall Exhibition, 2010 is upcoming from October 13 until October 30, with a Reception on October 17th, from 2:00pm to 4:00pm. All VAG Associate members will receive a letter inviting them to submit their work, for September 8th jurying. Three pieces that are the most representative your body of work, will be requested at that time, for delivery to the home of Ken Ronney in Reseda. Full details will be included in the invitation letter.

Requesting Art Supplies: Odds and Ends Doing your Spring Cleaning? Please donate any art supplies, broken jewelry, beads, paper, embellishments, ephemera, ribbon, fiber, scrap fabric, etc that you do not want or are not using to the VIVA workshop for joint sharing among workshop groups. Drop off your donations to the UPSTAIRS workshop at VIVA, or contact Barbara Jones for pick up, 818-346-2704.

Author: Barbara Jones

Terry Romero Paul is currently transitioning out of a portion of her Membership Chair duties. As it was structured, the position was far too complex and time-consuming for just one person. **Ken Ronney** will be taking over the job of organizing and receiving paintings for new member jurying, and the resulting correspondence. **Marilyn Jordan** has consented to keep the computerized membership list, and will be handling the computer updates. Terry will continue to answer your questions, whether by email or telephone. Thank you Terry for all of your devoted attention to these many details for such a long time!

Valley Artists Guild member **Arline Helm** is the winner of Best of Show at the Burbank Art Assn. Spring Art Exhibition, at Geosystems, Inc., 1545 Victory Blvd. Glendale, Monday through Friday through July 24th, from 9 a.m. to 5 p.m, Monday through Friday until July 24th. For further information call (818) 500-9533 or visit www.burbankartassociation.com.

Ilsa Dattinger announces the exhibition of her artwork, from Aug 31st thru Oct 1st 2010, with a reception on September 25th. The exhibit is located at Calabasas Tennis and Swim Center in the Artist's Alley, 23400 Park Sorrento, Calabasas, telephone 818-222-8602. Club hours are Monday through Friday, from 6 am to 10 pm, with Saturday and Sunday hours from 7 am to 6 pm. Ilsa invites you to come by, and see her work in this lovely setting.

Ione Citrin has work in an exhibition entitled I.O.N. (Instincts of Nature) curated by Tony Clark at Affinity Galleries. The exhibition runs from June 12 to July 17, with an opening reception Saturday, June 12th. Affinity Galleries is at 7065 W. Lexington Ave. in West Hollywood, call 323.962.8506. Please go to Ione's website for further information on this exhibit, and for more information about Ione's many awards in juried exhibitions at www.artbyione.com.

Lisa August, Marilyn Blutter, and Valerie Yvette Smith participated in the June 13th, Chatsworth Fine Arts Council annual Outdoor Depot Art Show held at the Chatsworth Metrolink Depot. This exhibit featured an interesting variety of original art by Valley artists including paintings, collage, sculpture, glass work, photography, jewelry and fine crafts. A special themed art exhibit "A Western View" and a "people's choice" art competition were on display inside the Depot.

“Four Faces of VIVA,” All Group Exhibition 2010, A Final Reminder Don't forget the Valley Institute of Visual Art's All Group Exhibition, which is open to **all exhibiting members of Valley Artists Guild**. This show will be juried by Carol Bishop whose artworks have been published and exhibited in the U.S. and abroad. Carol is an instructor in Art and Art History at Los Angeles Valley College, and a Senior Lecturer in Design at Woodbury University. The exhibit will open Wednesday, June 30th, and run through Saturday July 24th - with a take-in of entries on Monday, June 28th, from 9:30 am to 12 noon. A prospectus is available online at www.vivaartcenter.org.

Support VIVA - Books and Magazines Needed VIVA is in need of any art books or magazines of value with artistic interest and content that you are willing to part with or are looking to get rid of. So, please clean out your book shelves and at your earliest convenience, drop off your books and/or magazines at VIVA and share the wealth of art knowledge. Those that cannot be sold will be shared with the upstairs workshops.

Author: Barbara Jones

VAG Members **Scott Kiche, Lisa August, and Marian Fortunati** all had paintings in a recent Westlake Village Art Association juried exhibition.

Attention Members: You are invited to participate in the Portrait Painting Showcase International hosted by LA Art Guide. For a prospectus, please click this link: www.laartguide.net, and scroll to Portrait Painting Showcase. You will find other showcase categories there, that might interest you, also.

Please do not miss this great opportunity to sell your paintings and/or get Portrait Commissions. Entry deadline is July 10, 2010. Thank you and happy painting!

Beth Summers has exhibited recently in the Ojai Fine Art Festival, and the Walnut Creek Art and Wine Festival at Heather Farms. Beth also publishes a newsletter on her website. You can experience some of Beth's wisdom on art and her beautiful palette-knife landscapes at <http://bethsummersartist.blogspot.com>.

Are you an Art Teacher? If you are, we want to know, so that we can publish your information in our newsletter in September. Just send your name, contact information, area of expertise and qualifications to: Donna Rogers, telephone (818) 995-7614, or e-mail donnarog@gmail.com.

Or, if you are an artist who would like to find a teacher for a brush-up, or to learn a new technique, please look in the September newsletter, for our Art Teacher Directory.

In case you haven't heard, the **Tag Gallery** has an Open Call for Entries. The deadline for entry is June 26, 2010, so grab something that you have already done, and follow the instructions on the flyer printed below. You will find a link to click for a prospectus.

Also, printed below, is an invitation to **“Layers of Creativity”** in Ventura. VAG member, **Donna Geist Buch** is participating in this Collage Exhibit. This notice is extremely late, and the Reception is over, but there is still plenty of time to see the show if you haven't already done so.

Newsletter Editor, **Donna Rogers**, apologizes for the late arrival of this month's newsletter, which has caused some of the information to be a little late. We are now featuring a monthly newsletter from September through June, but the posting has been unavoidably late for the last few months. Starting in September, the deadline will revert to the previous date of the 20th of the month **PRIOR TO THE PUBLICATION** of the Newsletter during the first week of the month. In order to keep your notices going out in a timely way, this date must be firm. Any item that arrives after the 20th of the month will be included in the following newsletter. Here is an example: the first deadline will be August 20th, for the newsletter which will go up the first week of September. Items arriving after August 20th will be included in the October issue. This requires you to be thinking well ahead of any planned event. Thank you, so much, for your continuing contributions to this newsletter.



2010

call for entries

Prospectus available at
<http://taggallery.net/opportunities.php>

Entry deadline: June 26, 2010

california open exhibition



TAG Gallery has moved to its new location at
Bergamot Station at 2525 Michigan Ave. #D3
Santa Monica, CA 90404
www.taggallery.net

Tag Gallery is now at Bergamot Station



"Layers of Creativity"

Collage artists from Los Angeles & Ventura Counties

Atrium Gallery 4th Floor

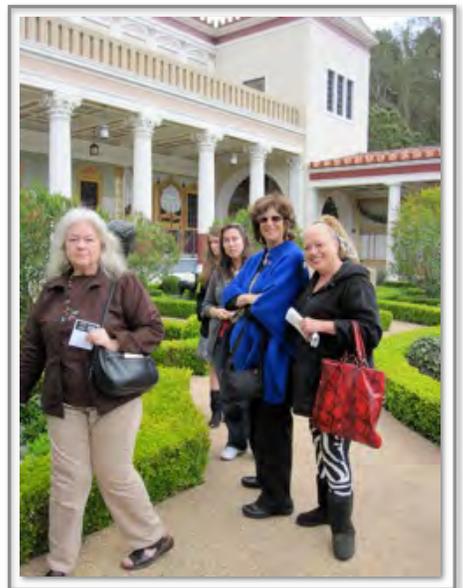
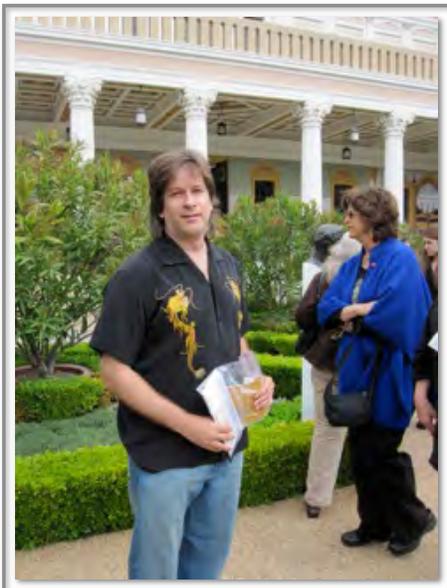
Hall of Administration Building

Ventura County Government Center

800 S. Victoria Ave. Ventura, CA 93009

Through July 14, 2010

VAG members at the Getty Villa, May 23, 2010





A San Fernando Valley Winter day, shot from a deck in Sherman Oaks.

Editor's Note

Thank you for your contributions to this month's newsletter. This will be the last edition of the newsletter until September, at the beginning of that month. The deadline for contributions to that publication will be August 20th, and that date is firm. A reminder will be sent to you, by e-mail, prior to the deadline.

I would like to thank Dorothy Shepherd, who has taken on the job of sending a printed version of the newsletter to all of those who are unable to receive the newsletter by e-mail. This is a great service to over 20 of our members who have not been able to get our monthly updates.

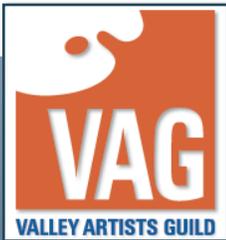
Please continue to send me your art news and special events. Also, if you know of an exhibit we might like to see, or one that we may enter, send the info to me. I will make every effort to get it to our members in a timely manner. Thanks again for your help and patience.

Cordially,
 Donna Rogers donnarog@gmail.com

VAG Board Information

- 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 Chairs**
 Terry Romero Paul.....818-784-4205
 Marilyn Jordan.....818-906-1219
 Ken Ronney.....818-996-1630
- Publicity Chair**
 Barbara Jones.....818--346-2704
- Program Chair**
 John Paul Thornton.....
- Photographer**
 Veronica Stensby.....818-342-2554
- Historian**
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- Mailing Chair**
 Dorothy Shepherd.....818-353-0129
- Exhibit Chair**
 Donna Geist Buch.....818-998-7904
- VIVA Rep**
 Norm Beal.....818-344-9241
- Newsletter Editor**
 Donna
 Rogers.....818.995-7614

The Arctic perhaps? No, photo from a deck in Sherman Oaks



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