

NEWSLETTER

September 2010

VAG proudly announces our September Demonstrator

✧ Dan Milnor Gonzales ✧

“Expanding the Boundaries”

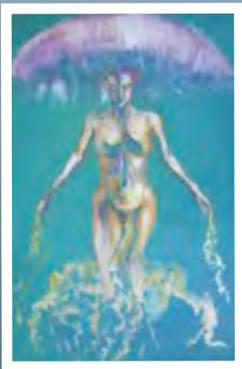
At our general meeting on Sunday, September 26th, we will proudly feature the talent and passion of visionary artist Dan Milnor Gonzales. If you want surprises, be prepared to be given a dose of invigorating energy! Whether you work in traditional styles, abstract styles and whether your medium is oil, watercolor, acrylics, collage or sculpture, Dan will deliver a refreshingly bold outlook on what really matters: Concept. Great artists tap into their personal “Hidden Body of Work” which propels them on their way to exploration and authentic achievement. Dan will trace the way this occurred in the lives of many well-known artists and then present you with ways to find that fuel in your own life, within the framework of your own methodology. He will also present inspiring demonstrations in sculpture and drawing. As an exhibiting artist, Dan’s work has been displayed at the Goldfarb Gallery in Beverly Hills, and the Cooperstown Museum of Art in New York.

Dan Milnor Gonzales has produced a unique personal vocabulary born from the human figure. His paintings and drawings defy easy categorization. Versed in traditional academic construction of form, he rejects the conventional in favor of a compulsive, expressive pursuit towards the redefinition of the body. Gonzales studied at California University, Northridge, under the instruction of noted professor Saul Bernstein. A thorough grasp of Art History led him to examine art in a broad context as it pertains to the human condition. In his current work, autobiographical and highly personal iconography becomes infused within recognizable, cultural elements. The results hold a mirror up to the souls of the viewer, challenging them to question the meaning of physical life and the invisible spirit fighting for a voice.

As an art educator and teacher, Gonzales has consistently sought to integrate the arts within the lives of his audience and students alike. Dan is an exhibiting artist, whose work appears in the Barry Goldfarb collection, in Beverly Hills, California. He continues to develop his body **of work**.



Guest Artist
Dan Milnor Gonzales



Next General Meeting

Date: Sunday, September 26, 2010

Time: 1:00 to 3:30 p.m

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

Admission: \$7.00 Members - \$8.00 Guests

President's Message

Fall symbolizes new beginnings! After a long hot summer, September is the time to return to business, get back to school, and back on track. Art symbolizes new beginnings as well, but in a much less predictable way. Does art provide a sense of order to your life? Or does art deliver a rejuvenating break from that order?

September brings us two wonderful events that will help us confront this delicious topic.

The first event is a very intimate art exhibition that we are all invited to attend: A showing of the new paintings by Valley Artist Guild member Ilsa Dattinger. Many of you know Ilsa and have knowledge about how she came to create her new large paintings. For those of you who do not yet know her, I will only say that they represent her transformation, her deliverance and her triumph in life. As an active member of the Valley Artist Guild, Ilsa has often expressed her gratitude that a community of creative individuals could provide the encouragement to embrace her latest evolution as an artist. On Saturday, September 25th, we are all invited to see her work in person in a special display in Calabasas. (details about the show are within the pages of this newsletter). I look forward to seeing you there on Saturday the 25th. Ilsa is a remarkable woman with the colorful presence of elegant Viennese Nobility and a heart bursting with excitement.

Our second event, celebrating transformation, will be at our regular general meeting, launching our 2010-2011 season on Sunday, September 26th. We will feature our guest demonstrator, Dan Milnor Gonzales. Dan is an inspiring painter, sculptor, and conceptual artist who will blow you away with a presentation on expanding your boundaries, your tools, methods and thinking, to become a stronger and more expressive artist. Dan will help us to uncover our own "Hidden body of work" which it is our destiny to create, but which thousands of artists fail to do in their lifetime. Why? Because artists can get trapped in predictable solutions! Dan's mind expanding information and diverse artwork will impact you, refresh you and challenge you!

On behalf of the Board of the Valley Artists Guild, I wish all of you a Fall filled with growth, friendship and magic.

John Paul Thornton

President, Valley Artists Guild

VAG Calendar Fall 2010

September 26, 2010, Sunday, at 1PM: General meeting and demonstration by Artist Dan Milnor Gonzales. Topic: "Expanding the Boundaries" Not your typical demonstrator, Dan will present his bronze sculpture, oil painting, and drawings which challenge conventions and celebrate the spirit of imagination. Dan will explore how artists must tap into their own "Hidden Body of Work," by expanding their limits and embracing their passions. Traditional artists and abstract artists in all mediums will be exposed to an almost overwhelming amount of information and inspiration! **Location:** The Encino Community Center.

2010 Fall Exhibition at VIVA: October 11, 2010, Hand deliver work from 10am to 12pm. **October 11, 2010,** pick-up of non-accepted work from 2pm to 3pm. **October 13, 2010,** show opening. **October 17, 2010,** reception 2pm to 4pm. **October 30, 2010,** show closes, pick-up works from 4pm to 6pm. **See Valley Artists Guild website for a prospectus and take-in form - click on exhibits.**

October 24, 2010. Sunday: Meeting at LACMA, the Los Angeles County Museum of Art. VAG members will meet as a group to visit the newly refurbished Museum, including the drop-dead gorgeous European Wing, the spacious new Modern wing and the highly controversial Eli Broad collection! Valley Artist Guild President John Paul Thornton will be offering an informative guided tour of the European Wing, focusing on the stunning work and techniques of Rembrandt, Rubens, Honthorst, Ribera and the dramatic influence of Carravaggio evident in the museum's collection. Plan on an exciting day with fellow members. Family and friends are welcome! Details about admission, parking and a group gathering place will be coming in the next newsletter.

November 14, 2010. Sunday, At 1 PM: General Meeting and demonstration by artist **Christina Ramos.** By popular demand, we will be featuring the vibrant realist painter Christina Ramos, who is rapidly becoming an "artist to watch" in Los Angeles. Working in acrylics, Christina manages to convey the depth and pictorial qualities of the great masters in her elegant canvases. She will be demonstrating traditional glazing, underpainting and surface building techniques. Christina is a real joy and speaks candidly on her experiences and philosophy of painting. Be sure to meet her and see her art in person. **Location:** Encino Community Center

December: No General meeting In December.

January, 2011: New Years Luncheon and general meeting-extravaganza An exact date and location will be announced.

Valley Artists Guild Member News

Terry Romero Paul participated in two exciting exhibits., the first at the **James Gray Gallery** at Bergamot Station in Santa Monica. The show started July 3, closing on August 7. The James Gray Gallery is the venue where Terry presented her highly successful "Cheaper By The Dozen" Doughnut Show last January. She was also very pleased to participate in a group exhibit in Ventura County, at the **Red Brick Gallery**, which was titled "Curiosities." Congratulations Terry, on your great summer activities!



Judith Bloch won first prize in the Hand Drawn category of the National Kidney Foundation Art Contest to promote organ and donor awareness. Her painting "Those Who Give Let Others Live," was one of five selected by a committee for public vote on the internet, and there were over 2500 votes for her painting. She won a \$150 cash prize and her art work will be used in subsequent advertising for NKF to promote public awareness of this important issue." Many of you will have seen Judith's inspirational Award-winning Mandalas in recent VAG ex-

Los Angeles-based artist, **Ione Citrin**, spent many years of her life in front of the cameras for Hollywood Westerns, TV commercials and an ABC morning show "The Prize Movie with Ione" from 1967 to 1975. Ione was the kooky presenter of a mix of comedy, variety, game-show, fitness and phone call-in, spliced between heavily edited versions of old movies. Anyone who visited her exhibition of Landscapes/Cityscapes, which showed at Gardens of the World from June 24th to August 1st, could have been surprised to find that a serious contemporary artist has arisen, phoenix-like, from her entertainment career. Ione exhibits in galleries throughout the country, and has won many awards for her work. This summer, Ione also exhibited at Salon Xia. Her show was entitled "The Ione Citrine Collection of Visual Epiphanies."

Beth Summers has seven oil paintings in a continuing show at the Red Brick Gallery in Ventura which began on August 30th and will continue until October 11th. Also, Beth has exhibited at the Mammoth Lake Fine Art Festival during the Labor Day weekend. She recently returned from Russia, where she painted and exhibited in St. Petersburg. Shown here, from the Russian Exhibition, is "Uglich Church."

Linda Stelling recently participated in the Chatsworth Fine Arts Council's annual Outdoor Depot Show, "A Western View." Linda won "Best in Show: for her painting "Cold Night For Two Buck Chuck." Congratulations, Linda.

More VAG Member News

Fritz Suter announces that eight of his paintings were accepted for the 12th ANNUAL LANDSCAPE JURIED INTERNATIONAL EXHIBITION at UPSTREAM PEOPLE GALLERY in Omaha, NE, which showed from July 1st to July 31st. The artworks accepted were “Beach Gunk,” “Cleveland - New American City,” “L.A. Bird City,” “Malibu,” “Mainstreet USA,” “Seattle - the Emerald City,” and “Subway.”

Marian Fortunati tells us the exciting news that one of her paintings has been accepted to the 10th Annual American Landscapes National Juried Exhibition, in Maryland. The exhibition opened on August 20th, and will continue until September 19, 2010. There was a reception on Sunday, August 29th. The Juror was Nora Heimmann, Associate Professor of Art History and the Department of Art and Chair at Catholic University of America, in Washington, DC. This is exciting news, Marian.



Ilsa Dattinger, shown, left, at the last VAG exhibit, invites you to her exhibition at Calabasas Tennis & Swim Center's **Artist Alley**, 23400 Park Sorrento, in Calabasas, from August 23 through October 1, 2010, and to the **Artist's Reception on Saturday, September 25, 2010, from 4 pm to 6:00 pm**. Ilsa's bold flowers, in Acrylic, mixed media, and pastel, will be on display Monday thru Friday from 6 am to 10 pm, and on Saturday and Sunday from 7 am to 6 pm. Contact Ilsa at 818-752-7501 for further information, and for directions to Artist Alley.

July 17th Summer Paint-out event: Point Dume State Beach was the venue for this summer's Paint-out. Tony Pro joined the VAG group for a relaxing and instructive session on the beach. Since the Newsletter wasn't produced during the summer, the word came out from Scott Castro, by e-mail. For those of you who are not currently on the internet, there is a new type of computer, a Net Book, that is relatively inexpensive and easy to use, and which easily connects you to e-mail, online shopping, and the VAG Newsletter. These smaller, less complicated devices will keep you informed about the many activities of Valley Artists Guild, and give you access to the other 90% of Valley Artists Guild members who are online, and communicating daily via e-mail. In the meantime, we will continue to send hardcopies of the Newsletter to those who **don't have e-mail**. We apologize if some of the information doesn't reach you in time. If you no longer need a hardcopy, please call Donna Rogers at 818-995-7614.

Notes From June 27, 2010 General Meeting

Last Sunday, June 27, 2010, our VAG meeting covered many aspects of marketing your art. Three of our most successful marketing members, John Paul Thornton, Scott Kiche and Terry Romero Paul, discussed their ideas and experiences. Here are a few of their suggestions:

1. Go to a gallery that you think represents your style of art. Make sure that your style or type of work fits in.
2. Don't disrupt a gallery owners during an opening. Just introduce yourself, shake hands and tell them that you like their show. You will have time to talk to them further at a future time.
3. Send an informal letter or e-mail asking what preference they may have for you to introduce yourself to them, and include your website address in the letter. Ask if they prefer jpegs, traditional slides, photographs, or if you should bring in your original art.
4. Use a gentle approach. Do not be pushy. And, there is nothing wrong with asking questions.
5. Some galleries want to see if you have won awards. With other galleries, it may not make a difference. Every artist is at a different level.
6. If you personally go to a gallery, choose a "down time" when they may not be busy.
7. When you go to an opening, have conversations with people; engage in speaking to strangers to build a possible relationship. You must be a salesperson, but do not be ingenuous.
8. Do your own publicity. There is a whole world of marketing that you can learn about, but know that promoting and marketing your work is an eternal effort.
9. Paint what you love and then find a way to set yourself apart from the pack. Above all, believe in yourself.

I hope this information is useful to you.

Lisa August
Valley Artists Guild
Communications Chair

Announcements

Sad News from Polly Williams Daughter: To Valley Artists Guild Members: On Monday, July 26th, my mother Polly Williams passed away due to complications of Alzheimer's, a fractured pelvis, plus the wear and tear of 86 years here on earth. Polly thought very highly of VAG, and even when she was unable to manage any of her personal affairs, I made sure that I renewed her membership for her. It has been about 10 years since Polly has been to any VAG activities so I am not sure how many members would know her or remember her. Here is a link to her obituary:

<http://www.legacy.com/obituaries/latimes/obituary.aspx?page=lifestory&pid=144469723>

The above message was sent by Polly's daughter, Laura Lenenberg. Lisa August responded as follows: "On behalf of Valley Artists Guild, our sincere condolences are sent to you and your family. I do remember your Mother and had spoken to her several times over the years. She was very sweet and an accomplished artist. Again, we're so sorry to hear the sad news - her love of art and artwork will last forever!"

SFValley Artists Studio Tour: For the 6th year, the San Fernando Valley Arts Council will produce the Valley Artists Studio Tour (VAST) on October 2nd & 3rd. This valley-wide tour to the private studios of 30 San Fernando Valley Artists, raises money for art and music programs, creates a forum for local visual artists to share their creative processes, their inspiration, and their techniques. Additionally, it makes fine art accessible to all members of the community. Meeting artists where they live and work, and witnessing the art-making process offers an unique educational experience for the public, especially children.

VAST brings together a wonderful variety of individuals, businesses, community organizations and city agencies. The tour generates excitement for the arts among local artists, organizers, and cooperating organizations. VAST also promotes pride in our community and in its great artists. If you would like further information, please contact Kathy Cryer, Outreach Chairman, Valley Artists Studio Tour, (818) 920-4000, or e-mail her at SFVArtsOutreach@gmail.com.

VAST Tour: October 2 and 3rd, 2010 - Saturday and Sunday from 10 am to 5pm.

VAST Gala: "Meet the Artists" Reception and Benefit Art Sale - Saturday Evening 7 pm to 9 pm. Entertainment and food are included.

Nancy Taylor reminds members that the impossibly beautiful exhibition of Jean-Leon Gerome (1824-1904) is in its last days at the Getty Center. A joint project of the Getty, the Musee d'Orsay and Reunion de Musee Nationaux as well as the Museo Thyssen-Bornemisza in Madrid, it will run until September 12, 2010. You would travel far to see these pieces in Paris and Madrid, and it would be worth it. As Nancy has said "You will see magnificent color and the realistic depiction of human form, as well as amazing realism depicting ancient architecture." It is realism at the height of its glory, in a time just before Impressionism changed everything. Don't miss it!

Next Newsletter deadline: Our next newsletter will be online in the first week of October. It is important that I receive all of your contributions prior to September 20th. Thank you, **Donna Rogers**

“Outside the Box” Exhibit

Showing ends on September 11th



Featured artists at reception



Norton Wright and his wife



Guests enjoy the exhibit

The opening reception for Outside the Box was a huge success! People came from all over town to see the show and several pieces have already been sold! The show will be up until Sept 11th so there's still time to see some wonderful artwork. Please call the gallery before you go to make sure someone is there to let you in. Hours are from 10-4. The Canoga Park Youth Arts Center is located at 7222 Remmet Ave. in Canoga Park. Call 818 346-7099. Congratulations to exhibiting artists Shula Singer Arbel, Teri Dryden (Curator), Marilyn B. Jordan, Joy J. Rotblatt, Veronica Stensby and Norton Wright for a terrific exhibition.

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Editor's Note

This has been an almost impossible newsletter for me. Because of the long break, there were many news items saved in my Gmail, and the slicing, dicing, and putting them in order with some semblance of logic, while fighting (tooth and nail) with Apple's "Pages" program, had me screaming at the computer, and taking consolation from the ice cream carton. It seemed a bit like a duel. Pages was tricking me, and I had to find a way to outsmart it if I was going to get this newsletter finished.

My first attempt, a work of many hours, failed so miserably that it stumped even the nice man on the phone at Apple. He said "I don't know what's wrong, and I can't fix it. The only thing you can do is start over and try to save as much as you can." So, I did, and this is it.

*On the second try, some of what I thought were the niceties were sacrificed to the expediency of getting this newsletter to you, on time. One of the final problems was a blank page that could NOT be deleted. I don't know why, and the Apple man didn't know why, either. So, I decided to fill it up, instead of just typing in big letters across the top: INTENTIONALLY LEFT BLANK! That would have been wrong, because it certainly **wasn't** intentional. But, then, when I needed another page in a different place, Pages got me again! No page. Revenge! Most importantly, I had created two pages of "Teachers of Art in VAG." I lost both of them. I promise a teacher's list next month, with a new Newsletter Editor to bring it about.*

I believe that most of the information you need is in this newsletter, somewhere. John Paul Thornton has given us a great President's Message, as usual, and he has also provided a calendar of coming VAG events this Fall. There are very interesting events on this schedule, and some are coming up very soon. Check it out!

I thank everybody for their contributions. I am amazed at how many of our members were hard at work over the summer. VAG was dark, but our members were active, working on their art, communicating, and showing their work! The economy may be bad, but our artists are far from discouraged. With their positive attitude, they will be well-positioned for the inevitable turn-around.

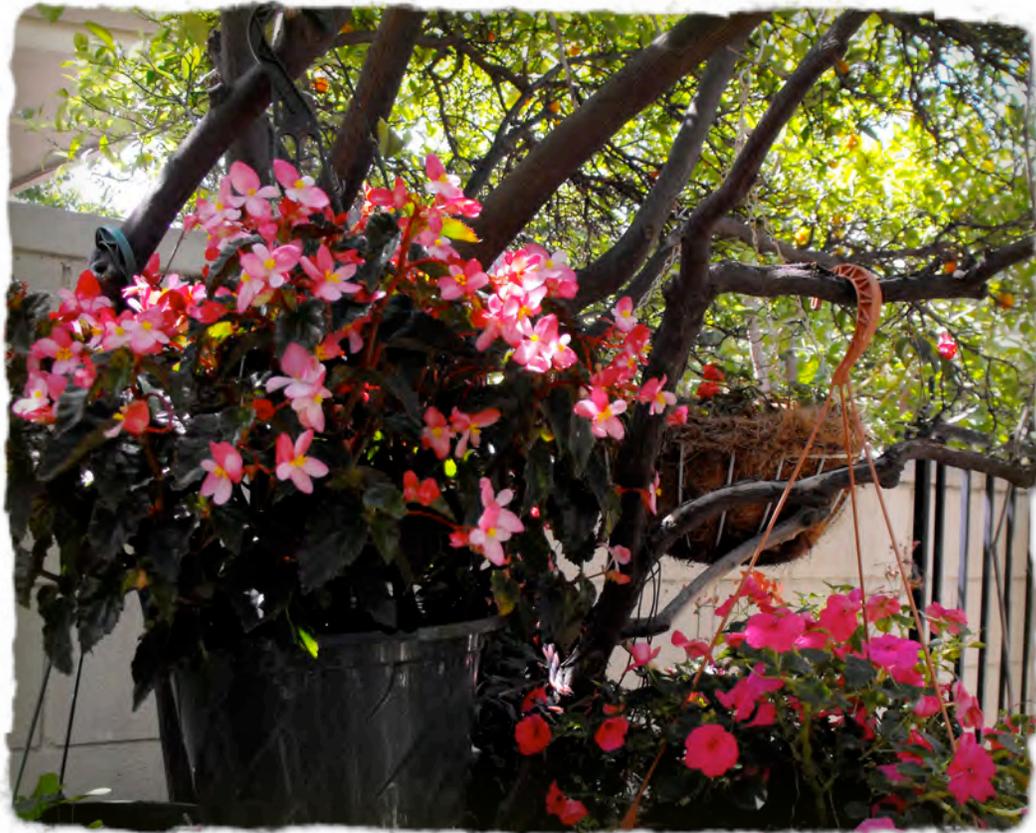
I would like to give special thanks to Lisa August. All through the summer months, Lisa has been there to get the word out by e-mail; informing us of upcoming shows, activities and member news, mostly good - all within hours, or even minutes. In this newsletter, you will also find Lisa's report on the last General Meeting in June, with easy to use marketing strategies from John Paul Thornton, Scott Castro and Terry Romero Paul. If you didn't make the meeting, read her careful notes, and save them for future reference.

I hope that you have had a happy, relaxing and productive summer.

Regards,

Donna Rogers

Complaint Department: 818-995-7614 email: donnarog@gmail.com



Marie's Begonias



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