



# NEWSLETTER

May 2011

VAG proudly announces a demo by

✧ *Peter Kraus* ✧



Accomplished fine artist, graphic designer, teacher, and writer, Peter Kraus was born in Hungary, and emigrated to the United States of America as a child in 1956. Following graduation from high school, Peter opened his studio and gallery, where he created commissioned pieces and fine custom frames. During his college years, he accepted a prominent position with a well known advertising firm. Later, free-lancing as a designer, he produced backgrounds for television shows and convention centers. After earning his degree in art education from California State University, Northridge, Peter then established a complete graphic arts facility. In addition to his membership in the Los Angeles Cultural Affairs Department, the Valley South Regional Arts Council, Americans for the Arts, Allied Artists of the Santa Monica Mountains and Sea Shore, Inc., the Simi Valley Art Association, and the Santa Clarita Artists' Association, Peter Kraus is the founder of ANYONE CAN. . . ARTS STUDIO & GALLERY and the author of the Drawing Magic series of books.

Highly proficient with multi medias and styles, Peter has taught drawing and painting for over thirty years. His unique approach to teaching art is remarkably successful with not only the artistically inclined, but also with the artistically challenged, special needs children, senior citizens, and at-risk-youth.

Peter's aim is to bring out the unique quality and expression of each student, and his innovative methods do just that. Passionate determination is evident in Peter's eyes when he says, "My view point is pretty simple: Talent can be learned. I not only believe, but from experience, I know that anyone can create fabulous, one of a kind works of art." Proven correct time and again, Peter's conviction that even the most artistically untrained person can learn to draw is the heart of his ANYONE...ARTS philosophy.

## Next General Meeting

Date: Tuesday May 17, 2011

Time: 7:00- 9:00

Place: Encino Center

Admission: \$7.00 Members - \$8.00 Guests

Bring a work for the mini show.

## *President's Message*

How do we keep our art from being relegated to the basement?

The element that makes that difference is in design. Michelangelo called it “Disegno Interno”, pronounced (“DI-ZHEN -yo In-TER-no”) or the “internal concept.” He was referring to the notion that great art was born from an idea. Simply painting a figure of a tree or an apple without a larger design would have been unthinkable to Michelangelo, just as it should be unthinkable to us.

But what is design? Is design just a rule of proportion? A law of proper geometric placement? A series of gut-choices which leads to the viewer falling in love with our art? Well, yes, yes and yes! Design is as old as the pyramids and as fresh as advertisements on bus-benches and I-phones. Individual generations have added to the tools we have at our disposal to create powerful designs which we may plug into.

Our guest lecturer for May will be artist/ educator Peter Krauss and the theme for our general meeting will be “Design for Artists.” And don’t think we would be bringing you a dry discussion of tired rules. Not a chance!.Design is a living, breathing force which makes or breaks an artwork. Artists who know their tools of design find themselves in a different league than those who do not. (And you don’t need to be Michelangelo to be a strong designer!)

I am reminded of a talk delivered by the legendary artist Saul Bernstein (who both Peter Krauss and I had the honor of studying under). Professor Bernstein told us of a time he was able to see some paintings in the basement of a famed museum. There were a great number of paintings in storage in the basement. And all of them appeared to be technically executed in a fine manner. So why weren’t they on display upstairs in the main viewing halls? A careful look at these paintings in storage answered the question: They all displayed weak, confusing or boring design! All of these “basement artists” could paint fine noses, draperies and figures, but the “Disegno” was sorely lacking in them. There was no clear, thoughtful design in these works. Do not miss our May General Meeting as we will explore the power of artistic design. We will be analyzing great examples of design, in the work of great traditional and abstract art, gaining understanding as to how to break time-honored rules, how to create emotion, complexity, movement and life through this most sublime of artistic languages... Remember to bring a painting to share for our mini-show.

John Paul Thornton, President,  
Valley Artist's Guild

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Valley Artist Guild

# Member events and reminders

## UPCOMING VAG EVENTS

### VAG BOARD MEETING --

Ken Roney's house. May

## 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 15<sup>th</sup> of each month Send to Scott Kiche, [Lunahope2003@yahoo.com](mailto:Lunahope2003@yahoo.com),

This is a reminder that it's time to renew your membership in the Valley Artists Guild. All renewals are due by **January 31**. Annual membership is \$45 for individuals. Your membership must be up to date to exhibit in VAG shows. If you haven't done so yet, to be sure to mail your membership renewal for 2011 to:

Ken Ronney  
Membership Chairman  
7357 Hesperia Ave,  
Reseda, CA 91335

## MEMBER NEWS

### Fritz Suter

"CITICAPES, BUILDINGS, STREET SCENES, HOUSES and BRIDGES"

at the

COLONNADE ART GALLERY, 2421 E. Colorado Blvd., Pasadena, CA 91107

Phone: (626) 239-3153

GRAND OPENING ON SATURDAY, MAY 7th, 2011 from 5:30 to 8:30 PM

## MEMBER NEWS

Congratulations to **Sharon Weaver** for being accepted into the Oil Painters of America 20th Annual National Juried Exhibition of Traditional Oil at Devin Galleries in Coeur d' Alene. Her painting 'Morning Hits the Rocks,' which won first place in the VAG 2010 Fall Exhibition, will be shown from June 10th to July 9th with the reception on Friday June 10th in Idaho.

## Announcements

*La Galería Gitana presents...*



Beth Summers, 'Leo Carrillo Sunrise', 16"x20", oil

**Favorite Weekend Getaways:**

*Where L.A.  
Gets Away to Play*

**April 2 - June 18**

## ARTIST OPPORTUNITIES

### International Artist Magazine

CURRENT ONLINE COMPETITION

**Favorite Subjects**

Entries Close:

11 May, 2011

Winners Features: IA#80



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## VAG BOARD MEMBERS

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## Special Announcement

Dear VAG Members

The Valley Artists Guild is undertaking a very ambitious and exciting two phase project this year. Planning has progressed far enough now to explain our plans to our entire membership.

Our goals are (1) to include digital images of every Exhibiting Member's work in VAG's (upcoming) revamped web site, including links to your individual web site and/or e-mail contact, and (2) to prepare hard cover books which will feature our exhibiting member's works.

If you have not yet been juried in as an exhibiting member, we want you to know our plans and emphasize our interest in your soon becoming an exhibiting member.

The books will be high quality medium large format coffee-table style books which will include the works of multiple artists. Since we have over 120 exhibiting members, it will take more than one book to represent everyone's work. Thus, this will be an ongoing process, including selected artists works in each book. Each book will be curated by committee.

We anticipate these books will cost approximately \$75 per copy. You will have the opportunity to order as many copies as you wish. We are still in the planning stages, and there are many variables we are considering.

In case you don't have them available, we want you to know we will soon need high resolution digital images of three or more of your best works, in .jpg format, 300 dpi or higher, to clearly print a 5" x 7" image.

We will be giving detailed submission information in a follow up document, which will include a release form for you to sign which authorizes VAG to use your work in our book(s) and web site. We anticipate we will send out our formal requests for images on May 1, with a receipt deadline of June 1. Curating for the first book should take one month.

We want to make these books as attractive as possible. Choosing the mix of pictures in each book will be a difficult choice. We hope our Associate Members will participate in the April jurying so their work can be included in the books and web site.

Please let us know your thoughts about this project. Any suggestions and/or recommendations are welcome. You may contact me by email at [KRonney@aol.com](mailto:KRonney@aol.com) or by phone at 818 996-1630.

Sincerely,

Ken Ronney



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