



The Creative Edge

VALLEY ARTISTS GUILD

Volume I

Issue 7

December 2011

Step Up and Join Your VAG Board of Directors

Now is the time to start thinking about taking your place on the Valley Artists Guild board of directors as an officer or committee chair.

The offices of president; first, second, and third vice president; treasurer; and secretary are open for the 2012-13 term. The *president* presides over meetings and directs the affairs of the organization, subject to the advice of the full board of directors. The *first vice president-exhibits* is responsible for all exhibits and oversees all exhibit committees and, should the president not be able to perform his duties, stands in for the president. The *second vice president-programs* is responsible for all programs presented to our members and, should the president and first vice president not be available, stands in for the president in their absence.

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Don't Miss the 2012 Winter Soirée Champagne Brunch January 28, 2012

Dust off your party shoes and get ready!

We've planned a very festive winter champagne brunch for our members this year, and have geared it toward socializing and networking with fellow VAG members.

The location is the lovely Odyssey Restaurant, home of beautiful views and a huge buffet! We have reserved a much larger room than last year's, so it will accommodate more people.

This year it is all about mingling and having FUN! The bottomless (unlimited) champagne may help! Don't like champagne? A cash bar is available, or you can bring your own wine for a nominal corkage fee.

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Calendar

Board MeetingWednesday, January 11
7 p.m., location TBD

Winter SoiréeSaturday, January 28
Champagne Brunch, 11 a.m.-4 p.m.,
Odyssey Restaurant, 15600 Odyssey Drive,
Granada Hills 91344

Board MeetingWednesday, February 8
7 p.m., location TBD

General MeetingTuesday, February 21
7 p.m., \$7 members, \$8 guests; Encino
Community Ctr., 4935 Balboa Blvd., Encino

Board MeetingWednesday, March 14
7 p.m., location TBD

General MeetingTuesday, March 20
7 p.m., \$7 members, \$8 guests; Encino
Community Ctr., 4935 Balboa Blvd., Encino

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Donna Geist Buch818-998-7904

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Ken Ronney818-996-1630

Exhibit Location Chair

Shula Singer Arbel323-876-5422

Exhibit Location Committee

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Small Group Exhibit Location Co-Chairs

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President's Message

The Power of Art

Do you remember the ability we had to create as a child? If you don't remember, then you need to go spend some time in the presence of children creating artwork. Young children do not judge art. It flows from them like the act of playing.

Remember for a moment how art served a role in your life growing up. Did it keep you happy? Did it help you make friends? Did it win you praise? Did you have to hide it from family and friends? Did you use it to keep you sane during hard times? Did you use it like a diary to chronicle and celebrate your life?

Take a moment to remind yourself about the power art has had in your life since childhood. The memory of that childhood feeling of art as a shelter, an escape, or a joy is more than just a distant longing: it is your built-in homing device. If you have lost that power over the years, or if it changed into a bland version of its former joy, do you want that power back? If you now still hold it intact, are you ready to really activate it?

Let's start here in the present. We have an important commitment to keep with ourselves. If we are not to be slaves, we must learn to first serve ourselves and our hearts when we create. This commitment is a form of courage that can be very intense to confront. It can have great repercussions on our lives, the lives of our loved ones, and our ability to grow as people. The commitment is simple when written. The commitment is electric when uttered aloud. It is the commitment of the ages, which binds the brave and creative together across time. The commitment goes something like this:

"I am a powerful creator. My art has meaning to me and to others. I will create art for my own time. I continue to explore, enhance, tear-down and rebuild myself ...and I will never stop."

Now add a final sentence to the commitment: "I will remember, on occasion, to play like a child when I create."

Keep the doors open!

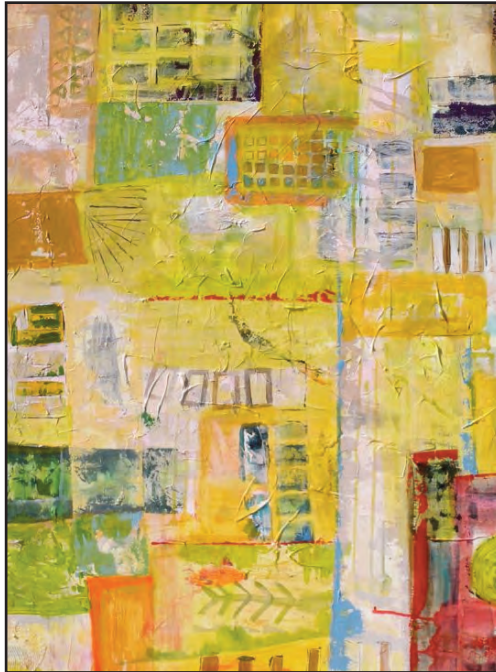
—John Paul Thornton



Members Are...Online and More

Richard Herd has four paintings in the *Art-ful Gifts* exhibit and silent auction at Rheeway Gallerie. The opening reception is December 3, 5:30–8:30 p.m.; the exhibit/auction runs until December 20. 3525 West 8th Street, Suite 216-217, Los Angeles 90005.

Cat Van Der Heiden has been selected as an artist of distinction in Still Point Art Gallery's online exhibition *The Abstraction Attraction!* Several of her paintings will be on display at www.stillpointartgallery.com until February 14, 2013.



Van Der Heiden's *Myrth* (detail).

Onward to the Getty

By Norm Beal

It was not quite midday on Sunday, October 16th, when a merry flock of VAG-ers descended upon an unsuspecting Getty Museum, in order to meet others near the gift shop. Being successful, they then followed their intrepid leader John Paul Thornton, with his Princess Lorelei in tow, on to further adventures. The group included, among others, Christie Work, Ken Ronney, Debra Hintz, Marilyn Mason-Goldstein, and Norm Beal with his friend Linda Thompson, an ex-associate of Sotheby's who had braved the 405 from San Diego for the event.

The group proceeded toward its first objective, to inspect the current *Pacific Standard Time* exhibit. After a studious sojourn they emerged—a few perhaps a bit perplexed by what was offered—to journey on via a myriad of routes to the main attraction, the food court.

Once the needs of appetite had been addressed, the assembly pressed on to the permanent collection of mainly traditional works where most finished the day, save for the mandatory last visit to the gift shop.

All in all, the congenial crew enjoyed a delightful and educational Sunday together, providing one more example of the benefits of becoming a member of VAG.

Mini-Show Winners



Congratulations to the winners of the November mini-show. Left to right: Debra Hintz, first place; Joe Marino, second place; Judith Bloch, third place.

Struggle must be made, and something beautiful must be made.

—Elmer Bischoff

Gold Medal Exhibition Set for March 2012

by Donna Geist Buch

We are excited to announce that Valley Artists Guild will host its Gold Medal Exhibition in March of 2012 at the Venice Arts Gallery. The exhibition venue is a fabulous nonprofit gallery located in a bustling, high traffic area of Venice along Lincoln Blvd.

The Venice Arts Gallery opened in 2004 and is the first of its kind in the area to regularly feature innovative, participant-produced work by young and emerging artists along with traditional and experimental work by professional artists, primarily photographers and filmmakers working in the documentary form.

The gallery presents an average of five exhibits annually and, since 2010, has offered free public programs that feature presentations, lectures, and screenings to engage the community in conversation with artists, educators, and idea-makers. It also hosts workshops for adults in photography, film, and multimedia. This gallery acts as a catalyst for people of all ages, and will be perfect for our diverse group of men and women artists. All exhibiting members get ready to be a part of this long-overdue Gold Medal Exhibition. It promises to be an exciting show!



VAG Exhibit Location Chair Shula Singer Arbel, left, works out details for the Gold Medal Exhibition show with Elysa Voshess, Venice Arts Gallery Head of Exhibitions.



In Search of Exhibit Venues

As the old saying goes, every dark cloud has a silver lining, and this holds true for our situation today. Although it is sad that we no longer have our long-established exhibit space at VIVA in the San Fernando Valley, VAG is excited to be expanding its horizon for future exhibits. As one door closes, many new doors are opening!

Exhibition location chairs and committee members are hard at work, not only looking for juried exhibit spaces, but also looking for venues to accommodate small group exhibits. In addition to venues in the valley,* we are looking in the greater Los Angeles area. It is important for us as artists to get our art seen in a variety of venues, reaching a large and varied audience.

Any members who know of locations of interest should contact Shula Singer Arbel, shulinka3@aol.com or Debra Hintz, dmhintz@earthlink.net. For small group exhibits (either a location name or interest in being part of a group), contact Rita Hamilton, hamiltonpictures@att.net. Let's face the new year with energy and determination to make the Valley Artists Guild even better than ever.

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Reach over 150 VAG member artists, and their colleagues, friends, and associates, by promoting your creative products and services here! It's easy and inexpensive. Contact Trice Tolle at 818-345-1671 or tricetolle@aol.com.

New Associate Members

by Ken Ronney, Membership Chair

Valley Artists Guild warmly welcomes two new associate members. They are Janna Shvartsman and Marilyn Stempel.

Portrait of a Young Lady in a Red Hat: John Paul Thornton Demonstration

by Donna Geist Buch
and Donna Rogers

With his canvas already prepared and the model seated on a stool, John Paul Thornton began to prepare his pallet using yellow ochre, cool red, cadmium red, ultramarine blue, and black. While he was painting, he spoke of his study of art history and learning how the great artists



began their paintings. This study led him to the many techniques that he demonstrated.

John Paul began by looking for movement and shapes. “I’m seeing the neck shape, and the sweeping quality of her hair. It’s exciting to be loose, while keeping the lines a little sporadic to make them flow.”

Then he spoke of color, noting that he was modifying his colors to keep them muted, and then developing the intensity as he progressed. Locating the shadows, he added stronger values. For variety in his painting, he uses pallet knives to create different textures, such as deep crevices. John Paul also stated that he liked to use a big brush in the beginning to create large, flowing strokes. That gives him a sense of being more painterly. But for delicate passages he uses smaller brushes, on his preferred Belgian linen canvases primed with either rabbit skin glue or, more often, acrylic gesso.

While in Tokyo on a recent trip, he heard the word *wabi-sabi* frequently. When he asked what it meant, it was explained that it meant *beautiful imperfection*. John Paul strives for that imperfection and mystery in his work. He also doesn’t hesitate to take

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Soirée, continued from page 1

We want our members to take this opportunity to interact and get to know each other, and we have some exciting things planned! One thing we’ll be doing is a gift exchange game and ask that all artists who want to participate create and bring a finished 4-by-4-inch canvas (available at Michaels, Jo-Ann, Aaron Brothers, etc.), ready to hang and covered with clear cellophane. In the spirit of this event, we ask you to please bring a piece of art along.

Hospitality has created some lovely gift baskets for which we will be selling raffle tickets!

Our guest speaker will be John Paul Thornton. Over and above what he has planned to share, he also will give a short overview of 2011 and VAG’s plans for 2012.

Please sign up as soon as possible! Seating is limited, so don’t delay—get your tickets EARLY! We sold out last year and had to turn people away. Now is the time to join in the fun!

Be on the lookout for an invitation/ticket to arrive shortly in your mailbox. You may fill in your name(s) and return the marked portion in the pre-addressed return envelope provided, along with a check made payable to Valley Artists Guild. Or you may elect to make your payment online using PayPal on the VAG website at <http://www.valleyartists-guild.org>, or send a check made payable to Valley Artists Guild by mail to VAG Winter Champagne Brunch Soirée, c/o Barbara E. Jones, 7901 Woodlake Ave, West Hills CA 91304.

Soirée Facts at a Glance

Date: January 28, 2012

Time: 11:00 a.m. to 4:00 p.m.

Location: The Odyssey Restaurant & Event Center, 15600 Odyssey Drive, Granada Hills 91344

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Join the Board of Directors, continued from page 1

The *third vice president–Membership* is responsible for overseeing all membership data as well as soliciting new members; and should the president, first vice president, and second vice president not be available, stands in for the president in their absence. The *treasurer* handles incoming and outgoing organization funds. The *secretary* keeps minutes for board meetings and handles correspondence.

Candidates for these six offices will stand for election via ballot at the January brunch. If you are not able to attend the brunch, mail your ballot in an enveloped marked Election Ballot c/o Ken Ronney, 7357 Hesperia Ave, Reseda, CA 91335.

There are also a variety of chairmanships open. Volunteers are needed for available positions: Publicity Chair, Website Chair, and other available chair positions. Chair positions oversee and guide the work of the committee, providing needed services to VAG in the specific areas. Committee members are also needed to assist the chairs and do the important work of the committee. Members are appointed by the board to fill chair and committee positions.

Current and former VAG board members stand ready to mentor and assist new officers and chairs as they start out and become familiar with the scope of their new positions. And they will be available as long as needed, so new board members can learn from their experience and be ready to serve the organization without a long learning curve.

Nominations should be made promptly and sent by e-mail to Barbara E. Jones at bjones2796@aol.com. The deadline to submit any and all nominations is Friday, December 23, 2011. Ballot will be forthcoming.

If you are seriously interested in one of these open positions, VAG hopes you will step up and volunteer. For more information or any questions, contact John Paul Thornton or Barbara E. Jones. VAG welcomes and appreciates your participation!

Send Your Ideas to *The Creative Edge*

Have you heard a great quote about art or a quote by an artist?

We'd love to hear it. Where do you find artistic inspiration? Has another VAG member inspired you? Do you have news? Tell us about it! You can write a review of an art book or exhibit; a how-to article about an art technique, method, or material; art resources; or a piece about a well-known (or not-so-well-known) artist.

Submit your ideas and articles! The next **deadline is January 8** for the February issue. Send submissions to VAG newsletter liaison Cat Van Der Heiden at cvanderheiden@att.net. Let her know if you can take on a writing assignment.

Soirée, continued from page 6

Includes: All food at the buffet-style brunch with over 200 items, unlimited champagne, most beverages except soda and alcoholic beverages

Bar: Full cash bar

Corkage: May bring own wine, corkage fee \$10.00 per bottle

Parking: Free self park, or valet service

Activities: Games, raffle, FUN!
4" x 4" painting gift exchange

Tickets: \$40 per person, \$80 per couple (includes tax and gratuity)

Featured

speaker: John Paul Thornton,
VAG President

Deadline: Payment must be received by
Tuesday, December 27.

Questions? Contact Barbara E. Jones or Ken Ronney, 2012 Winter Soirée Champagne Brunch co-coordinators.

*Art is eternal; it
cannot be new.*

—*Alphonse Mucha*

Portrait, continued from page 6

risks, since “it wouldn’t be interesting to always know the exact outcome.”

John Paul’s exciting demonstration taught technique, liberally laced with his philosophy of the creation of art as rehearsal for life. John Paul strongly emphasized that “art is a realization of why you are painting. It is faith and hope that what you are doing will work. It is the harmony of shapes and color, like music.” At the end of the evening, John Paul’s beautiful portrait was awarded to a very lucky attendee.