



# The Creative Edge

VALLEY ARTISTS GUILD

Volume II

Issue 5

May 2012

## Juliana Martinez: Embracing Public Art, One Tile at a Time

by Karen Robbins

You may not know Juliana Martinez but you've probably seen her work. Not necessarily in a gallery, although it's been in dozens of those, too. Her work is more likely to be found in housing projects, schools, on the Sunset Strip, or even on the sidewalk or patio. One of a handful of elite public-works artists contracted by the city of Los Angeles, Martinez creates ceramic murals in high-profile locations throughout the city. Her whimsical, color-drenched, intricate work reveals her solid craft skills born of the great traditions of quality inspired by works of Antonio Gaudi and Louis Comfort Tiffany. She freely combines elements of contemporary pop culture with Latin American and Asian sensibilities into her bold and engaging designs.



Murals and mosaic works by Martinez are installed at the Empire Landing apartments, several elementary schools, Hart Village and Yale Terrace housing, and more. During the creation of the Hart Village mural (shown), the children who lived in the housing project helped Martinez create tiles that became part of the mosaic—tiles like you might never have seen, in the shapes of wings,



leaves, stars, as well as traditional mosaic shapes. The Yale Terrace project began with a few areas on stairs, entry, and columns but ultimately expanded to include courtyard murals. She also participated in the Guitartown project that celebrated the one-hundredth anniversary of Gibson guitars,

*continued page 6*

## Calendar

- Summer Exhibition at Whites Gallery**  
Entry Deadline . . . . . Friday, May 4
- General Meeting** . . . . . Tuesday, May 22  
7 p.m., \$5 members, \$8 guests; Encino Community Ctr., 4935 Balboa Blvd., Encino  
Presentation: Norland Téllez
- Summer Exhibition Opens** . . Sunday, June 3  
Whites Art, Framing & Restoration Gallery, 2414 Honolulu Ave., Montrose, 91020
- Board Meeting** . . . . . Wednesday, June 13  
7 p.m.
- General Meeting** . . . . . Tuesday, June 19  
7 p.m., \$5 members, \$8 guests; Encino Community Ctr., 4935 Balboa Blvd., Encino  
Presentation: Juliana Martinez
- Board Meeting** . . Wednesday, September 12  
7 p.m.
- General Meeting** . . . Tuesday, September 18  
7 p.m., \$5 members, \$8 guests; Encino Community Ctr., 4935 Balboa Blvd., Encino  
Presentation: Julie Snyder
- Small Works Exhibit**  
Entry Deadline . . . . . Friday, October 12  
Modest Fly Gallery, Tujunga

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## President's Message

# Where Do You Find Artistic Inspiration?

The word inspiration literally means “breathed upon,” with its roots in Hellenism. The Greeks believed that inspiration came from the muses as well as the gods Apollo and Dionysus. The Romantic notion of inspiration was that genius was the God within. Inspiration came because the artist tuned himself to the divine or mystical.

Modern psychology has said that inspiration is located in the inner psyche of the artist. Sigmund Freud believed that inspiration came out of unresolved conflict or childhood trauma. Freud placed inspiration in the subconscious mind. This is why Surrealist artists used dream diaries and automatic writing to find inspiration.

Carl Jung believed that an artist is someone who is attuned to something outside of the individual experience called genetic memory. Genetic memory is memory that is incorporated into the genome over long spans of time. This memory is part of the “collective unconscious.”

There are many ways to find artistic inspiration. One of them is to keep an art journal where you jot down ideas and do small sketches. You might write your inner feelings, or ideas from your imagination. Sometimes when you first wake up, ideas may come more easily. Keep your journal near your bed so that you can write ideas down before you forget them.

There are sources of inspiration all around us. We just have to be aware of them and be observers. There are the people around us, natural and constructed environments, designs and patterns, the culture we live in or a past or foreign culture. Try looking at things from a new perspective. Early childhood memories or reading a new book or going new places are also possible sources of inspiration. A trip to a museum is sure to inspire.

When you feel bogged down, sometimes just giving yourself the freedom to play around with new materials will give you a spark. Most of all, remember to enjoy the process and allow yourself to have fun without thinking of producing a masterpiece.



—Teri Starkweather

## Members Are... Showing

**Shula Singer Arbel** has two paintings in *Imagine* at American Jewish University. The show opened on April 29 and runs through May 8. Located at 15600 Mulholland Drive, Bel Air 90077.

**Shula Singer Arbel, Ellen C. Brown, Terry Romero Paul, Teri Starkweather, Barbara Tabachnick, and John Paul Thornton** have artwork in *Asian Influence in Art*, showing at La Galeria Gitana from April 14 to June 15. The gallery is located at 120 North Maclay Avenue Suite E, San Fernando 91340, <http://www.galeriagitana.com>.

**Dorothy Shepherd's** solo show *Flowers*, at The Coffee Fix in Studio City, opened on April 23 and runs through May 26. Located at 12508 Moorpark Street.

**Randy Sprout** won second place in the Art Creations Magazine Contest called *Who Is Creative Now*. The prize included a full-page illustration in the current spring issue of the magazine. His winning acrylic painting, *Boys on the Dock*, pictures the lake and fishing dock of his hometown, Emmetsburg, Iowa.

**John Paul Thornton** will speak about the Asian esthetic at La Galeria Gitana on Saturday, May 19 from 7–9 p.m. To reserve a seat for *An Evening with John Paul Thornton*, contact the gallery at 818-898-7708. Tickets are \$5.



Romero Paul's oil *Buddha Head and Prayer Beads*.



Tabachnick's acrylic *Vermillion Evening*.



Sprout's acrylic *Boys on the Dock*.

## The Fresh Intensity of Jose de Juan

by Beth Summers

Jose de Juan brings to his canvas the fresh intensity of his lively imagination. He says, "It is not important to go chasing pretty things. Light and shadow will make it happen. Paintings can be found anywhere." So after conversation with him, I was delighted to watch him in his demonstration of painting an ordinary house that became, as one member said, a gem. I was inspired to see him pull up light and color as I have experienced in other works of his, since those paintings he chose to bring to our meeting were dark.



His comment that "The painter's eye is always working" reminds me of something Jackson Pollack's wife, the painter Lee Krasner, said: "I am always working at painting, whatever I am doing." So as artists, are we not the eyes for others in loveliness to be found all around us? There is poetry to be expressed in whatever voice each of us chooses, however our style, or color harmony, or composition seeks out. As Oscar Wilde said, "Be yourself. Everyone else is taken."

## Pepperdine Weisman Gallery Field Trip



Clockwise from top left: We waited for half an hour under a wonderful canopy while it poured rain in Malibu. John Paul kept us entertained with a historical perspective on the art we would see inside the Weisman Gallery at Pepperdine University. John Paul discusses line and form in this beautiful Bouguereau painting. VAG members listen attentively as John Paul explains the details of the paintings on view.  
*Photos by Veronica Stensby*



## Reminder: Summer Exhibition Deadline is May 4

Valley Artists Guild holds its Summer Exhibition at Whites Art, Framing & Restoration Gallery in Montrose, June 3-9, 2012. The juror is distinguished artist, instructor, and mentor Gerald Brommer.

Download the prospectus and take-in form from the VAG website at <http://www.valleyartistsguild.org/exhibits.html>. Entry and jurying for this exhibition is by photograph. Mail your entry to Exhibit Chair Marian Fortunati, 3944 Rock Hampton Drive, Tarzana, CA 91356. Entry deadline is May 4, 2012.

## Exhibit Opportunity at Chatsworth Depot

The Chatsworth Fine Arts Council (CFAC) is soliciting entries for the annual one-day Depot Art Show on June 10, 2012. The indoor and outdoor event offers display opportunities indoors in a gallery setting and outdoors in a booth set-up. The event takes place at the Chatsworth Metrolink Station. Application deadline is May 28.

For a prospectus and complete entry details, send E-mail to [chatsworth-arts@att.net](mailto:chatsworth-arts@att.net), call 818-772-1639, or visit <http://www.facebook.com/ChatsworthFineArtsCouncil>.

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# Art Trip of a Lifetime to France

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- Signature Lecture "The Seine River in Impressionist Paintings"

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*Juliana Martinez, continued from page 1*

as one of the artists chosen to create a ten-foot guitar full of mosaic details.

In addition to mosaics, Martinez paints works that focus on an iconic image, or that combine the detailed look of a mosaic with the contrast of a flat-surface painting.

Martinez' artistic experience is diverse and reflects the many possibilities that exist in today's art environment. She has received major art grants, coordinated and participated in important chalk art festivals, curated formal gallery exhibits, designed exclusive custom furniture, and mentored young emerging artists. Her work appeared as part of an exhibit honoring the president of Mexico, and she has been involved in projects supported by the United Nations, National Endowment for the Arts, international sister city programs, and the Los Angeles City Council.

In her spare time, Martinez runs a nonprofit group that supports a school for developmentally disabled people in Taxco, Mexico and teaches workshops to the students there twice a year.

Juliana Martinez has a fascinating personal story, and has many remarkable stories and images to share.

*John Paul Thornton also contributed to this story.*

## Board Positions Available

The following positions on the VAG Board of Directors need to be filled:

- Newsletter Coordinator
- Publicity Chairperson
- Membership Greeter at general meetings

If you are interested in one of these positions, please notify Teri Starkweather by E-mail at [teri@teristarkweather.com](mailto:teri@teristarkweather.com).

## Art Studio Secrets

# Color Secrets

by Marjorie Sarnat

Your color choices will greatly influence the viewer's emotional reaction to your paintings. Remembering some general rules can help you express your ideas.

### KNOW YOUR RELATIVES

Color is always relative. If a color is not working in your painting, adjusting the colors near it often solves the problem. For example, make a color appear brighter by surrounding it with duller colors. Surrounding areas have a profound effect upon the appearance of any color.

### KEEP IT IN THE FAMILY

A painting should have a dominant hue, with approximately  $\frac{3}{4}$  in one color family. The remaining areas work well with complementary hues or another color temperature.

### BRIGHTENING UP

Metallic acrylics mixed into acrylic white create gorgeous pastels that look non-metallic, but have a vibrant, less chalky hue than achieved by mixing flat colors into white. A bit of metallic color mixed into any flat color will intensify its hue, too.

### COLORS HAVE CHARACTER

When a painting has wonderful color harmony the palette usually has a common denominator, such as rich jewel tones, dusty pastels, or earth-tones. I call it the "character" of the colors.

Determine which colors express your visual statement. Gather or make color swatches, including discords and neutrals for accents. Name the group descriptively, such as "Sun-bleached" or "Etruscan." A name helps you keep your colors' character in mind as you paint.

These rules are tried and true guides that work for most cases. But in art and life, rules are meant to be broken. Let your own preferences be your final authority.

*Marjorie's current book, 151 Effective and Extraordinary Art Studio Secrets, is available in paperback on [amazon.com](http://amazon.com) and [barnesandnoble.com](http://barnesandnoble.com). It's also available for e-book readers in the Kindle, Nook, and iTunes bookstores.*



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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](mailto:tricetolle@aol.com).

**Correction:** The article about the Gold Medal Exhibition winners in the April issue of *The Creative Edge* was erroneously attributed to Terry Romero Paul. The article was actually written by Donna Geist Buch. We regret the error.

***The Creative Edge* Wants Your Ideas**

Do you know a great quote about art or a quote by an artist? Where do you find artistic inspiration? Has a VAG member inspired you? Can you review an art book or exhibit, or write a how-to article about an art technique, method, or material? Tell us! The **deadline is June 8** for the July issue. Send submissions to the VAG newsletter coordinator.

## Mini-Show Winners



Congratulations to the winners of the March mini-show. Left to right: John Paul Thornton, first place; Debra Hintz, second place; Norm Beal, third place.

*Art is not merely an imitation of the reality of nature, but in truth a metaphysical supplement to the reality of nature, placed alongside thereof for its conquest.*

*—Friedrich Nietzsche*



*The*  
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