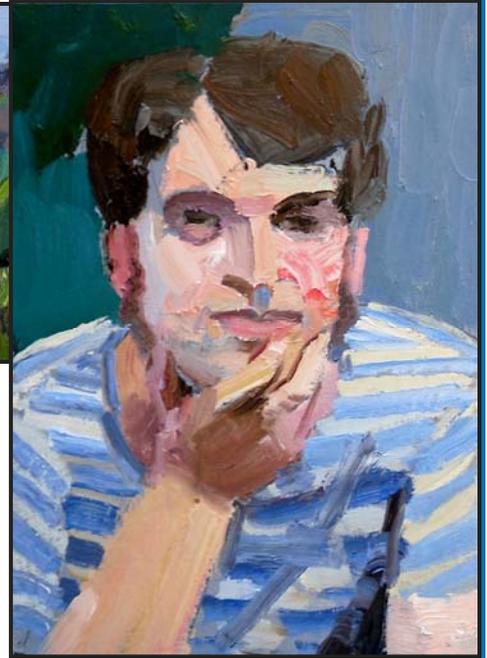
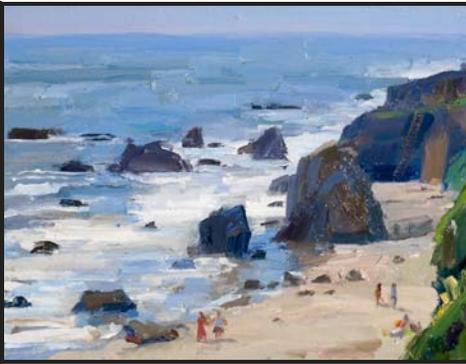




The Paint Rag

Celebrating 65 Years of Friendship

October 2009 Volume 66 Issue 08
Non-Profit Organization #95-604775



Alex Schaefer is a Southern California based painter currently residing in Glendale. His pictures invoke a strong feeling of light, space, and presence and reveal their solid grounding in the traditions and design of the Old Masters. Seventeen years ago he was inspired to begin his own personal inquiry into painting and delve deeply into the lessons of paintings past. It is a study continues to this day.

Alex attended the Art Center College of Design in Pasadena. Upon graduation, he worked eight years as an artist in the video game industry doing 3-D modeling, lighting, and 2-D texture mapping, all the while reserving time each day spent drawing and painting. It is this combination of art history and cutting edge digital imaging technology that come together in Mr. Schaefer's intriguing paintings. Three years ago Alex decided to devote himself to painting full-time and now also teaches at the Art Center. He enjoys his students very much and hopes to inspire them to begin their own individual study of the art of painting, just as he himself was so inspired at that very same school.

At October's meeting, Alex will paint a portrait of the lucky club member who buys a raffle ticket at the meeting.

Alex Schaefer will demonstrate oil painting at the October Meeting



President's Message October 2009



The thermometer outside my kitchen door reads 101 degrees Fahrenheit. It's too hot to paint. But this is the October newsletter. We should be painting pumpkins and pomegranates. Leaves on tall trees should be turning delicious gold and crisp crimson. Instead I am watching TV while merciless fires burn across the lush hills of California. It's hard to think of beauty when catastrophes are in front of us every day. But we must. Artists and their works have carried society through wars and natural disasters forever. Some of the most beautiful art work in the world depicts terrible historical events and while recording the tragedies they also bring a dignity to the survival of those who have suffered.

So my dear friends pick up your brushes, your pencils and your paints. Carry on your destiny as an artist. Look inside your heart and bring out that beauty that is your special talent. Make it your mission to create something wonderful that will always remind you of the hidden beauty of the summer of 2009.

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September Mini Show Winners



Boz Vakhshori



Joett Snyder



Helene Jukoff



HM Paula Diggs



Who's Who in the San Fernando Valley Art Club

Meet Charles Sherman

"I am a man who is living his dream." Charles Sherman is recounting his life in the last three years since his decision to pursue a fulltime career in art. He travels about 10 days a month, give or take, entering about 25 to 30 shows a year and spends hours transporting massive ceramic and bronze sculptures for shows all over the southwest. Does that sound harsh, exhausting or taxing? Why does this life seem like a dream to Charles?

After spending a few hours with this incredible artist in his home/studio I began to get a glimpse into his heart and soul. Charles explains in a few simple words; "Art is an act of love. I do it cause I love it."

Simple does not begin to describe Charles, his work or his philosophy of art. The back yard of his home is a large work space with huge creations in various stages of development. There are kilns, pottery wheels, molds, glazes, finishing tools and all are covered with a fine film of clay dust. But underneath the chaos are the pieces. Colossal circular sculptures of a single theme. *Continuum*. Charles calls them *Infinity Rings*; His passion for his art is poignant.

Charles feels that art was always in his life, although his life before he became a full time artist was colorful and varied. He was once a high diver on the famous Steel Pier in Atlantic City, a rugby player, a stock broker and has served as an expert witness in court cases involving art litigation. But always there was the pull of something beautiful. The pivotal moment came to him in 1981 when he decided to follow his dream. Thus began a course of action that Charles calls, "A life long process of going deeper and deeper into my own path of and loving the process of overcoming failures, barriers and creative obstacles. This is where growth lies." he tells me. "I believe the purpose of art is to elevate the soul." he says. "Art, not religion, not politics, is the universal language of healing." He goes on, "The essence of art is that it is a verb. Art is not a noun."

While we sat in his completely functioning work place, Charles stated he would like to be seen as an artist who wants to become a better artist and a better human being. But just to prove that he is totally human already he dashed into his house and returned with a very large chocolate bar and grinning gleefully, offered to share it with me. Until that moment it seemed that Charles had no time for fun. Witnessing this playful side of him, I felt compelled to ask, "What do you do for relaxation?" Charles was a little shy about things too personal but he did admit to taking long hot baths while listening to classical music.

The SFVAC is honored to have Charles in our group and I urge you all to visit his web site for more views of his work and when you see him at the next meeting, introduce yourself to him. His art is spectacular, his knowledge is impressive and his philosophy of art is a treasure.

Attention, Artists, Members and Guests, The Paint Rag HAS GONE GREEN. The Paint Rag is now being sent by e-mail unless you requested snail mail. Regardless of which way you receive your Paint Rag, it is still important to let Marian Fortunati membership know your e-mail address.

Plan Ahead to Attend our Tuesday meetings - Future Demonstrators

Date	Media	Artist	Time	Location
Sept 1	Oil	Chuck Kovacic www.chuckkovacicarts.com 818-891-4069	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
Oct 6	Oil	Alex Schaefer http://www.alexschaefer.com www.alexanderschaefer.blogs pot.com/	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
Nov 3	TBD	TBD	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
Dec 1	Soft Pastel	Meli Calkins www.melicalkins.com www.vcartfarm.com	6:30 PM	Holiday Celebration Dinner Monterey Restaurant

IT'S SHOW TIME FOR VIVA L'ART!

It is that time again for another San Fernando Valley Art Club Member Juried Art Show. The title of the show if you haven't guessed it by now is **Viva L'ART**. It starts November 25 and ends December 12 at the VIVA Art Gallery located at 13261 Moorpark St., Sherman Oaks, CA 91432. The prospectus will be at the October member meeting and on the SFVAC webpage. **So if you haven't been painting much, get those paint brushes and canvases out and get busy!**

October 3rd and 4th Art Show - Open to all SFVAC members

On Sat. Oct. 3rd and Sun. Oct 4th SFVAC will present a two day show at the Tarzana Cultural Community Center. All members are invited to participate. Each artist may enter as many paintings as they wish, and it is not a juried show. The space is lovely with many shade trees and a charming little cottage with clean rest rooms where our paintings can be stored overnight. Several of our members had sales last year at our one day show in this beautiful setting.

Please call Dori Marler for details regarding space reservations and cost. (818) 345-4997

Thank you Chuck Kovacic for the funny enriching dialog and great demonstration on the influence of different colors that the under painting showed on the demonstration painting at our September member meeting. Your comments on life in general and painting for the fun was wonderful.



Chuck Kovacic and SFAVC members enjoying themselves at the September meeting.

Art Around Town

Date of Art Show	Organization Hosting Show	Location	Contact Information	Last Date for Entry	Brief Description
October 15-18, 2009	Learning & Product Expo 2009 hosted by Artist Magazine Pastel Journal Watercolor Artist Blick Art Materials	Pasadena Convention Center	www.learningproductexpo.com 847-380-9031		Demonstrations, Classes, Art Products in Exhibit Hall
November 25 through December 12, 2009	San Fernando Valley Art Club	VIVA Art Gallery 13261 Moorpark St., Sherman Oaks, CA 91432	Copies of the prospectus can be obtained at the October meeting or on the SFVAC art club.	November 22, 2009 Take in	VIVA L'ART SFVAC juried member art show
March 2010 on Artist Magazine Website	The Artist Magazine	Winners will be featured on The Artist's Magazine website along with a list of Honorable Mentions	www.artistsnetwork.com/competitions/	Online submittal November 2, 2009	The Artist's Magazine All-Media Online Competition Grand Prize Award: \$500 7 First Place Awards: \$100 each
January 6 – January 29, 2010	Valley Institute of Visual Art "VIVA"	VIVA Art Gallery 13261 Moorpark St., Sherman Oaks, CA 91432	www.vivaartcenter.org 818-346-0852	Entries must be postmarked by November 16, 2009	SCORE VIII "Southern California Open Regional Exhibition"



Chuck Kovacic talking about the effect of using different under painting colors

More photos from the September Club meeting



Dori Marler starting the meeting

MEMBER NEWS

Beth Summers spent her Labor Day at Mammoth Lakes for the Labor Day Art Festival on September 5,6,7 where she had 40 her latest paintings for sale.

Beith's painting "Early Summer"



Meli Calkins' artwork was accepted at two different art festivals. The Thousand Oaks Arts Festival which will on 25th and the 26th of September at the Thousand Oaks Cultural Center on Thousand Oaks Blvd, and the Santa Clarita Arts Festival which is on the 3rd and 4th of October at the Old Town Newhall on Main Street. Meli will also be showing two paintings at the Thousand Oaks Community Art Gallery in an art show called "Encore". The show runs from October 3rd to October 28th at 2331 A Borchard Road, Thousand Oaks, CA,91320

Marian Fortunati has been very busy. One of her paintings, "Celestial Dragon" will be part of an art show called "Sacred Art / All Things Spiritual" at the La Galaria Gitana, located 120 N. Maclay Avenue, Suite #E, San Fernando, CA 91340. This show runs from Saturday, September 26, 2009 until December 24, 2009. The reception will be on September 26th from 6:00 PM to 10:00 PM. Three other of Marian's paintings were juried in the The Richeson 75: International Landscape, Seascape & Architectural Art Competition 2009 located in 557 Marcella St. Kimberly, WI, 54136-0160 The show runs from October 16-December 31, 2009.



Marian's painting "Celestial Dragon"

Regina Wolford's paintings will be on display at Lulu's Beehive Cafe in Studio City from September 26th through October 31st.

For those who want an regular venue to try and sell your work, the Simi Valley Town Center, Simi Valley has a fine art show the first weekend of each month. Contact is **Michelle McGraph** at **805- 526-6897**. Cost to participate is \$5.00 and a small commission on any sales. All funds raised goes to an art scholarship for high school students who attend the Simi Valley High Schools.

Let us welcome new members to the SFAC family. William London, Silvina Day, Judy Kane, and Sally Levine. If you see an unfamiliar face at the October meeting, please go up and say hello and introduce yourself.

San Fernando Valley Art Club offers venues each member artist may independently approach!

#

Artist Alley

Calabasas Tennis & Swim Ctr.

Contact: Kathy Milbrand

(818) 222-2782

23400 Park Sorrento

Calabasas

\$46.00 insurance fee from the city which they provide.

Aroma Restaurant

Contact: Moira

(818) 508-7377

4360 Tujunga Blvd.

Studio City

No commission

#

Organic Coffee Shop

Contact: Emily

(818) 762- 0181

12508 Moorpark St.

Studio City

30% commission

Any member of SFVAC wishing to display their work at any of these venues should **first call the contact** at each location to arrange an appointment. At the appointment time please provide them with a portfolio or photos of your work and arrange dates for their next available exhibit.

To exhibit at **Lulus** contact

Marilyn Blutter.

(818) 830-0825

To exhibit at **Emilio's** contact

Marie Petz at 818-341-6116.



Visit www.sfvartclub.org

Do you have your own art website?
E-mail Janet Snodgrass and we'll link to your site!
Member news? E-mail Jeri Christensen and get it
online. Check out workshops, news and much, much more!

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ArtClasses

The Reseda community Adult School is offering low cost art classes in all mediums (watercolor, oil and soft pastel, oil, acrylic and drawing). **Helene Jukoff** is the instructor. Class schedules are Wednesday mornings at the Wilkinson Center, 8946 Vanalden, Thursday mornings at Prince of Peace Lutheran Church, 9440 Balboa Blvd. For more information, call Helene at 818-349-7933 or visit the classes. Student's work is shown at the Platt Library located at 23600 Victory Blvd.

Paul Moshay is at Advanced Photo Lab at 21831 Sherman Way, Canoga Park, CA 91303-1941. Telephone is 818-347-4686 or 1-800-818-IMAGE. Hours are from 9:00 AM to 6:00 PM Mon -Fri. Saturday 9:00 AM to 2:00 PM. All photography is digital. Advanced Photo Lab is a full digital lab with 25 years of photographic experience. Website is www.advancedphotolab.net

Rea Nagel, an outstanding water color artist, is now teaching how to paint with water color at the **VIVA Gallery**. Classes are on **Tuesdays** starting at **12:30 PM to 3:30 PM**. Call Rea at 818-908-5919, or check out her website at watermediabyrea.com.

Still Life Painting for Beginners with **Silvina Day** at VIVA Art Gallery. Class time starts 6:00 pm - 9:00 PM every Thursday from September 3, 2009 through November 5, 2009. Cost \$25.00/class OR \$18.00/class for all 10 classes paid in advance. Contact number (661) 547-8632. Make check payable to Silvina Day, Mail to: 3807 W. Sierra Hwy. #6-4428 Acton, CA 935101. For list of materials and class description, contact Silvina.

Board Members

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Paint Out Coordinator	Marilyn Blutter	830-0825

..# **Member news** for the November 2009 newsletter is due by **October 18th** , 8:00 p.m. Call:

..# Meli Calkins, Editor

Telephone 818 366-9835

Website Janet Snodgrass: phone 818-882-4897. Member News Jeri Christensen: 818-645-9933

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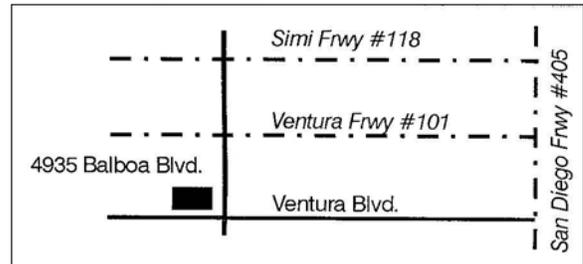
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The San Fernando Valley Art Club
 Meets on the first Tuesday of the month:
 4935 Balboa Blvd., Encino, California
 Social time 6:30 p.m. - Program 7:00 p.m.
 Refreshments served.

The Public is Welcome
 Requested Donation: Members \$5.00
 Guests, \$6.00



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The Paint Rag is printed by Graphics Plus. In business since 1971, we are a full service print shop. If we can be of help, please let us know. Mention that you are a member of SFVAC and you'll get a special price and the club will receive a donation.

BOARD MEETING - MONDAY SEPTEMBER 21ST
Meeting time - 7:00 pm
Location:
 Tarzana Community Center, 19130 Ventura Blvd.,
 Tarzana
 At the corner of Vanalden and Ventura
 Parking in rear

See what is new on the San Fernando Valley Art Club website www.sfvartclub.org

SFVAC Paint Rag
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Granada Hills, CA 91344