



The Paint Rag

Celebrating 65 Years of Friendship

Feb 2010 Volume 66 Issue 02
Non-Profit Organization #95-604775



David Deyell

Using composition, values, color, shapes and symbols, David paints in the "California Style." So what is California Style painting?

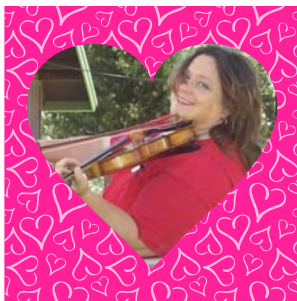
The California Style of watercolor painting flourished from the 1920s to the mid 1950s giving the traditional watercolor medium a bold new look. This new representational art, defined by a large format, free broad brushstrokes, and strong rich colors, documented scenes and activities of everyday life on the Pacific Coast. California's cities and industrial sites, it's beaches and harbors, and it's vast open landscapes were interpreted by hundreds of artists using innovative new approaches to watercolor painting.

A California Style watercolorist will paint boldly and directly, with little or no preliminary pencil sketching, while mastering the technique of allowing the white paper to show through as an additional shape or color. Another additional trademark is by working on large full sheet pieces of paper, 20" x 30" or larger.

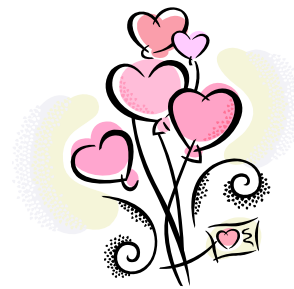
David's paintings show all the characteristics of the California Style using a limited pallet of translucent watercolors in which he paints the California landscape in a bold, exciting style.

David recently won Best of Show at the California Gold Coast Watercolor Society. He attended the Pratt Institute 1956-1960 for Architecture. He was the Campus Architect at UCLA from 1974 to 1994 and since retiring in 1994 has been a full time professional watercolorist. He is co-founder of Thousand Oaks Plein Air and a Signature Member in California Gold Coast Watercolor Society. David is an enthusiastic promoter of art, the love of painting and encourages his students to explore and just plain have fun. He teaches weekly evening classes, leads annual watercolor workshops at Yosemite National Park and is a curator for art exhibits at the Stagecoach Inn Museum.

David Deyell will demonstrate the California Style Impressionist Watercolor painting at our February Meeting.



President's Message February 2010



This February is Leap Year. The month of love is so important this year that they've given us an extra day. What will you do with yours? Is there a painting you've been thinking about for ages and couldn't seem to find the time to create? On the other hand perhaps it shouldn't be such a solitary activity, since this is the month dedicated to love. How about coming to a San Fernando Valley Art Club paint out? That way you could do something you love AND be with good friends.

Perhaps February will simply be a time to appreciate the people in our lives who make it just a little bit sweeter.

May I make a suggestion? Take a look through this Paint Rag and notice all the members who volunteer their time to keep us together as a club. Our demonstrations are researched, booked, recorded and paid for. The laudible careers of our guest artists are presented to us before hand. Their bios are written, designed to show us their paintings and brought to us in our monthly newsletter along with additional information on area art shows, poetry readings, photos, links and events of note for the month. Email blasts are sent out to update us on current events to be aware of between newsletters. Refreshments are set out and organized by volunteers in a lovely spread to greet us as we mingle before our meetings (when we are so hungry we could eat a bear). Name tags are artistically created, different each month, (so we don't have to face the embarrassment of forgetfulness). New members and old are welcomed warmly and encouraged to join in and participate in the ways they feel most comfortable. Raffles are offered with prizes solicited from our vendors. Big art shows and mini-art shows are organized and presented to us as a group to participate in with ribbons and prizes to show our appreciation and respect. We have written, photographed and videotaped archives. We have holiday dinners, outdoor gatherings, board meetings with minutes, filed paperwork and committees all for the express purpose of making our time together meaningful, productive and fun!

This is only a partial list of the glue that binds us together. All brought to you by volunteers who care about keeping the San Fernando Valley Art Club going. Why? Because of YOU. Our efforts are well worth it! It's not silly or cliché to marvel at the diversity in our group. Our membership is admirable for what we accomplish as artists and as volunteers. I appreciate the breadth of our experience as a group and as individuals. You are important, whether you have tirelessly volunteered to keep our finances organized or simply show up to our meetings with an entry to the mini-show or an "original" piece of art for our new, monthly "art card" exchange. We all pay our dues and benefit from being part of something bigger than ourselves. We may paint in solitary situations but we are not alone, we are part of a family, the SFVAC family. We notice when you are here and miss you when you can't make it.

In conclusion I ask you to express your appreciation to each other. (You might even want to bring some Valentines) We are not here by accident. We've chosen to be here, members in one of Los Angeles' longest running art clubs. We are fulfilling a legacy, a tradition by choice. And that is one of the greatest foundations for long lasting friendships we can ask for. Participate! Volunteer if you can. Most importantly: share who you are. Because, in the end it's really about the people, isn't it? And, yes, I really do love you, Valentine.

Michelle Nosco, ©

January Mini Show Winners



1st Place: Antoinette Gordon



2nd Place: Bea Piper

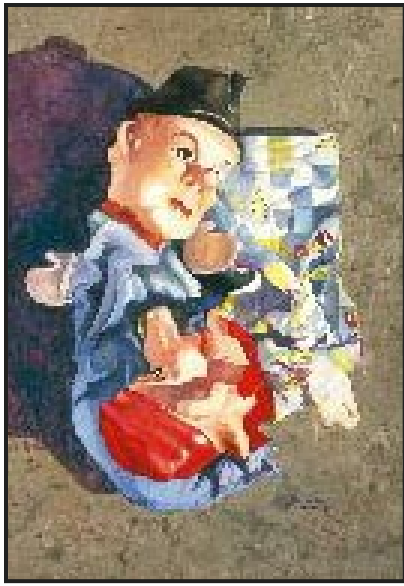


3rd Place; Ben Levin



HM: Miriam Thorin

The regular Who's Who will return in March. In this issue, Who's Who are paintings by our past demonstrators from 2008 . Have some fun and match the names to the paintings. The answers will be provided at the February Meeting..



F



C

Judy Koenig

Parvez Yashar

Rea Nagel

Tom Fong

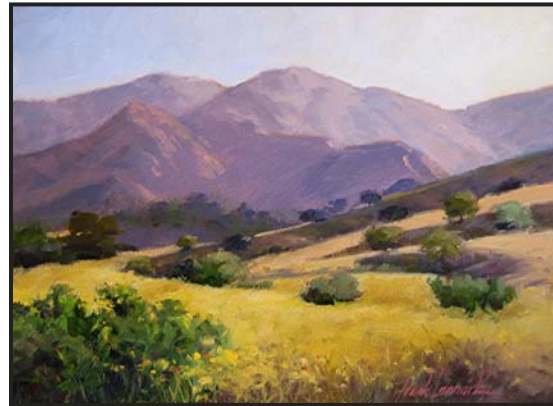
Frank Lenneartz

Pong Apinyavat

Morgan Kari



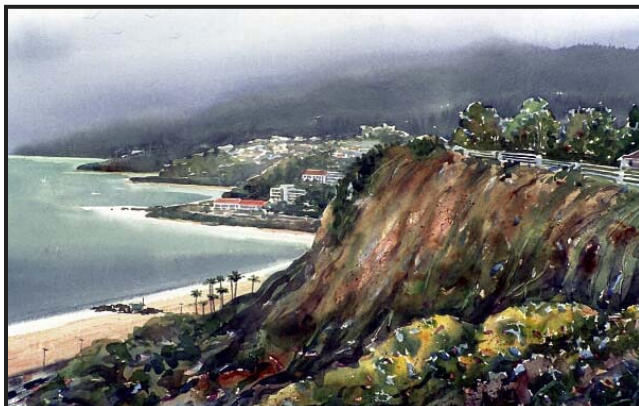
D



E



A



B



F

ATTENTION MEMBERS AND GUESTS: Don't miss out on future hard copy or electronic issues of the Paint Rag. If you haven't paid your 2010 dues, this will be the last Paint Rag you will get. The application is available at the San Fernando Valley Art Club's webpage www.sfvartclub.org and click on the membership link to download the application form. Mail the form and check to Marian Fortunati.

Plan Ahead to Attend our Tuesday meetings - Future Demonstrators

Date	Media	Artist	Time	Location
Feb 2	Landscape Watercolor	David Deyell http://sites.google.com/site/daviddeyellwatercolor/ 805.494.1700	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
Mar 2	TBD	TBD	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
April 6	Impressionist painting	Elio Camacho www.eliocamacho.com	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California

The San Fernando Valley Art Club Spring 2010 Art Show needs a NAME! If you think you have a good title for the future show, please contact Regina Wolford/ Exhibits Chair 818-992-8848 or call Meli Calkins at 818-366-9835.

COMING SOON- FUTURE PAINTOUT TIMES AND LOCATIONS.

We want to thank Bill Robles for his demonstration at the January meeting and his candid remarks on the various experiences he has as a court artist.



Art Around Town

Date of Art Show or workshop	Organization Hosting Show	Location	Contact Information	Last Date for Entry	Brief Description
February 6 - Sunday, March 7, 2010	Autry National Center of Art	Autry National Center 4700 Western Heritage Way Los Angeles, CA, 90027-1462	www.autrynationalcenter.org Phone 323.667.2000	Not Applicable	Masters of the American West Fine Art Exhibition and Sale 2010
February 22 -26, 2010	Simi Valley Police Dept. and The West Valley-Mission College District Police Department	Simi Valley - location not yet provided.	Training Coordinator Marie Abarca 805-583-6943: Enrollment and information: Carrie Stuart Parks, Stuart Parks Forensic Consultants, P.O. Box 73, Cataldo, ID 83810. (208) 682-4564	Early registration encouraged. Small class of 25-30 people. Class taught by masters Carrie Stuart Parks and husband Rick Parks. Class fee \$695	40 hour workshop on composite drawing for law enforcement. Open to civilians. No previous drawing training required. Good basic course on portrait drawing
March 16- April 7	Santa Paula Society of the Arts	Blanchard Community Library 119 N. 8th St, Santa Paula, CA 93060	SPSA, PO Box 788, Santa Paula, CA 93061-0788 Phone: 805-525-1104 http://snow.prohosting.com/~spsa/Index.htm	Thursday March 11 Noon - 8:00 PM March 13 10:00 AM - 2:00 PM	73rd Annual Art and Photography Show
May 19 - June 5	San Fernando Valley Art Club	VIVA Art Center, 13261 Moorpark St., Sherman Oaks, CA 91423	Regina Wolford / Exhibits Chair 818-992-8848	Take- in, reception, take-down dates and times TDB	2010 Spring Members' Juried Art Show

SHARE YOUR ARTWORK IN MINIATURE WITH FELLOW CLUB MEMBERS. BRING A SMALL PAINTING -VERY SMALL OF YOUR WORK TO THE FEBRUARY MEETING AND TRADE WITH A FELLOW MEMBER.

Look who is showing their work at Lulu's on Ventura Blvd this month!



Happy Valentine's Day



Charles standing by his work at Lulus



John Jackson standing by his work at Lulus

Esther Pearlman has a collage called "Working Woman" hanging at Greentangerine, an eco friendly seasonal store, The store is located at 11973 San Vicente Blvd. L.A. Sounds pretty interesting. Ask Ester when you see her about the store.

MEMBER NEWS

Terry Romero Paul has a solo show at James Gray Gallery, Bergamont Station opens January 9, 2010 to February 7, 2010. Opening reception is Saturday, Jan. 9, 6:00 - 9:00

Terri Dryden is showing her paintings at VIVA Art Center, 13261 Moorpark St., Sherman Oaks, CA 9142 and sold three paintings. Congratulations Terri!

Meli Calkins will have three paintings hanging at the Southern Nevada Museum of Fine Art starting February 10th through April 1, 2010. Her work is part of a larger show called the International Contemporary Masters. Opening reception is February 20, 2010 at 450 Fremont St, Suite 280, Las Vegas, Nevada, 89101.



Lancaster Spring



Impressions of Koi VII



Tangelos Galore

Both **Beth Summers** and **Marian Fortunati** have paintings in the art show called "Urban Spaces" located at La Galeria Gitana, 120 N. Maclay Ave. #F. It runs from January 23 through Mar. 20, 2010.

Tommy Hollenstein has a solo show at the Gallery 825 LaCienega Los Angeles. The show starts February 13th, with the reception the same day from 6 -9 PM. Way to go Tommy..

Ken and Liz Fermoyle have been invited by the Ventura County Art Council to be part of an "Artful Couples" exhibit at the Atrium Gallery in the Ventura County Government Center. The show recognizes that "artists are often influenced by the work of others, particularly a spouse or partner. This show is an opportunity for such 'teams' to display their work jointly. The exhibit opens January 22 with reception on Thursday, February 4, 5:30-7:00 pm, and closes March 3.

Also Ken and Liz had two pieces each juried into the annual Westlake Village Art Guild Members Show, January 5-29.



La Femme by Liz



Wedding Dance by Ken

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.

Lulu's Beehive
13203 Ventura Blvd., Studio City. Cross

street Mary Ellen Ave,
Contact Marilyn Blutter.

(818) 830-0825

Emilio's

Or

Hollywood Grill @
6310 Van Nuys Blvd.
Van Nuys, Calif - near
Owner Robert Locke and Chef Kurt
Ehrlich.

Marie Petz at 818-348 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 Marian Fortunati and get it online.
Check out workshops, shows, and much more.

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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 still teaching how to paint with water color at the **VIVA Gallery**. The new session will start on January 12, 2010, which is a Tuesday. The class starts at **12:30 PM to 3:30 PM**. Call Rea at 818-908-5919, or check out her website at watermediabyrea.com

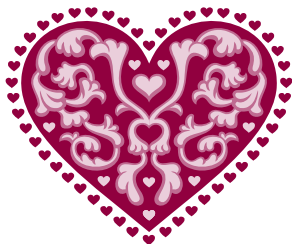
ArtClasses

Helene Jukoff will be the art instructor at the Reseda Community Adult School. This low cost class will cover all mediums (watercolor, oil, soft pastel, oil acrylic and drawing). Classes are held on Wednesday mornings at the Wilkinson Center, 8946 Vanalden, Northridge. Helene also offers private lessons on Tuesday afternoon. For more information on both classes, call Helene at 818-349-7933.

2010 Board Members

President	Michelle Nosco	(661) 803-7744
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Mini Exhibits	Bennet Levin	782-4492
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Video Librarian	Arlette Menard	366-6665
Paint Out Coordinator	Trisha Bennett	784-3000
Parliamentarian	Open	

Member news for the March 2010 newsletter is due by **February 13th**, 8:00 p.m. Call **Meli Calkins**, Editor
Telephone 818 366-9835



Website Janet Snodgrass: phone 818-882-4897.
Member News Marian Fortunati

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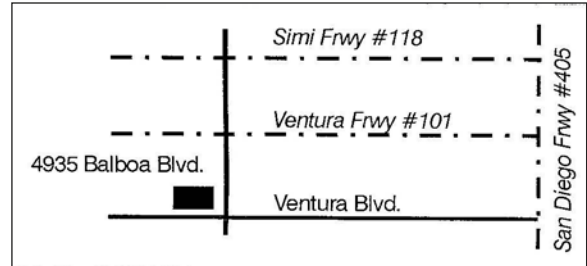
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The San Fernando Valley Art Club
 Meets on the first Tuesday of the month:
 4935 Balboa Blvd., Encino, California
 Social time 6:30 p.m. - Program 7:00 p.m.
 Refreshments served.

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 January 25th
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
 17227 Kingsbury St.
 Granada Hills, CA 91344