



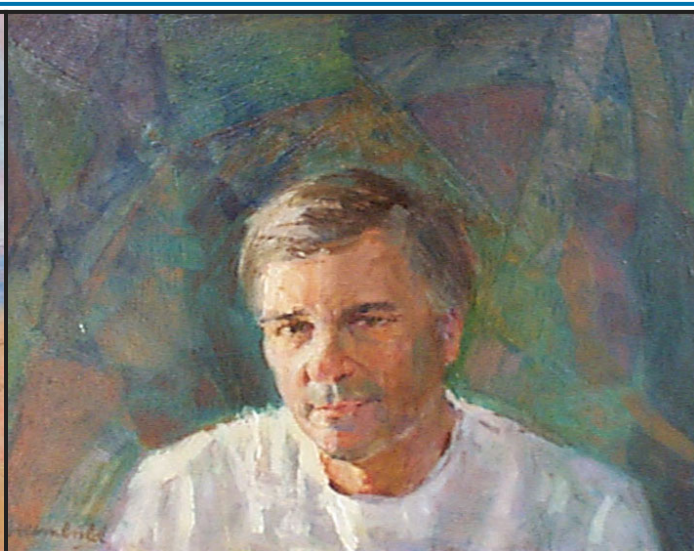
# The Paint Rag

*Celebrating 65 Years of Friendship*

March 2010 Volume 66 Issue 03  
Non-Profit Organization #95-604775



Santa Monica Pier



Self Portrait—Dick Heimbold

## Dick Heimbold

Dick Heimbold began painting as a teenager in New Jersey--studying under Hungarian Master Geza du Vegh. Later he studied at Leyton School of Art in Milwaukee while completing a degree at Marquette University. At this time he began competing in art shows and selling his work. The 1980s found him studying at noted colorist Sergei Bongart's Art School in Los Angeles--focusing on oil painting. Two years there forged the color-driven palette for which he is known today. His figurative, still life, and plein air works have earned him numerous awards in regional competitions. He has had successful exhibits in San Miguel de Allende and Panama City. His paintings appear on Our Lady of the Angels cathedral wine label and the set of the NCIS-LA television series. An accomplished portrait painter, he has clients in the US, Mexico and Europe. An artist member of the California Art Club, he recently was juried into the Pepperdine University triennial show. Other memberships include the Allied Artists of the Santa Monica Mountains and Seashore and the Glendale Art Association. Representation by: Whites Art Framing and Restoration in Montrose, Galeria Atenae in San Miguel de Allende, MX and Mery Palma Gallery in Panama City

Dick Heimbold will demonstrate oil painting by painting a still life at our March Meeting.



## President's Message March 2010



### Poets of the Palette

Tips of green. Lean. Serene. And when poets run short of words, there are paintings to fill the void. Plein aire fantasy on a hunters pre-dawn platform. A lone wolf with brush in hand awaits the magical color of daybreak to tip his brush. Will flight encompass the canvas in impressionistic expressionism? Or will water ripples reflect a bank of willow, realistic to the distant eye, with reeds a mere splash of purple, green, orange and blue, unrecognizable upon close scrutiny. Poets of the palette with a turn of phrase to delight and surprise, explore the subtle blends of water flooding from one pigment to the next: A wash of Payne's gray and Ultramarine blue become a storm front with a pinch of Alizarin Crimson. A Golden glaze over Raw Umber with a touch of white gives the gift of life to a child's eyes.

We wait for spring as we wax poetic and yearn for the mountains to thaw. Awaiting hikes and bikes that lead us through foreign trails, higher than the Meadow Larks flight. Closer to the sun and nearer to heaven with translucent waterfalls and scenic vistas so rare in beauty, yet common in the changing of the seasons. Meanwhile, hot yellow and golden leaves among the blackened olive green create the fleeting passage of sunlight through a darkened shadowed window in the San Fernando Valley. Closer yet, a tabled crystal vase refracts brilliant flora and prisms through its' sculpted cuts, splashing color to the lace and linen below. Sleep. Dream of the mountains with their druid Sequoia, Pinion and Jeffrey Pines covered with the snowy bark of winters blizzard. White, cool and quiet with the soft melting of snow and the drip of an icicle forecasting a northern move of the solar path.

Yet, gesso your canvas and tape up your paper, for spring is not far off. We are poets of the palette, story tellers and singers of songs. And, with the growing of days our subjects are revealed. See you next meeting, with mini-show and trading card art in hand, My apologies to the real poets in our midst.

Michelle Nosco ©

### February Mini Show Winners



1st Place: Joette Snyder



2nd Place: Elaine Archer



3rd Place; Carol Tator



HM: Svetleana Berezovsky



## Who's Who in the San Fernando Valley Art Club

### Meet Marian Fortunati

The first time Marian entered an art show with the San Fernando Valley Art Club she won two awards. "It was actually the first art show I had ever entered anywhere." she said.

Unlike many artists, who had art awareness at an early age, Marian wanted to be a doctor. She came to art late after a 40 year career in education in which she spent 5 years as Principal of Camellia Elementary in North Hollywood and 11 years as Principal of Serrania Elementary in Woodland Hills. I try to picture Marian as a Principal and my mind goes to the stern, humorless men who were in charge of my education and therein exists a conflict of images. Marian is a cheerful, positive, attractive woman and a remarkable artist. The story behind this is relatively simple.

Anticipating retirement from LAUSD, Marian originally took classes from John Paul Thornton at Mission Renaissance in Encino and was immediately hooked. Later she found that she loved Plein Air painting not only for the art but as Marian explains, "I had grown up in this area and had never been to some of the places I painted." More outdoor classes with Karl Dempwolf, the landscape painter from the California Art Club taught her to discover things about the city and in Marian's words, "to see better." the world around us. She describes her journey through the art world as "Emerging." Her subject matter covers a broad reach from figurative, portraiture, landscapes and seascapes, with an unusual affinity for cityscapes and freeways. With all these different subjects to work with, Marian loves to blog about her art adventures and to hear from people who leave comments: [www.marianfortunati.com/blog](http://www.marianfortunati.com/blog)

Members of SFVAC are often afforded the pleasure of Marian's company on their first visit to the club. Marian is the membership chair and is often the first face new members see. Her friend Sharon Weaver, vice president of SFVAC describes her experience with Marian as, "wonderful, warm and generous." Sharon says, "Marian and I have become very close friends. She is always supportive and helpful both in art and in personal matters."

Marian often mentions the welcome feelings she received when she first joined SFVAC and that she has made many friends here. She is a fine example of the balance one can attain when there is an artistic drive and a strong family bond.

Marian lives in a gracious home high on a hill with her handsome Italian husband, Gastone and her delightful and very lucky grandson, Tyler, who incidentally has the uncanny knack of frequently winning some wonderful prizes in our monthly raffles.

We in SFVAC are very grateful for Marian's contribution to our club and we look forward to a long and fulfilling connection with an outstanding artist and friend.

**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. She will send out up to the date information about opportunities for shows and paintouts when available and reminders of important deadlines.

**Plan Ahead to Attend our Tuesday meetings - Future Demonstrators**

Date	Media	Artist	Time	Location
Mar 2	Oil Painting Still Life	Dick Heimbold www.dickheimbold.com (818) 241-2069	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
May 4	TBD	TBD	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California

**FUTURE PAINTOUT TIMES AND LOCATIONS.**

**February 23, 2010: Gardens of the World in Thousand Oaks**

**Time: 10 A.M. to 2 P.M.** There are five different gardens - Japanese, French, English, Italian and Mission Courtyard style. There is a picnic area and admission is free. Bring your lunch, painting gear, chair, hat and sunscreen and have an enjoyable day.

Because it is privately owned, the Management asks that we each check into the office to sign in and get a copy of the regulations. As we will be using paints, they also ask that we cover hard surfaces around us with plastic, and grass with cloth. Directions from the Valley are: 101 North - exit at Hampshire Road. Turn right. Go to Thousand Oaks Boulevard and turn left. The Gardens of the World will be on your right, across from the Civic Arts Plaza.

Thank you David Deyell for an educational experience in learning about how to paint the California Impressionist Style in watercolor!.



Members looking at David's paintings.

# 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
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 <a href="http://snow.prohosting.com/~spsa/Index.htm">http://snow.prohosting.com/~spsa/Index.htm</a>	Thursday March 11 Noon - 8:00 PM March 13 10:00 AM - 2:00 PM	73rd Annual Art and Photography Show
March 20, through April 27, 2010.	Westlake Village Art Guild	Thousand Oaks Community Gallery 2331-A Borchard Road, Newbury Park, CA 91320	www.wvartguild.org  Ron Souza, Show Co-Chairman, Telephone: (818) 991-5634, E-Mail:	Advanced Registration, February 28, 2010 ,Take-In, Tuesday, March 16, 2010. Limit 4 entries per artist.	WVAG2010 Open Juried Fine Art Show . Six Categories. \$2,000 in cash prizes. Show judges are Marsha Gertenbach, Sylvia White and Bob Privitt.
December 2010 issue of The Artist Magazine	The Artist's Magazine 27th Annual Art Competition	Published in the December Artist Magazine.	www.artistsnetwork.com/annualcompetiton/	May 3, 2010 to submit on line or post-marked with JPG images on CD or 35 mm slides.	The Artist's Magazine 27th Annual Art Competition
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 on Sunday, May 23, 4-6 PM take-down dates and times TDB	Views & Visions 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.**

## SFVAC Member Juried Show Coming this May!

SFVAC’s Juried Show, “Views & Visions” at VIVA Art Center in Sherman Oaks, will open on Wednesday, May 19 and run through Saturday, June 5, 2010. The Prospectus and Entry Forms are now available. The Reception will be held on Sunday, May 23, 4-6 PM. If you have any questions, see Regina Wolford-Exhibit Chair at the March club meeting.

Our last show at VIVA, in November 2009, was a wonderful presentation of our club’s talents and efforts.

Our club has wonderful artists and the awards chosen by our juror, David Gallup, were well deserved. Thanks to all who participated!

## MEMBER NEWS

**Meli Calkins** won 2nd place for mixed media at the Thousand Oaks Art Association 2010 open juried that runs from February 2 through the 27th. The show is located at the Thousand Oaks Community Art Gallery located at 2331 Borchard Rd, Newbury Park, Ca, 91359. **Meli** was asked at the last minute to demonstrate soft pastel painting at the Simi Valley Art Club in the Simi Valley Community Center, Simi Valley on February 19th. Good thing she had some practice at the December SFVAC dinner meeting!

**Janet Snodgrass** has a solo exhibit at the Gardens of the World in Thousand Oaks, Ca. February 16 - March 28, 2010 The reception is March 6, 2 -4PM



Meli's winning painting "Field of Mustard, Thompson Rd, Nipomo"



One of Janet Snodgrass's paintings showing at the Gardens of the World.

Leonard Spunt had one painting juried into the Thousand Oaks Art Association Open juried show. The painting is called Swimming in the Primordial Soup, a mixed media/collage. Congratulations to Leonard.

On January 21<sup>st</sup>, club members **Midge Reisman, Rae Trolman, Dario Galatolo** and art students of **Reine River** attended a dedication ceremony along with Reine at the Kennedy - San Fernando Community Adult Learning Center in Granada Hills. The City of Los Angeles awarded a Beautification Grant to paint the mural and improve the landscaping at the Learning Center. The mural of early California scenes was conceived and designed by Reine River and painted by 21 of her art students on 2 outdoor walls



**Marian Fortunati** has fifteen paintings at the Urban Spaces exhibit at La Galeria Gitana and one more at the Orlando Gallery. These are paintings of folks that visit the coffee bar at her local Gelsons. Who knows, if you visit that coffee bar, she may end up painting you!. Congratulations Marian.

**Eddie Applegate** has five paintings hanging in the front office of VOICE TRAX WEST 12215 Ventura Blvd. Studio City for the months of February and March.

A "Big Thank You" goes to **Ken Fermoye** who submitted the winning title our May 2010 juried show name - "Views & Visions."

**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](http://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.

Thank you to all of our  
advertisers for your continued  
support!

### 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.

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](http://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

**Carter Sexton, Fine Art Materials** since 1944, 5308 Laurel Canyon Blvd, North Hollywood, Ca. 91607, (between Magnolia & Chandler), ph. 818.763.5050, fax 818.763.1034 [info@cartersexton.com](mailto:info@cartersexton.com), [www.cartersexton.com](http://www.cartersexton.com), 9 to 6 Monday through Friday, 9 to 5:30 Saturday, closed Sunday.

### 2010 Board Members

President	Michelle Nosco	(661) 803-7744
Vice Pres.	Sharon Weaver	769-2688
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	Sylvia Crosbie	902-1853
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Corresponding Sec.	Margaret Henrich	701-0305
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Mini Exhibits	Bennet Levin	782-4492
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Media Relations	Terry Supple	346-5791
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	Paula Diggs	223-9153
Hostess	Rachel Weissberger	360-6035
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Raffles	Pearl Schwager	368-8171
Special Exhibits	Boz Vakhshori	360-5993
Video Librarian	Arlette Menard	366-6665
Paint Out Coordinator	Trisha Bennett	784-3000

Member news for the April 2010 newsletter is due by **March 17th**, 8:00 p.m. Call **Meli Calkins**, Editor  
Telephone **818 366-9835**

Website Janet Snodgrass: phone 818-882-4897.



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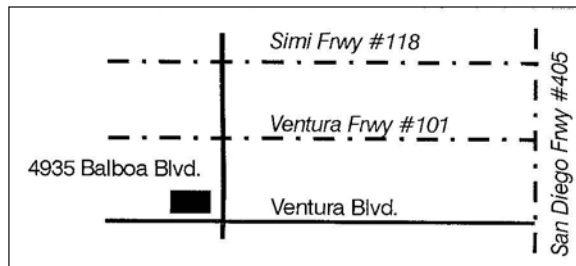
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**The San Fernando Valley Art Club**  
 Meets on the first Tuesday of the month:  
 4935 Balboa Blvd., Encino, California  
 Social time 6:30 p.m. - Program 7:00 p.m.  
 Refreshments served.

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



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**Board Meeting - Monday February 22nd**  
**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](http://www.sfvartclub.org)

**SFVAC Paint Rag**  
**17227 Kingsbury St.**  
**Granada Hills, CA 91344**