



# The Paint Rag

*Celebrating 65 Years of Friendship*

Sept 2010 Volume 66 Issue 07  
Non-Profit Organization #95-604775



## **JAMES URMSTON**

Landscape is my subject of choice. In my work I explore the mountains, valleys and canyons of Southern California, seeking views just beyond the architectural intrusion of man. These natural settings satisfy a search for a subject both beautiful in form and rich in formal and historical reference. The traditions of idealism, symbolism, and fantasy in landscape painting inform my choice of subject.

The beauty I find in this natural setting is born of the solitude and quiet. These places are superficially empty but filled with primordial grandeur. For me early morning or late afternoon light best visually organizes the special features of each setting.

In each painting I try to adapt the formal possibilities of whatever medium I use to the special physical features of the place I am interpreting. Recently, the medium of choice has been oil. Oil has a unique physical presence for me as I move the brush from mixing pallet to careful brush manipulation on the canvas surface. These sensations combine with the physical features of the landscape subject to capture light and atmosphere, producing perceived volume and spatial depth. An early morning light creates a veil of lightness and transparency. Late afternoon light produces strong contrasts that yield a sense of drama- all by the brush coming into contact with the canvas.

For me, all aspects of this California landscape are filled with a beauty that I strive to transmit to canvas in order to share my vision with others.

James Urmston will demonstrate the Watercolor painting at our September 7th Meeting.



## President's Message September 2010



Ferris Bueller said that "life moves so fast, if you don't stop to notice it every once in a while you might miss it!" Did you take time to really look at "life" this summer? Please bring one of your paintings to our monthly meeting so we can see what you have been doing while on summer break. The mini-show will be spectacular with all the varied experiences and techniques we use to express them.

I, for one, have been so inspired to use new color combinations that express light and form. Who knew the masters offered so much. I grew up painting in a time when the rules were thrown out in hopes that something fresh from the soul could take root. It did, but at what cost?

It takes time to assimilate a new palette. Warm and cool yellows and reds. Lemon Yellow next to Ochre. Alizarin Crimson next to Cadmium Red. Ultramarine near Cerulean. The surfaces roll in and out of shadow in clean, crisp color. Mmmmmmmmmmm

My soul is intact and, at the same time, I open myself up to new ways older than the hills we paint... well, okay, maybe not that old.

We know how to paint; yet here we are, learning to incorporate and interpret what our friends and demonstrators at the San Fernando Valley Art Club share with us. And our fall demonstration line up holds plenty of promise for new and traditional technique.

Painting is the art of noticing. Pointing out what you see, what you feel and making it visible to the viewer. Come join us and share who you are, your skills and observations. Exciting things are happening in our club, and you are part of the excitement!

Love,

Michelle

P.S. Hope you are getting ready for our fall show at the Finegood Gallery!

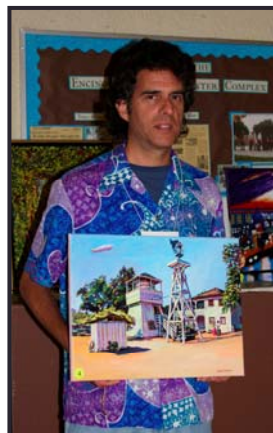
### June Mini Show Winners



1st Place Ingrid Seele Tech



2nd Place Dulcie Adams



3rd Place Andrew Schwartz



HM Judy Kane



Who's Who in the San Fernando Valley Art Club will return in October

## FALL ART SHOW FOR SFVAC MEMBERS

It's time to finish-up your summer masterpieces and prepare them for our upcoming exhibition. Our **Club's** next **Juried Show** will be in **October** at **Finegood Gallery** in **West Hills**. The last show our Club held there was our 65th Anniversary Show in September 2008.

**Artwork Take-In is Oct. 24th, 2010. The reception** will be on Sunday, **November 7, 2010**. Show closing will be on **Sunday, December 12, 2010**. Artwork **Take-Down** will be on **Monday, December 13, 2010**. Gallery Hours: Sunday, 11AM-5PM, Monday-Thursday, 10AM-9PM, Friday, 10AM-5PM.

The Prospectus and Entry Forms will soon be available on the Club's website and also at the September 7th Club meeting. Enjoy the rest of your summer and I hope to see you soon.

Regina Wolford, Exhibit Chairperson

More photos of the SFVAC member juried Spring Art Show "Views and Visions".



Winners 1st, 2nd and 3rd Place awards. Camera shy was Best of Show



Our show would not have been successful without "Our Volunteers"



Honorable Mention awards



Winners of the Merchant's awards



In the June 2010 Paint Rag issue, the Paint Rag editor failed to realize that she had accidentally left out Sylvia Crosby's winning Merchant's Award painting "Norton Simon Museum Garden" where club's Spring members juried art show "Views and Visions" was featured. In acknowledgment of Sylvia's accomplishment, to the left is her beautiful award winning watercolor painting.

**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
Sept 7	Watercolor	James "Jim" Urmston www.jimurmston.com	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
October 5	TBD	TBD	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
November 2	TBD	TBD	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
December 7	TBD	TBD	6:30 PM	Annual Holiday Dinner Location TBD

Bring a miniature piece of your own original art to our September meeting, to trade with other artists in SFVAC. Lay it out on the ARTIST TRADING CARD (A.T.C.) table. During the break, all those participating will gather around the A.T.C table and draw straws (or numbers) to determine the order in which we each pick cards from the table.

If you are not getting the Paint Rag by e-mail, check with Marian Fortunati to see if your e-mail address is correct. Otherwise it will go to electronic heaven and never get to you.

Thank you Helene Jukoff for your demonstration at the June meeting on showing how to use cool and warm colors when painting.



# Art Around Town

Date of Art Show or Workshop	Organization Hosting Show/ Workshop	Location	Contact Information	Last Date for Entry	Brief Description
5 Week Workshop	Robert Tanenbaum	At Robert's large, beautiful studio 5505 Corbin Ave. Tarzana	818-345-6741 www.rtanenbaum.com	Friday Mornings	Robert Tanenbaum has been teaching drawing and oil painting for 15 years. His students have improved dramatically due to the SITE SIZE academics of painting and drawing. Style and subject matter is your choice He has room for three more students and is available to teach on other days should there be a desire. Classes are 5 weeks plus one free make-up or bonus class. The cost is \$250.
October 2-3	San Fernando Valley Arts Council	Many locations	Web site: www.sfvartscouncil.com  For tickets: Continental Art Supplies 7041 Reseda Blvd. Reseda, CA 91335 ph: (818) 345-1044	none	2010 Valley Artists Studio Tour. Public is invited to visit the studios of 30 local San Fernando Valley fine artists. A self-guided tour, meet the original artists, This will be a ticketed event with proceeds going to local arts causes. Tickets are \$20.00 each. <b>Club members participating in the tour are Beth Summers, and Tommy Hollenstein.</b>
October 22-24	Learning & Product Expo, Art ! Pasadena, Dick Blick	Pasadena Conference Center 300 E Green St. Pasadena, CA 91101	Irene Gruen Tel: 626-689-2690 or www.learningproductexpo.com/pas	Deadline Post-marked September 17	Learning & Product Expo: Art! Pasadena Juried Show: JEP images of your paintings must be submitted on CD and mailed to: Learning & Product Expo: Art!, Juried Art Entry P.O. Box 8, City Island, NY 10464. Prospectus on-line at <a href="http://www.learningproductexpo.com/pas/juried_show_information.cfm">http://www.learningproductexpo.com/pas/juried_show_information.cfm</a>
October 9-10	Ojai Studio Artists Inc.	Ojai	Ojai Valley Chamber of Commerce, PO Box 1134, Ojai, CA 93024 805-6464-8126 www.ojaistudioartists.org	none	Ojai Studio Artist Tour. Explore over 50 artist's studios in hidden corners of the Ojai valley. Get the behind-the-scenes look at artists' creative environments, purchase art, etc.

## More Member News

**Ione Citrin** has been very busy this summer. She had several solo and group exhibits of her art work all at the same time. Her shows ended before the September Paint Rag could be printed but we want to congratulate Ione on showing at the Gardens of the World, her collection of landscapes and cityscapes, "The Ione Citrin Collection of Visual Epiphanies", shown at Salon Xia located in Pasadena,



## MEMBER NEWS

### SUMMER HAPPENINGS

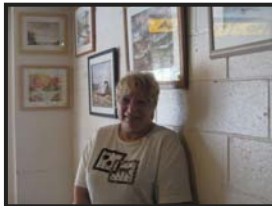
Many of our club members have been busy during the summer break participating in various art shows and just plain having fun. Those who have been kind enough to let the Paint Rag editor know about their activities are mentioned below. If you want bragging rights about your exciting adventures, please let Meli Calkins, the Paint Rag editor, know about it before the 18th of each month so it can be put in the next issue of the Paint Rag.

Club member **Marie Petz** had the opportunity to show thirteen of her paintings exhibited at the Simi Valley Senior Center during July.

**Beth Summers** will have 7 oil paintings in an upcoming show at Red Brick Gallery in Ventura, August 30 to Oct 11, and she will be showing also at Mammoth Lakes Fine Art Festival Labor Day weekend. She recently returned from Russia, where she painted and had an exhibition in St. Petersburg.



Beth Summers  
"Uglich Church"



Sylvia Crosby and Sara Coyle at Lulus



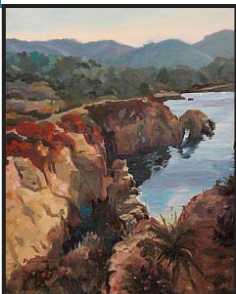
Lulus Beehive has been busy this summer with **Sylvia Crosby** and **Sara Coyle** were displaying their paintings in July. **Anita VanTellegen** and **Frank Bodelai** are now at Lulus until the end of August. Note how Anita is adjusting the hanging of one of her paintings.



Frank Bodelai's paintings and Anita adjusting the hanging of her painting.



**Marian Fortunati's** painting "Monterey Magic" was juried into 2010 American Landscapes National Juried Show in Annapolis, Maryland. WOW! She also had two other paintings showing at VIVA in the Four Faces of VIVA June 3rd to July 29th and finally two paintings were shown at the Ventura County Maritime Museum, Ventura County Plein Air Festival and Exhibit June 3 - July 29. Oxnard, CA.



Marian's "Monterey Magic"

**Terry Supple** entered oil paintings in several categories at this year's Ventura County Fair (still going on). He came away with a First, two Seconds, and three Honorable Mentions. Wow!

**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 Meli Calkins and get it  
 online. Check out workshops, news 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](http://www.advancedphotolab.net)

you want a lot of fun painting and learn how to combine lots of media, come join the class. **Rea Nagel** will be starting up a watercolor and mixed media painting class on **September 14, 2010**. The class will be at the **VIVA Gallery** on Tuesday afternoons, 12:30 to 3:30. Call Rea at 818 908 5919 for more info.

Have you thought about taking an art class but were unsure about a good teacher? **Robert Tanenbaum** is available to teach you. See his workshop information on page 5 in Art Around Town

**Art Classes**

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) 245-6789
Vice Pres.	Sharon Weaver	769-2688
Treasurers	Joette Snyder	456-4710
	Sylvia Crosbie	902-1853
Secretary	Jeri Christensen	645-9933
Corresponding Sec.	Margaret Henrich	701-0305
Membership	Marian Fortunati	342-4601
Paint Rag Editor	Meli Calkins	366-9835
Exhibits	Regina Wolford	992-8848
Mini Exhibits	Bennet Levin	782-4492
Historian	Lois Brayton	988-8595
Media Relations	Terry Supple	346-5791
Parliamentarian	Open Position	
Host Committee	Margaret Henrich	701-0305
	Paula Diggs	223-9153
Hostess	Rachel Weissberger	360-6035
PR Mailing	Sara Coyle	789-1574
Raffles	Pearl Schwager	368-8171
Special Exhibits	Boz Vakhshori	360-5993
Video Librarian	Arlette Menard	366-6665
Paint Out Coordinator	Trisha Bennett	784-3000
Parliamentarian	Open	

**Member news** for the October 2010 newsletter is due by **September 16th**, 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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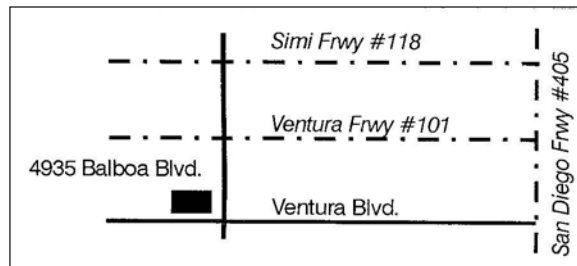
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**The San Fernando Valley Art Club**  
 Meets on the first Tuesday of the month:  
 4935 Balboa Blvd., Encino, California  
 Social time 6:30 p.m. - Program 7:00 p.m.  
 Refreshments served.

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



**Graphics Plus** (818) 700-8445

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 Meetings - Monday August 23rd  
Monday September 27th  
 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**