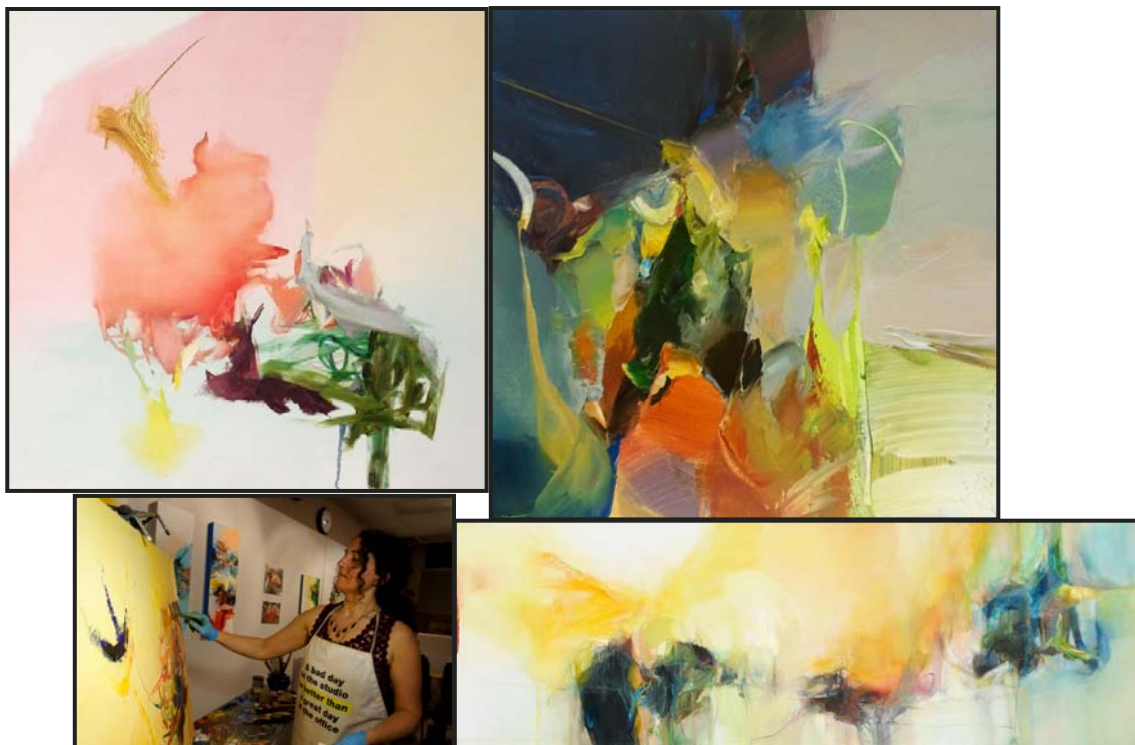




The Paint Rag

Celebrating Over 70 Years of Friendship

October 2013 Volume 69 Issue 8



Elana Kundell creates imaginary environments that are based on emotional rather than physical spaces. Music, playing a tremendously important role in her paintings, has been inspiration for her wishing to produce pure and transcendental art. By listening to music and interpreting it in her work, she has discovered unconventional techniques in her art-creating approach. Working in oil on panel and also canvas, she develops the surfaces intuitively using knives, brushes, fingers, and cloth to form dense, intersecting layers. As a result her paintings occupy an ambiguous zone between what is seen and what is felt.

Kundell studied art at the University of California at Santa Cruz as well as Painting and Sculpture at the Accademia di Belle Arti in Bologna, Italy. She is a member of the Los Angeles Art Association and has been an Artist-In-Residence at Studio Channel Islands Art Center in Camarillo, CA since 2005. Elana Kundell creates imaginary environments in the abstract that are based on emotional rather than physical spaces. Based on memory – where experience is recycled and distorted – the paintings occupy an ambiguous zone between what is seen and what is felt. The process at its best reveals clues about the deep, usually hidden nature of meaning/feeling/being in the world, bringing to light possibilities for transformation.

Elana Kundell will be demonstrating how to paint abstracts in oil at the member meeting on October 1st. Elana Kundell is asks that we encourage people if they have experimental work , bring it in for our mini-show, which she will jury.



A Message from the “President” October 2013



I hope everyone has had a wonderful summer and is sailing into Fall. Our 70th birthday party was fantastic! I had doubts about Bennett’s pot luck contribution of corn casserole, but was overjoyed when I tasted his haute cuisine. It was really delicious. Bobby , Ingrid Steele Tech’s husband, foraged the forest for wood, brought a BBQ, and made everyone chicken. Thank you for all that work! I must mention that our hostess committee, Cheryl Neuenkirk, Prawnee Shaw and Nell Neuenkirk worked overtime to make the hall look fabulous. This month we can expect Halloween themed tables for our goodies. The enthusiasm this club has is outstanding. There were so many food items, that we needed more members to eat hearty. Speaking of more members, the time for membership renewal is fast approaching. Our membership year begins in January. So think about giving a membership as a gift to someone.

We have tried many new things this year. And I want to thank everyone for their gracious and positive acceptance. It was not hard to give up the coffee pot, I know, but now we have Starbucks brewed coffee to enjoy and we can throw away the containers at the end of the night. We tried a potluck which I personally enjoyed tremendously. I think artists can paint with a brush and a spoon. The food was gourmet at our last meeting.

Great news about the Silent Auction, we made \$439.00. This is a significant amount more than our usual raffle. I am thrilled to have purchased a painting and an easel. It seems that everyone who participated walked away with a treasure. Thank you all who donated! And kudos to Midge Reisman who recruited her own team of volunteers and masterminded the whole adventure.

A big thank you to Dulcie Adams, who used to work as a staff artist, in the 60’s. She has been teaching art for over 40 years. Dulcie is our club treasure. Her demonstration including Yona Rapopot and Joe Moreno was so interesting. The painting that resulted from the three artists portrayed a happy puppy in a psychedelic memory of color.

And thank you Graham Paints for donating a complete array of paints for everyone to try.

Everyone’s efforts made this truly a club party!

Moving into the end of 2013, we are planning some workshops. The details of the workshop will be sent out later but we are looking at a workshop on “How to Write an Artist Statement” and one on how to submit artwork online to galleries and calls. These two workshops will prepare everyone for more opportunities to sell and show art.

Jennifer Bentson 2013 ©

September 2013 Mini Show Winners



1st: Joe Marino



2nd: Yona Rapoport



3rd: Dorothy Coatsworth

Pot Luck Dinner and group demonstration lead by Dulcie Adams, Joe Marino and Yona Rapoport



WELCOME FALL!

GRAHAM PAINTS AT THE SEPTEMBER MEETING – History on the start of Graham Paints and a Technical Discussion

Jennifer Bentson says we are so lucky to have had Graham Paints manufactured in Oregon, supply the club with samples of their oils, acrylics, gouache, and watercolor paints. Many of the members enjoyed “going creative” with the paints. Jennifer took home the leftovers and will be happy to share with anyone who wants to try them out in my Glendale home studio.

Here is a letter from Diana Graham, owner of Graham Paints:

Dear SFVAC and Jennifer Bentson,

Our goal with all of our products is to make the highest quality, easiest to use materials for the artist. We also use the same pigments from one media to the next so mixed media or underpainting can be matched. It is usually noticeable that our color has higher pigment loads than most. All of our products are compatible with other brands.

The oils are ground in walnut oil which yellows and cracks less than linseed oil. Because it is so slippery, you can clean your brush by dipping and wiping with our pure walnut oil with a wash in mild detergent at the end of the painting session. We have a solvent free, Walnut/Alkyd Medium that can be used sparingly to speed drying. There is no safe solvent so many artists have tried to use the water miscible oil colors. Using a paint that chemically forces oil and water together does not seem safer than painting with salad oil to me.

This is a very traditional system. The great masters did not use odorless thinners (which is a petroleum company product). If an oil color is constructed correctly, and not full of artificial thickeners, the artist should not have to “fix it” to make it work. For those who want to work in thin layers, change the thinking from “thinning the paint” to “painting thinly”. Use a stiff brush and push the paint into thin layers.

Some try to connect rancidity to walnut oil. The word “rancid” is the same as the word “drying” when it comes to a painting medium. If walnut oil did not “go rancid” you could not paint with it. Since linseed oil dries faster than walnut oil, it goes “rancid” faster. The classic odor of linseed oil is its rancidity. The reason rancidity is connected to walnut oil is because the oil we purchase is food grade salad oil. Linseed oil goes rancid too fast to be used as a regular food item. Do not be concerned with refrigerating your walnut oil. Also, grocery walnut oil sometimes contains things like vitamin E to prevent rancidity-but that would also prevent a painting from drying.

Our acrylics are made with a local high solids resin. The texture is creamy and easily broken down with water or a mixture of medium and water. There is no romantic story about acrylics but you get a highly pigmented color for a very fair price.

Watercolor formulations contain some form of sugar. Most brands use inexpensive corn syrups but we chose blackberry honey as it pulls moisture from the air keeping the color tacky moist in the pan and in the tube. No scrubbing with expensive brushes to get it going. I leave mine in open air year around and just a spritz of water and it is like fresh squeezed. Not putting watercolor in a dark, moist place can help prevent mold problems. The down side is that a wet palette may run if tilted in transportation. And no, they don't attract bees more than others.

The gouache is an opaque version of watercolor. “Designers” gouache was developed to make a design-like a swim suit- take a photo of that design and throw the artwork away. To make the paint camera friendly, many paint makers add chalks or whiteners to create a soft matte surface. We went the other way and made a “fine art” gouache relying on high pigment loads to get the opacity leaving the addition to white to the artist. Some pigments, like quinacridone red, are so transparent it is like layering colored glass-you cannot get all the way to opaque without white. Because we do not add the white, you can dilute our gouache all the way to a wash without looking chalky.

The back story is that Art studied and taught in New York prior to starting in the labs at Grumbacher and working his way up to director of marketing. I worked for a west coast distributor in marketing and purchasing -at times the Grumbacher buyer. We met over the phone and after he left when Grumbacher was purchased by Berol, we met in person, phone dated NY to OR and when he asked me to marry him and come to NJ, I told him “No one leaves OR for NJ” Besides he did not have a job and I did and my family is here. So he came to Oregon. There were adjustments like he wanted to know if “the group of men in the grocery store wearing dungarees, plaid shirts and bill caps were a club of some” sort-“Nope, even the women dress that way here.”

GRAHAM PAINTS AT THE SEPTEMBER MEETING – History on the start of Graham Paints and a Technical Discussion

So we got married, started the business and a stray cat wandered in and gave us four kittens. We started with 20 tubed oils and 20 jar acrylics. Today we have 50 oils, 50 tubed acrylics, 35 gouache and 70 watercolors. And we are doing it all in a 3000 sq. foot building surrounded by hops fields of rural Oregon and 9 people. The resident shop cat is Annie (orphan) and we currently have 5 more cats at home. The real name of the business is Morgenthaler (my maiden name) & Graham, Inc which does not fit on a tube and sounds like lawyers thus M Graham & Co. Two of our house cats are Morgen and Thaler.

Let me know if you have any questions.
Diana G





SFVAC Members get 2 for 1 tickets to The Autry Museum.

Do you want to see this Indian Roadmaster motorcycle, 1948? Or a collection of Sheriff Badges? Or paintings of the West? Get your 2 for one ticket at the October SFVAC meeting, compliments of The Autry Museum. Normal admission is \$10 unless you are over 60 then it is \$6. So that means that if two people go to the museum with a pass and are over 60, it will only cost a total of \$6 for the two people. The Autry Museum is located in Griffith Park.

Museum and Store Hours

Tuesday–Friday: 10:00 a.m.–4:00 p.m. Saturday–Sunday: 10:00 a.m.–5:00 p.m.

Sad news. For those that knew **Verna Marie Campbell** a past **SFVAC president** from 1999 to 2002, she passed away August 23, 2013. Club member, Marilyn Blutter, found out from her friend Michael Donegan. Michael Donegan wrote:

I am deeply saddened to learn so belatedly of my good friend's passing. Verna was a wonderful artist and giving mentor. I will always treasure the hours we spent painting together, critiquing each other's work, and challenging the other to produce our best. I suppose I am guilty of having thought Verna would live forever because she brought so much light into the lives of others, so I hope her spirit will forgive me for not having been paying closer attention in her final days. She will be dearly missed, and the world just a bit dimmer without the warm glow of her smile.

Reminder: Nominations for the 2014 SFVAC Board are now open and names are being accepted. The club will vote in November for the proposed names and installation of the 2014 board will at our December meeting. If you would like to be part of the board or you know someone that would willing to volunteer, please see our president Jennifer Bentson, or VP Diane Nelson Gold. Both Diane and Meli Calkins (Paint Rag Editor) are retiring from the board and these positions really need to be filled.

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 Miriam Thorin, Membership Chairperson know your e-mail address. She will send out up-to-date information about opportunities for shows and paint outs when available and reminders of important deadlines.

Plan Ahead to Attend our Tuesday Meetings - Future Demonstrators

Date	Media	Artist	Time	Location
October 1	Oil Abstract	Elana Kundell http://www.kundell.com 415-378-1868 www.facebook.com/pages/Elana-Kundell-Studio/331164680229513	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
November 5	Oil	Vadim Zanginian www.vadimfineart.com 213-280-9629 vadminzan@roadrunner.com 3249 West Casitas AV #209, Los Angeles; CA 90039	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
December 3	TBD	TBD	6:30 PM	TBD

Our San Fernando Valley Art Club family is growing. If you haven't joined yet, please contact Miriam Thorin at 818 577-7461 or write to her at 7856 Amestoy Ave., Van Nuys, CA, 91406 to get an application mailed or sent to you. It is only \$40.00 for the year.

Paint Out

For directions and detailed information please check our Paint Out Blog at:

<http://sfvacpaintout.wordpress.com>

Terry Supple is opening up his BEACH HOME for a future paint out. Check the Blog for details.

Fundraiser items at our SFVAC September meeting



NOTE FROM SNACK STAFF: What would a meeting of SFVAC be without the delicious and beautiful snacks! Thank you for your bountiful donations. We are hoping that everyone will bring finger type food to our monthly meetings. Food like cookies, chips, cheese, crackers, and anything that you can eat without silverware. Please put them on the back table when you arrive. We are planning on having tablecloths on the tables. **What to bring for the October Meeting?? Ghoulish Goodies, I scream and boo berry pie!**

Art Around Our Museums

Selected Museums to Visit

Armory Center for the Arts, Pasadena, CA; Free to seniors, students and members Otherwise, \$5 donation	Closed Sunday– Monday	Tues - Sat: Gallery 12-5;Office 9-5
Autry National Center; Griffith Park, CA, Free Parking; 2nd Tuesday of the Month is Free Admission	Closed Monday	Tues - Fri: 10-4, Sat- Sun 11-5
Hammer Museum; Westwood, CA; Parking \$3 for 3 hours, \$1.50 an hour after that	Closed Monday	Tues - Fri: 11-8, Sat- Sun 11-5;Free every Thursday
Nethercutt Collection;15200 Bledsoe St San Fernando Valley, CA 91342;(818) 364-6464 Call for reservations	Closed Sunday-Monday	Tues - Sat: 9-4:30
Pasadena Art Museum;490 E Union St Pasadena, CA 91101; (626) 568-3665, \$7 for Adults \$5 for Seniors and Students Free to Members Free the first Friday of the month (all day) Free the third Thursday of the month (5–8pm)	Closed Monday -Tuesday	Wed - Sun: 12-5

Art Around Town

Date of Art Show or Workshop	Organization Hosting Show/ Workshop	Location	Contact Information	Last Date for Entry	Brief Description
October 15th - October 31st, 2013	Simi Valley Art Association	Simi Valley Town Center Store #140, 1555 Town Center Way, Simi Valley, 93065	Donna Snyder: 805-527-6797 Bessie Jacinto: 805-419-4081	Oct 9, 2013 for mail in entry including entry fee or October 11, 2013 4-6 PM	2013 SVAA Open Juried Art Show
Jan 25, 2014 to March 22 2014	La Galeria Gitana	120 Maclay Avenue, Suite E San Fernando CA 91340	Karen Nichols 818 898-7708	Intent to submit: November 4 ,2013 with one jpeg image. No fee for submission. \$35 fee up to 10 paintings if accepted	CALL FOR ARTISTS: Theme Icons of California

The **San Fernando Valley Art Club** began in 1943 and has provided a continuing forum for artists of all skill levels and working in most art mediums. Guests are welcome to attend the monthly meetings/demonstrations and learn more about the club. Additional information can be found on the club's Web site, www.sfvartclub.org.

Member News

Trice Tolle has 20 paintings in a one person show at The Colony Theatre on 555 No. 3rd Avenue in Burbank. The show will be up from September. 14 - Oct. 13.

She also will have 3 paintings included in a group show, "Impressions of Provence" at Segil Fine Art Gallery, 120 West Lime Ave. in Monrovia. The show runs from Oct. 5-31. The opening reception will be on Oct. 5th from 5:00 pm to 7:00 pm.

Trice also has 8 paintings on consignment at the new location for Dan Miller Jewelry at 226 Ocean Ave., Laguna Beach. The Grand Opening of the store will be on November 2, 2013.

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

Coffee Fix

12508 Moorpark St, Studio City

Corner of Moorpark and Whitsett

20% Commission

Contact Dori Marler

dorimarler@yahoo.com

(818) 453 8175

More photos from September's Pot Luck Dinner and group Demo.



2013 San Fernando Valley Art Club Scholarship

2013 is here and the SFVAC is committed to continuing its scholarship program. It will present another scholarship award in 2013 to a deserving student attending the CSUN Department of Art. If you are able to help in this worthwhile program, make your check out to **SFVAC** and note **"Scholarship Program"** on the memo line. Forward your check to: Terry Supple, 20409 Ruston Road, Woodland Hills, CA 91364. Your donation will make a difference in fostering the arts in our communities.



Find out the latest in club news on Facebook. If you are a member of Facebook, just search the San Fernando Valley Art Club.

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

VOTING FOR THE 2014 Board Members

It's that time to nominate 2014 Board members.

Some open positions are: Vice President as Diane Nelson Gold is termed out and editor for the Paint Rag; Meli Calkins, is retiring from this position after 7 + years of publishing the monthly newsletter.

Please see Jennifer Bentson, Diane, Meli or any board member if you would like to be on the 2014 Board or if you know someone who would make a great VP or editor or Parliamentarian. Nominations will be made in October, voting in November and installation of the new board members will be in December.

Art Classes

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

2013 Board Members

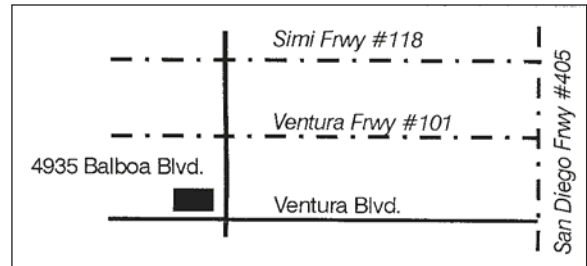
President	Jennifer Bentson
Vice Pres.	Diane Nelson Gold
Treasurer	Kim Skeeters
Recording Secretary	Judy Heimlich
Membership	Miriam Thorin
Paint Rag Editor	Meli Calkins
Exhibits Co-Chair	Ricardo "Rix" Cerezo
Exhibits Co-Chair	Candyce Binzley
Mini Exhibits	Gerda Maxey
Historian	Michell Nosco
Media Relations	Terry Supple
Host Committee	Cheryl Neuenkirk
Hostess	Pranee Shaw
PR Mailing	Lisa August
Video Librarian	Arlette Menard
Paint Out Coordinator	Trisha Bennett
Parliamentarian	Open

Member news for the November 2013 newsletter is due by **October 17th**, 8:00 p.m. Call Meli Calkins, Editor, **Telephone 818 366-9835**

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

See what is new on the San Fernando Valley Art Club website www.sfvartclub.org. Check out Face Book; www.facebook.com/FVAC2012SpringShow



Board Meetings -
Monday October 28th
Meeting time - 7:00 pm
Location:
House of Pies, 4723 Laurel Canyon Valley
Village, CA

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