

MVAL

Art & the Artist

November 2019

Newsletter for the Mid-Valley Arts League



Michi Ikeda

Demonstration by Pradeepa Thirumulu
“Thumbnails” MVAL Small Painting Show

**MID-VALLEY ARTS LEAGUE
2018- 2019
BOARD OFFICERS**

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----- Elana Goldheimer
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(Exhibits) ----- Fran Ortiz
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----- Pam McGuern
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Membership in MVAL:
Membership is open to artists and art lovers
of all levels.
If you are interested in membership
contact: Deanne Ruiz - 626-331-8270
deanneruiz@verizon.net

WEBSITE:
midvalleyartsleague.org
mval.clb
Website Editor: Kimberly Michael

Art & the Artist Editor:
Joyce Nunamaker

All articles and announcements
to be included in the
Art & the Artist may be sent to:
253 Windsong Court
Azusa, CA 91702
626-334-1646
E-mail: janunamaker@verizon.net

Deadline is the first Wednesday of the
month. If you have an event that takes
place in the first half of the month - be
sure to get it in the month before.

PRESIDENT'S MESSAGE



Greetings fellow Artists!

Robert Henri, a founder of the Ashcan School of American Realism, once said, "Art is, after all, only a trace – like a footprint which shows that one has walked bravely and in great happiness."

Well MVAL has certainly provided the inspiration lately!

What a joy it was to watch Kathleen Scoggin turn white paper into a fabulous abstract painting at our last meeting. And check out the visual power of small works at the Thumbnails exhibit in the Chaffee Community Museum of Art. The show is up until November 30th.

I wanted to add that the demonstrators at the Morro Bay Workshop this year were just superb! A big thank you to JoAnn Formia for organizing the event and to the Van Winkle Family for graciously opening their home to all participants.

Finally, a reminder to members about the Masters In The Park brainstorming session one hour before our November 20th general meeting. Please come and offer suggestions of how we might improve this wonderful event that helps support our scholarship program. Few organizations our size give as generously to scholarships for future artists as MVAL.

Now, let's all go make some glorious footprints!

John Byram
President

MEETING DATES

NOVEMBER GENERAL MEETING

The November General Meeting will be November 20th - 7:30 PM
Church of the Good Shepherd
400 W. Duarte Rd., Arcadia, CA 91007-6819

DECEMBER BOARD MEETING

The December Board Meeting will be held December 4th - 7:30 PM
Live Oak Park, Temple City

NOVEMBER PROGRAM

PRADEEPA THIRUMULU”

“I did my graduation in Electrical and Electronics from Anna University, CheNNai, India.

My childhood passion on arts, especially in Drawing and Painting made me to learn things on my own. I had been fortunate to learn a few additional things through the classes and workshops I attended in Los Angeles, California.

Though I try my hands on most of the media like Oil, Acrylic and Watercolor etc., I am in love with watercolor. I like the challenge it poses to bring out the brilliant, colorful rhapsody that watercolor alone can bring to the canvas.

I share my joy of watercolor with the classes I teach and the new perspective I bring in them makes it worth all the hurdles I face. It is a long journey and probably the distance I need to cover is still a big one. The good thing is that the treasure is not at the end of the journey, but all along the way we travel.

Wish you a good time with watercolors.”



ART OF THE MONTH

Each month you are invited to bring a painting to enter in our "Art of the Month" contest. Your painting may relate to our theme of the month, or it may be any topic you wish. The membership votes, and a prize will be awarded for each of the two categories: "Best of Theme" and "Best of Show". So please share your work and help inspire the rest of us!

Art of the Month: 2019-2020

I hope you enjoy exploring these themes this year. They are open to your interpretation!

November ----- *Family Fun*

December ----- *Winter Wonderland*

January ----- *Rain, Rain, Go Away!*

February ----- *Home Is Where the Heart Is*

March ----- *Spring Into Life!*

April ----- *Luscious Landscapes*

May ----- *Glorious Gardens*

Anne Steben

Art of the Month Chairman

2021 EXHIBIT CHAIR/ 3rd V.P. BOARD POSITION IS OPEN!

IF you have been a MVAL member at least one year (includes this year), computer knowledgeable, able to drive and would like to be a part of the behind-the-scenes process of judging an art exhibit with event planning please contact Fran Ortiz ASAP!! Changes are currently underway to simplify the over-all maintenance of this position. We'll need you to become a helper this year to be ready for planning 2021. The New 2021 Chair will continue to have support from Fran and Jeanne to assure a successful transition. Step-out!

Learn the process of exhibit judging first hand with this rewarding position to coordinate serving for All of our members.

Contact Fran Ortiz with any questions and interest – franortizart@outlook.com

GALLERY

For the months of November and December

George Sonneborn and **Hector Gallego** will be exhibiting their paintings in the lobby of the **Live Oak Community Center** in Temple City.

If you have any questions or have any interest in hanging your paintings at the Community Center, please contact Jeannine Savedra at (626) 272-9259 or by email at jeanninesavedra@yahoo.com.

ON THE COVER

Cover painting by **Michi Ikeda**.

Morro Bay- looking toward Baywood.

From Chris Van Winkle paintout in 2013.

THUMBNAILS Mini Painting Exhibit Oct. 3 - Nov. 30, 2019

CCMA is pleased to present **Thumbnails**.

Mid-Valley Arts Leagues' **Thumbnails** exhibit of small paintings.

Exhibit Dates: October 3 - November 30, 2019

Artist Reception: Sunday, October 6, 2-4 pm

Regular Museum Hours:

Thursday - Sunday noon to 4 pm

217 South Lemon Avenue, Ontario, CA 91761

909-465-3733

www.chaffeymuseum.org

ARTIST NEWS

John Byram will be a demonstrator at Watercolor West, Sunday, December 15th, from 1pm to 5pm at the City of Brea Art Gallery? Register: www.breagallery.com

Valya Hristova's watercolor painting "I Have no Milk" has been juried by Keiko Tanabe and accepted in "51st Watercolor West 2019 International Juried Exhibition"

The exhibition is held in Brea Art Gallery, 1 Civic Center Circle, Brea, CA 92821
October 12 - December 15, 2019

Setsuko Okubo is going to be one of the presenters of the 2019 Watercolor Demonstration Series by *Watercolor West*. The demonstration will be held on Saturday, October 26 from 10 am to 3 pm.

NEW MEMBER

**Carmen Lee Daugherty
Downey, CA**



Carmen has a BA in Liberal Studies with an Art Concentration from CSULB. She took art in college 30 years ago and has rediscovered it about 4 years ago. She is interested in taking as many art classes and workshops as possible!

She likes to work in watercolor, graphite and pen and ink, but is still searching for her style. "I just know that I love it and want to keep learning and improving. She enjoys travel, sketching on location (urban sketching), drawing and painting, reading and going to musical theatre.

"I would like to take workshops that are offered by MVAL, and enter exhibits when I feel ready."

"I use to teach art to children and recently retired from 4 teaching elementary school."

CLASSES

Paint with Oils - Instructor: Rosina Maize

Learn to Paint Still Life

Class Continues Weekly - Tuesdays from 9am – 12pm

Join this How to Paint a Still Life class that will meet on Tuesday mornings from 9am til noon. You will receive 30 minutes of instruction followed by two and a half hours of guided painting time.

Beginners and intermediate painters welcome. Others may opt for uninstructed studio time to paint the subject matter of their choice.

Learn the basics of drawing with paint, using value to define shapes, color theory, and composition. Instruction will include introduction to safe and economical use of oil paint, brushes, painting surfaces, and easel options. Materials list provided with registration, or bring what you already have.

\$20 One-time registration fee

\$20 per class, no contract required

\$15 per uninstructed session

Location: BMAI Studio

2228 Florencita Dr, Montrose, CA 91020

Email Rosina to get more information and to register for this class. RMaize@earthlink.net

CHRIS VAN WINKLE, A NEW VIEW

An exhibition of Chris's Watercolor Paintings, never shown before, will be presented at the Citrus College Visual Arts Gallery, October 21st through November 17th, 2019. Four collections will be presented: Studio Paintings, the California Scene, Trip Paintings, and the Fun Zone. The exhibition paintings will be available for purchase and donations will benefit the Chris Van Winkle Memorial Scholarship Fund, Citrus College Foundation. An additional large selection of unframed paintings will be available for purchase on the weekends. Chris taught watercolor at Citrus College for over thirty years and was a signature member of the National Watercolor Society, Watercolor West and the Transparent Watercolor Society of America.

Location: Citrus College, 1000 W Foothill Blvd., Glendora, CA, 91741. The Visual Arts Gallery is located across from the Citrus College Theater. Enter off Citrus Ave. and park near the theater. Walk into the plaza and the visual Arts Building will be on your right. Parking is free on weekends. Parking permits available at the Police Gate are required on weekdays.

Weekend Events: Sat. Oct.26, Opening Reception
Sat. and Sun. Nov. 2nd, 3rd,
additional unframed watercolors of Southern California will be available.
Sat. and Sun. Nov. 16th, 17th, Chris's sketchbooks will be shared and available for purchase.

Dates and Time: Weekdays: Mon. through Fri. 9am – 4pm
Weekends: Sat. and Sun. Oct. 26th, 27th,
Nov. 2nd, 3rd, Nov. 16th, 17th, 11am - 4pm

16th Annual Saturday in the Park with the Masters

You are invited to a brainstorming session to discuss the upcoming Saturday in the Park with the Masters.

We will meet at 6:30pm, one hour prior to the start of the November 20 general meeting at Church of the Good Sheppard. Bring your ideas and suggestions of how to make the 2020 Masters event the best one yet.

Call or email me with any questions.

Mark Wood, 626.825.0464, markwood2310@gmail.com
members have the opportunity to display artwork to enrich and add beauty to the Community Center throughout the year.

STUDIO2310



There are two opportunities at Studio2310 that MVAL members can take advantage of.

Tuesday Figure Drawing & Painting

Every Tues. from 11am - 2pm there is a live model. We start with 3, 5 minute warm-up poses and then have a single pose for the remainder of the session. From week to week the long pose varies from nude, draped, or costumed. Four week months are \$80, and 5 week months are \$100, or \$25 per drop in visit.
There is limited space so RSVP if you would like to join us.

Wednesday Open Studio

Every Wed. the studio is open to painters from 10am - 2pm. Four week months are \$40, and 5 week months are \$50, or \$15 per drop in visit.

There is limited space so RSVP if you would like to join us.

Mark Wood - Studio2310

2310 Central Avenue, Unit 13, Duarte CA 91010
626.825.0464

5 markwood2310@gmail.com

THURSDAYS IN PLEIN AIR

To confirm or ask questions call Call Lynne Fearman (626) 355-7562 cell: (626) 487-6566
Bring lunch or take a chance there will be a place to buy.

Meet at the designated location at 9:00am and paint till 12:00. At noon we gather for lunch and sharing of sketches and paintings. After lunch is the critique/share. The critiques are informative and instructional.

In the event of rain the paint-out will be canceled. We have done our best to give accurate directions.

Since we are based in San Gabriel Valley, our directions stem from there.

It is each person's responsibility to carry a map, GPS, or double check directions.

Thursdays in Plein Air is an open and separate activity and not part of Mid-Valley Arts League.

This group is an unaffiliated, and uninstructed group of artists, not associated with any particular art organization, and cannot be held responsible for any loss or bodily injury that may occur while participating with this group's activities.

If you are on Facebook, join the "Thursdays in Plein Air" Facebook Page.

The Facebook page will keep you updated on any changes

and connected with the other painters!

NOV 14th - RIALTO THEATER IN SOUTH PASADENA

Take Fair Oaks Ave. south past Mission to the Rialto Theatre on your right. parking available in the Von's shopping center south of the theatre. There are lots of places to grab some food, or bring your lunch.

NOV 21st OLVERA STREET, LOS ANGELES

Leave at 9:00 am on the Gold Line from the Sierra Madre Villa Station in Pasadena (Located at Halstead St. and Foothill) or drive and park in nearby lot.

NOV 28th - HAPPY THANKSGIVING!

If you want to come out and paint we will be at Eaton Canyon in Pasadena. Come early, it's busy there on Thanksgiving.

DEC 5th - LACY PARK

1485 Virginia Rd, San Marino.

Meet on the Eastern end of the park.

DEC 12th - EATON CANYON

1750 N. ALTADENA Dr.,

Pasadena.

DEC 19th - AUTUMN LEAF FARM

1145 Orange Ave

Monrovia CA 91016

DEC 26th - DESCANSO GARDENS

1418 Descanso Dr. ,La Canada Flintridge.

MVAL AND SOCIAL MEDIA



You might be able to avoid social media, but by the end of this article you'll have to admit it's a useful tool that we can leverage to get the word out about MVAL and our various events. Its usefulness, to drive up attendance at our exhibits and events, and encourage new members, is undeniable.

Instagram primarily operates as a visual information internet "station." To access it, install the Instagram application on your smartphone or tablet, create an account, and use it to pull up images and visual announcements from far and wide based on your particular interests. While Instagram is primarily intended as a mobile device application, the MVAL Instagram account can also be viewed in a browser at the url <https://instagram.com/mval1959>.

One of the things that makes Instagram so powerful and far-reaching is the use of "hashtags." Putting the "pound sign" (#) ahead of virtually any word or short phrase in an Instagram post will designate it as a keyword and send your image/posting to anyone who searches for that particular



wording, exactly like keywords in an index, except on a global scale. For example, you can post a painting of poppies and include a short sentence: "Poppies! So pretty!" After the sentence, you add a series of hashtags to include the audience you hope to reach with your poppy painting, such as: #poppies #flowers #poppylovers #poppyflowers #poppyblooms, etc. The pro: Anyone in the world who does a search using those terms will automatically have your photo sent to them. The con: They will also have the photos

MVAL AND SOCIAL MEDIA continued

from everyone else who used the same hashtags delivered to their “feed,” so for popular terms, there is an avalanche of information available. Only the most recent shows up in a search to begin with.

When I post in our Instagram account, @MVAL1959, (also called our “insta handle”) I add hashtags that will make it more likely that our photos are seen by people who are interested in the kind of art being presented, specifically people in the general physical area of the San Gabriel Valley. The series of photos I am currently posting to advertise the Thumbnails exhibit include the following hashtags: #artcollector #contemporaryart #american-artists #originalart #artforsale #livecolorfully #artistsofinstagram #artcollectors #artgallery #painting #landscapepainting #artwork #acrylicpainting #watercolor #originalartwork #originalart #paintersofinstagram #abstractart #modernart #midvalleyartsleague #sangabrielvalleyart #sangabrielvalleyartists #fineartcollector #tinyartwork

Clearly, that is a ridiculous number of hashtags, but that’s what you do to reach the largest audience. Try searching a couple of these terms if you have the Instagram app available to see what comes up. Going forward, I will change some of the hashtags for the annual Spring show, and again to promote the Saturday with the Masters event. Generally, I look for artists or arts organizations who are doing similar things to MVAL, and see what hashtags they’re using. I’m open to suggestions! Additionally, for broader views, it is useful for @MVAL1959 to “follow” lots of artists: YOU! If you currently have an Instagram “handle,” please follow us! We will follow you back!! Instagram is an excellent way to promote your own artwork.

DIRECTORS: DID YOU KNOW?

The Mid-Valley Board consists of officers and directors. The position of director is a very important position, because it provides an opportunity for members to become acquainted with the individual operations of the organization. MVAL is a most extraordinary organization and requires many dedicated volunteers. What we do is nothing short of amazing and it is accomplished by many persons taking on one small responsibility and doing it well. The total number of directors is nine and they typically serve for a period of three years. Directors have full voting rights on the Board and their presence at the Board meetings is very important. The goal is for Directors to graduate to become an Officer or Chair in the future. Directors assist committee chairs when necessary; this includes all of the many activities MVAL performs. A director is a valued future leader; this generally means doing one small duty to keep all of our wheels rolling.

In order to promote MVAL artwork to its best advantage, I need good, clear photographs at roughly 200dpi. Copyright infringement is a real consideration here, but one limitation for plagiarism is that the photos on Instagram are roughly 3 inches square, which is not a lot of data, even at print resolution. For the current series of Instagram posts, I took photos of the paintings in the show on my cell phone and then cropped them quite a lot. The objective is to create a well-lit image (with no reflections or shadows), preferably face on—square, not trapezoid. I’ll try to get to photograph future exhibitions in a timely manner (I was traveling during Thumbnails opening), but it would also be helpful to get some preview images sent to me by participating artists, and a few from the show reception with a room full of people. If you are one of the folks who happens to take these kind of pictures regularly, it would be great if you could email me a couple at mval.webmaster@gmail.com.

MVAL also has a new Facebook page, <https://www.facebook.com/pg/midvalleyartsleague/>. I will primarily be using it to redirect people to our MVAL web site and repost Instagram posts. The useful thing about a Facebook page is that it can host “Events” which inform—and remind— anyone who has “liked” our page about our upcoming gatherings (Like Saturday with the Masters). Please “Like” our page if you’re on Facebook!

Using social media has downsides: It can be a time rabbit-hole if you’re not careful, and can expose you to targeted advertising that needs to be taken with a grain of salt. On the plus side, it is difficult to beat the access social media affords to new artists and patrons for MVAL, not to mention the vast wealth of inspiration we can access in the broad range of artwork being made in the world.

COLORFUL ELEPHANT

You may sell gently used art supplies and books at our meeting. Mark each item with a price and your name and bring a container for people to put your money in.

REFRESHMENT CHAIRS

The two new co-chairs are: Tomiko Higuchi and Jim Bretscher. Thank you to them for being our first line of hospitality, etc.

Fealing Lin Workshop

Transparent Watercolor Portraiture & Figure

Although portrait painting can be very intimidating, Fealing will teach you how to relax and enjoy the process as you discover the spontaneity and uniqueness to watercolor. You will learn how to capture the quality of light. You will achieve a level of transparency with your images and develop an understanding of head architecture that will give you the confidence to take on even the most challenging portraits. Award winning watercolorist, Fealing combines semi-abstract strokes and impressionistic concepts to elicit life and movement in her portrait and figure paintings.

There will be daily lecture, demo and exercises.

Fealing will assist and critique student's works, and allow the students to work on their own pace. During this workshop, learn how value and temperature change, as well as how to use transparent glazing to allow the glow of the paper to shine through. By balancing colors and weaving lights and darks, you will achieve painterly and successful paintings. She will spend time in the workshop discussing the value and essentials of a good drawing, although the focus will be on painting.



Fealing Lin Workshop Transparent Watercolor Portraiture & Figure

This three day workshop is for beginners to advanced intermediate. A workshop supply list will be sent when Registration is received.

Dates: Thursday through Saturday, March 19-21, 2020
9:30am to 4:00pm One hour for lunch.

Location: Church of Good Shepherd Community Room
400 West Duarte Road, Arcadia, CA 91007

Fee: \$325 MVAL Members / \$350 Non-Members.

A **deposit** of \$100 must be submitted with registration by March 6, 2020. **Balance due** March 13, 2020.

No Refunds after March 13, 2020.

REGISTRATION

(Check payable to: *Mid-Valley Arts League*)



NAME _____

ADDRESS _____

CITY/ZIP _____

PHONE _____

EMAIL _____

Fealing Lin Workshop, March 19-21, 2020 (Thursday-Saturday)

Enclosed is my check for: \$ _____

Check one: MVAL Member Non Member

Mail to: MVAL c/o Carol Ling, 4715 Lasheart Dr., La Cañada, CA 91011

Questions: 818.636.3770 / Carol_Ling@sbcglobal.net

Fealing Lin, *NWS, TWSA*

www.fealingwatercolor.com

Fealing Lin is based in Los Angeles.

Fealing is a signature member of National Watercolor Society, Transparent Watercolor Society of America, Watercolor West, Missouri Watercolor



Society and others. She is a popular workshop instructor and judge for national and international shows. Her works and articles appear nationally and internationally including in France, England and Estonia.

Both of Fealing's portrait and cityscape were published in many Splash books and various magazines in United States.

Fealing was an annual guest instructor at Yosemite National Park, an instructor at Brand Art Studio at Brand Library, and San Gabriel Recreation Center in San Gabriel. She was featured at Descanso Gardens Gallery for ten consecutive years. She has taught watercolor workshops throughout California and the United States. Fealing has been enthusiastically embraced by the general public and private collectors alike.



"My passion for watercolor comes from the opportunity that gives me to be totally spontaneous in the pursuit of traditional watercolor transparency which is the 'glow' from the white paper that emerges through the paint once a fusion occurs from the application of wet onto wet".

"I live for art" says Fealing. "The challenge of each process for every painting keeps me humble, so I can continuously be inspired by all the beauties in this world".

OCTOBER MEETING

Demonstration by
Kathleen Scoggin



Raffle Winner
Mary Archibald

ARTIST OF THE MONTH



Theme Winner
Bonnie Pierson



Over-all Best
Ike Ikeda

CRIT NIGHT

Just a reminder, Crit Nights are still happening the second Wednesday each month from 7:30pm to 9-9:30pm. Studio 2310, 2310 Central Avenue, Unit 13. Mark Wood 626.825.0464

COVER ART NEEDED FOR ART & THE ARTIST

I am in desperate need of new cover art for the newsletter! Email me your images! I can even work with shots taken with your phone, try to make them as square as you can, but I can clean up the edges. Finished paintings, classwork and sketches are all welcome! Give me a bit of information about the painting if possible.

Joyce Nunamaker
Editor - Art & the Artist
janunamaker@verizon.net

Margaret Danielak Workshop

The Art of Selling Art

Pasadena-based Danielak Fine Art (www.danielakfineart.com) is an innovative art sales and consulting services company which specializes in clients include the California Art Club, the Southern California Women's Caucus for Art (SCWCA), La Galeria Gitana, the San Diego Fine Art Society, Avenue 50 Studio, Towns Burr Gallery, Silvana Gallery and the Monrovia Association of Fine Arts, among others. She is the author of *A Gallery without Walls: Selling Art in Alternative Venues* (ArtNetwork Press).



- How to sell your artwork any time, any place and anywhere.
- How to use alternative venues to sell your work.
- How to close sales by handling buyers effectively.
- How to use alternative venues to sell your work.

In this workshop, she will emphasize evaluating your art work, pricing your art work, contacting galleries and cool alternatives. She will show you how to promote your work, build your mailing list, publicize your art with business card, portfolio, social media and website. Other important steps include: How to close a sale, upselling, and follow-up.

"Attending your workshop was the best money that I have ever spent. Period." – Ginny D. (Emerging artist)

"The most practical workshop I've ever attended...and the most helpful." – Pauline R. (Award winning artist and teacher)

YOU WILL LEARN:

- How to identify the best galleries to approach with your work.
- How to use postcards, press and cross promotion to sell your artwork.

Margaret Danielak Workshop

The Art of Selling Art

This one-day workshop is open to the public.

Date

Saturday, January 18, 2020
9:30 AM – 3:00 PM. One hour for lunch.

Location

Church of Good Shepherd
Community Room, 400 West Duarte Road
Arcadia, CA 91007

Fee

\$75 MVAL Members / \$90 Non-Members.

Space is limited to 20 participants.

REGISTRATION

(Check payable to: Mid-Valley Arts League)



NAME _____

ADDRESS _____

CITY/ZIP _____

PHONE _____

EMAIL _____

Margaret Danielak Workshop, Saturday, January 18, 2020

Enclosed is my check for: \$ _____

Check one: MVAL Member Non Member

Mail to: MVAL c/o Carol Ling, 4715 Lasheart Dr., La Cañada, CA 91011

Questions: 818.636.3770 / Carol_ling@sbcglobal.net