



Newsletter

February 2016

Verdugo Hills Art Association, P.O. Box 8059, La Crescenta, CA 91224
verdugoarts.org Dave Crandon, Editor, dave_vhaa@yahoo.com

What does it take to create a strong painting?

Richard Scott will share assessments of member paintings and photos on February 5

What does it take to create a strong painting or photograph, one that will capture the attention and appreciation of viewers? We have our monthly Artist of the Month competitions where our peers are the judges, and occasionally we enter our work into shows that are judged by professional jurors. Afterwards, we often ask ourselves why particular pieces were judged to be quite strong, while others did not win or place. What was distinctive about the strong images, and what might help strengthen other artworks? What are viewers or a judge looking for? Concept, composition, shapes, values, color - bribery - is everything working the way it should?

We want to help our members to learn how to answer such questions. Richard Scott is coming back to VHAA on February 5 to talk about what he looks for in paintings and photographs when he is the judge, and to do so by giving his assessment of works by our members. Some of us who have participated in exhibition take-ins and hangings have had the benefit of hearing Richard's thinking, listening as he pulled out his favorites and commented on what he was seeing, what he liked, and what might be improved. This has been both fun and instructive. Now we want to share the experience with all of our members. This should be valuable and a lot of fun. If you are open to public review of some of your work, bring a painting or photograph to the meeting and prepare for some constructive thoughts.



**Bring a painting or photograph to our February meeting
and hear Richard's thoughts on how to strengthen it**

Richard is an artist, illustrator and a licensed landscape architect. He uses a number of different media to express himself, including oil, watercolor, pen and ink, and pencil. He has shared his talents by teaching art at Cal Poly Pomona, UCLA Extension, Pasadena Art Center College of Design, The Huntington and Norton Simon Museums, to name a few. He brings to the table both an exuberance and a passion for art that are infectious to students as well as professionals.

Richard's works have been exhibited in several art and design magazines. He has written a book, "Sketching from Square One to Trafalgar Square," which is one of my basic go-to bibles. His projects include illustration work for the University of California, Donald Trump, George Lucas, Christopher Alexander (author of "A Pattern Language"), the J. Paul Getty Museum, UCLA, the City of Los Angeles (City Hall), and ABC Studios. His work for the University of California has also been on display at the State Capital in Sacramento, California.

So bring a painting or photograph to our February meeting and let's have some fun!

Looking ahead



A Fun February Workshop - "Save It, Don't Toss It!" with noted watercolorist JoAnn Formia

Don't forget! Sign up for JoAnn Formia's workshop "Save It, Don't Toss It" which will be Saturday and Sunday, Feb 20 and 21 at the CitiBank location. In this workshop you'll learn how to bring a not-so-hot watercolor painting back to life, how to get some interesting textures, and use some different media to create or transform a painting into a better work of art. Got 3 or 4 paintings on 140lb paper that didn't quite turn out as you'd hoped? Great! Bring them along with your watercolors, white gouache, some acrylic paint, a little sand paper and see how they can be transformed into interesting (and maybe even award-winning) art! JoAnn Formia is a local artist, who has learned from some of the best throughout her career, and has received numerous awards for her paintings. Come have some fun with fellow artists trying some new techniques to enhance your art experience! Please visit our web site, verdugoarts.org, under the "activities" tab to get the workshop flyer, or just [click here](#).

Exhibitions in April, May and June

We have several exhibitions between now and the end of our year in June. First, if you have not seen it yet, please visit the La Canada Library to see our non-juried Artist Choice exhibition. It will be on display through the end of January.

Next is our Small Artworks Show, which will be displayed at the Pasadena Library in April. The juror for this exhibition, which will include paintings, photography, and 3-D pieces, will be Fealing Lin, a successful and widely recognized master watercolor artist.

Following that will be our spring exhibition at the La Canada Library in May, again judged by Fealing Lin. We are not quite sure how we are so fortunate to have gotten Fealing to judge both shows, but are thrilled to take advantage of a wonderful opportunity for our club watercolor artists to have such an expert evaluate and assign the awards.

We finish our year in June with our Artist of the Year exhibition at the La Canada Library. This is the exhibition that features the work of all of our Artist of the Month winners, highlighted by the Artist of the Year that our members will select at our June 3 meeting.

We will provide details on these exhibitions in future newsletters and on our website.

A 1-Day Watercolor Landscape Workshop in April, with Julie Hill

In this workshop on April 16, we will paint a landscape scene composed of an old barn, rolling hills, blue sky and trees. Students will learn how to handle these subjects with differentiating approaches, colors, brushstrokes, etc. This workshop is perfect for all skill levels, and will teach students how to set up a strong composition, creatively use color, use broad brush strokes and fun washes to create engaging and dynamic paintings. Students must bring their own watercolor materials. Suggested materials list and reference photo will be provided upon enrollment. Julie is a native Southern Californian who has been painting since 2004. In describing her painting, Julie states, "When painting, I really like to play...I play with colors and shapes and keep things loose and fun. I think by keeping it loose I encourage viewers to let their imagination engage so that they can see their own lives, see their own beauty, and tell their own stories. This is art to me." Please visit our web site, verdugoarts.org, under the "activities" tab to get the workshop flyer, or just [click here](#).

January Artists of the Month



Zoila Einem, "Pigeon"

Our first place winner for the new year, was Zoila Einem. Her medium of choice is acrylic. Zoila and her husband are animal lovers. They enjoy feeding a wide variety of birds in her backyard locally and when they travel to their cabin in Lake Arrowhead. It is a natural extension of her interest in animals that Zoila captures the beauty of nature with photography and interprets it on canvas. She has her own darkroom in her home where she has worked with photography for many years.

Her entry, "Pigeon" was caught on film then transitioned to a painting. The lovely purples and iridescent turquoise on the bird's neck are accented by the red of the eye. The portrait artfully uses a hint of bold colors to contrast with the softness of the light, delicate feathers of the bird's body. In addition to painting and photographing animals, Zoila and her husband are also involved in showing and handling Lagoto Romagnolo dogs, also known as truffle dogs.

Zoila's art interests were also honed during a long career as a pre-school teacher. She always brought in unique arts and crafts projects for her students to explore and expand their creativity. She credits James Williams, her teacher and mentor through McGroarty Art Center, with her confidence and inspiration to paint with acrylic. We are fortunate to have Zoila and her husband with us as new members of the Verdugo Hills Art Association and look forward to their future artistic inspirations from the natural world.



Jen Swain, "Octoruss"

In keeping with our January meeting theme of animation, Jennifer Swain was our second place winner. Jen's work was a whimsical mixed media presentation titled, "Octoruss." She is trying out her new art form with pencil on wood. Her creature was playfully creeping across a wooden board sporting tusks, eyeballs and tentacles. As Jen stated, "an octopus and walrus creation" out of her imagination.

Jen has her own website design company for her bread and butter projects. With her boundless energy, Jen always has time for submitting and seeing her designs in the form of Rose Bowl floats, commissioned chalk art for Jet Blue and Cirque du Soleil as well as other high-profile projects. Jen's heart's desire would be to have her work published in the form of illustrations and written copy for children's books.

Jen, like many VHAA members, has had formal training at the Art Center College of Design. She parlayed her skills and talent into the commercial art field and worked professionally for at least ten years for a well known advertising company. As a single mom, she is also very proud of her son, who does film editing, carrying on the family

tradition in the arts. We are very fortunate to have Jennifer Swain as a board member in charge of publicity for our Verdugo Hills Art Association.

2015 - 2016 Key Contacts

Co-President - Sue Peacock
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Artist of the Month - Judith Apablaza
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The Presidents' Letter

by Sue Peacock and Nikki Thomas

Thank you everyone for bringing your art in for our shows. We continue to have great turnouts for our exhibitions. Don't forget to see the current exhibit at the La Canada Library. You can call ahead [818-790-3330 #3](tel:818-790-3330) to be sure the room isn't booked for another event. Remember library programming takes precedent over any other use.

La Canada Public Library

Hours (Community Room Closes 1/2 prior to Library Closing):

Monday, Tuesday, & Wednesday 10:00 am - 8:00 pm

Thursday 10:00 am - 6:00 pm

Friday & Saturday 10:00 am - 5:00 pm

Would you like to know what a judge sees in your art work? Come to our meeting February 5, and learn what Richard Scott looks for. I have heard him critique art, and we are in for a treat. He is kind, fair, and honest. He will do all evaluations anonymously, so don't be afraid, bring in a painting or drawing and learn from an expert what he sees and perhaps, what you're missing that he'd like to see. We will need lots of art for this; it would be amazing if we could have every member participating.

I hope you are all working on your small image works. The criteria is that the art including frame cannot exceed the exact measurement of 15 inches height or width. For this exhibit you may also submit three dimensional work, no larger than 15x15x8 inches. Keep creating!



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Upcoming Meetings
Feb 5, March 4

Board Meetings
Feb 8, March 7