



VIVAnews



Ruth Banarer and Adele King greet people at the 10th Anniversary All Group Exhibition.

Tenth Anniversary All Group Exhibition

This year of our tenth anniversary was celebrated, in part, through our all group exhibition which featured members of our four founding organizations, Collage Artists of America, Valley Artists Guild, Valley Watercolor Society and Women Painters West. The exhibition, held from July 15 through August 8, 2009 was juried by renowned artist and teacher, Gerald Brommer. The First Award went to Martha Blanchard for "Geometric Fantasy"; Second Award to Norm Beal for "Oracle", and Third Award went to Carol Merrick for "Ode to Van Gogh". All agree it was a particularly good show and was visited by James Hames who wrote an article for the website: www.mydailyfind.com.

-Lorraine Veeck

SCORE Is Coming

Put these dates on your Calendar

SCORE VIII (Southern California Open Regional Exhibition) is almost upon us! The Dates: Deadline for mailed entries is **November 16, 2009**, juried results mailed by December 14 and hand delivery of accepted work will be on January 3 & 4, 2010 between 10 am and 12 noon. A prospectus can be downloaded from the VIVA website, found at VIVA Art Center within the hard copies of this newsletter.

This exhibition gives you the opportunity to compete among the best artists in the Southern California Region and will be a real plus for your resume.

We are working hard to make this the best SCORE exhibition ever with \$1000 in cash awards, many merchandise awards, and a juror who has an excellent reputation as an artist, teacher, and critic.

Our juror **Diane Calder**, a member of the International Association of Art Critics, writes reviews, mainly for ArtScene. She has taught studio and art history classes for the Los Angeles Community Colleges International Studies Program, Pierce College, California State University Northridge and UCLA Extension. A graduate of the University of Illinois, Diane Calder earned her MFA degree at CalArts. She participated in a month long cultural exchange in Japan with artists from ARC Gallery and recently published selections from a series of photographs entitled "Looking Out", views from museum and art exhibition venues in this country and abroad, in X-tra magazine.

-Lorraine Veeck

President's Message:

I've been reading a very enlightening book recently. It's entitled, "Art & Courage" and Valley Artists Guild's, John Paul Thornton is the author. One night when my mind was restless, I decided it was time to dive into this book. First of all, I have to explain that John Paul had read an excerpt from his book at VIVA's poetry reading and that's what made me want to read it. The story was about one of John Paul's many encounters with everyday people and art...and it hit home with me. Once I started getting into the beginning pages, I realized that it was bringing many of my own feelings about art to the surface.



Suddenly, I remembered being in elementary school and counting the days until it was time for that one hour of art. Two o'clock on Friday was the magic hour. I could forget about math, reading and everything else that was all about learning and just create for one whole hour. I was in heaven just waiting to hear what my teacher had in mind for our next project. Would it be cutting out tiny pieces from magazines to make a mosaic? Or designing a mask out of colored tissue paper, newspaper and starch? Did we get to use watercolor paints this time? I didn't care...just bring on the art! And hurry up, Mrs. Reiter because we only have an hour!

Those 60 minutes were usually a blur and I fell into this comfortable zone of self expression. I was on my way to creating something that would surely claim an "A" grade. My self-esteem would always be pumped up in the middle of a classroom art project. Sometimes I'd even attach drawings to my written assignments, impressing my teachers enough to give me a better grade. Art was my salvation in so many ways.

Fast track 45 years into the future and where do I find myself? VIVA. How did I get so lucky? There's art and artists and they're everywhere! All I have to do is step inside to get my fill and surround myself with all this creative energy. VIVA has become a welcome replacement for that feeling I got just minutes before two o'clock on Friday. But the best part is, I don't have to wait for that one hour anymore.

-Carolyn

CLEAN OUT YOUR STUDIOS!

VIVA Art Center will be holding its 4th Annual Art Rummage Sale on Saturday, November 7th, and Sunday, November 8th. Hours will be from 10 am until 4 pm. If you have art materials that you no longer use, please consider donating them for sale. We can use frames of all kinds, easels, paints, pastels, colored pencils, brushes, canvas, art books, etc. Please, no magazines. This year we've also decided to include costume jewelry. Donations may be brought to VIVA during our regular hours. All proceeds benefit VIVA. Questions? Call Ruth Myers at (818) 782-4948

-Carolyn Uhri

A Very Short History of VIVA

This year is the 10th anniversary of the opening of the Valley Institute of Visual Art (VIVA). What better time to present a short history of our organization?

In the old days, before VIVA, local artists had no choice but to show their works in banks, parks, restaurants and even parking lots. In 1998 a few of us decided to do something about a gallery for the Valley. We arranged a meeting with the head of the LA Department of Cultural Affairs, Al Nodal. He proposed that if we could find a venue, the Cultural Affairs Department would give us \$15,000 seed money. So we were off and running! We found a wonderful lady, Elizabeth Waldo-Denzel, who had three store front properties in Northridge that were damaged in the Northridge earthquake. Mrs. Waldo was a violinist with the L.A. Symphony, so had a special love of the arts. She rented the property to us at a very low price with the understanding that we would repair the damages and turn it into an acceptable gallery space. With paint brushes in hand and the help of Mike Donegan, who made the movable walls, we transformed the space into VIVA, which opened in January of 1999. We had space for workshops too. It became a big success story. The Daily News labeled us "The Miracle on Reseda Boulevard."

After three years the Denzel family found it necessary to sell the property. Again we went searching for a new venue. We investigated an empty bank in Woodland Hills, a mall property in Northridge and a store front in Tarzana to no avail. But thanks to the benevolence of one of our directors, Beverly Grossman, who is our landlady, we now have our present and wonderful location.

The VIVA enterprise was based on the concept that there is culture in the Valley, despite the reputation of being simply a bedroom community. With the backing of our four founding art organizations: Women Painters West, Valley Watercolor Society, Collage Artists of America and Valley Artists Guild, we have succeeded in making our dream come true.

We now have a center for art exhibits, workshops, lectures and a new program of poetry reading. Many thanks to all the hard working board members and volunteer sitters who make our endeavor possible.

And that's the way it was!

-Betty Beam

*Left to right...Beverly Grossman,
Lorraine Veeck, Lois Ramirez,
Connie Larson, Lee Banarer,
Mike Donegan, Betty Breuer and
Betty Beam. Who is on the
ladder?*



Upcoming VIVA Shows

Get ready for our line up of fresh and exciting new shows at VIVA this fall, starting in September with an innovative exhibition, called “Improvizations IV” featuring the Los Angeles Experimental Artists. This will be a whimsical and eclectic collection of art. The exhibition will run through September 19th, with a closing reception on the 17th, that will be a lot of fun. Also this month at VIVA, the Valley Artists Guild will open September 23rd and run through October 10th. This is one of the few groups at VIVA that accept a variety of media, including sculpture. The juror for this show is Ramela Grigorian Abbamontian, assistant Professor of Art at Los Angeles Pierce College. Following VAG is a new innovation from the Collage Artists of America. This exhibition will be open to the artists of several groups that have exhibited at VIVA. This exhibit, titled “Reconstruction” should prove to be an interesting test of collage skills and will be juried by John Greco, Professor of Art at Santa Monica College. The show will open October 14th and run through October 31st. See VIVA’s website for a listing of other upcoming shows.

-Donna Geist Buch

Special thanks to our newsletter contributors:

Donna Geist Buch, Layout Editor
Ruth Banarer & Beverly Grossman,
Associate Editors

Articles: Betty Beam, Donna Geist Buch,
Dori Marler, Carolyn Uhri, Loraine Veeck
Mailing: Adele King & Committee



LA Experimental Artists work hard at preparing for the show: Improvizations IV.

The “P” Word

Plagiarism. It happens. Even though VIVA and its four founding organizations all stress that art submitted for exhibition must be original, plagiarized art sometimes does appear. Sometimes it takes a sharp eye to catch it.

Simply defined, the word “plagiarize” means to use or pass off as one’s own, the ideas, writings, or images of another. Images are what VIVA is most concerned about and we do try to make sure that plagiarized art does not make it into any of our exhibits.

Unauthorized use of the photos of others as reference is not allowed. Recognizable copies of someone else’s work (paintings and/or photos) are unacceptable. In addition to plagiarized works, VIVA does not accept any art that was created under the guidance of an instructor and/or in a workshop environment.

We try very hard not to constrain the artist with too many rules and regulations, but when it comes to plagiarism, we are dealing with federal law and do not want to be held liable for any violations or infringements. For information on copyright laws, you can go to <http://www.copyright.gov/>.

-Carolyn Uhri

Consul General Aragon Visits VIVA Art Center

The Philippines' Consul General, Mary Jo Bernardo Aragon visited the Valley Institute of Visual Art in Sherman Oaks, California on May 15, 2009 to view the Pasadena Society of Artists 84th Annual Exhibition. This visit took place upon the invitation of Filipino-American artist and art historian Lynda A. N. Reyes. Accompanying Consul General Aragon were Deputy Consul Daniel R. Espiritu and Vice Consul Charmaine Serna-Chua. Thirty-nine artists participated in PSA's juried exhibition, including artist Lynda A. N. Reyes, who presented three oil and watercolor paintings. The gracious visit of Consul General Aragon is something to be inscribed in the archives of VIVA. This visit marks the first visit by a dignitary to VIVA in our 10 year history. VIVA President Carolyn Uhri cordially welcomed the Consul General and her entourage. Mrs. Aragon and Dan Espiritu left with a bundle of donated art books purchased from VIVA.



Left to right... VIVA President Carolyn Uhri, Lynda A. N. Reyes, Consul General Aragon, Deputy Consul General Daniel R. Espiritu and Vice Consul Charmaine Serna-Chua

- Carolyn Uhri

Special Holiday Salon Exhibit

This holiday season, VIVA will host an exclusive presentation of art works created by the talented artists of our own Salon. These artists have been selected from among dozens of area artists to participate in VIVA's Salon for the year 2009 and for the first time their work will occupy the entire gallery from December 16, 2009 until January 2, 2010. The exhibit will showcase a collection of paintings (watercolor, acrylic and oil), collage and sculpture. A reception and holiday bazaar will be held December 19 from 6 pm – 9 pm. Please join us for this very special holiday exhibit.

-Dori Marler

THE POET'S GALLERY

Our next gathering for VIVA's poetry reading will be held on Saturday, October 17th. As always, we will be featuring a guest poet (Jason Brain) and many others who will read their own poems or those of well known poets. Sign-up to read is from 5:30 – 6:00 pm. The evening starts promptly at 6:00 pm and usually ends around 8:30 pm. We do have to limit the number of readers, so please arrive early for sign-up. Coffee, tea and cookies will be served and we will have an intermission so that everyone can enjoy the art. Collage Artists of America will be presenting their 2009 Fall Invitational exhibit at that time.

-Carolyn Uhri



SYLVIA aka THEARTIST

by
Winfield Goulden

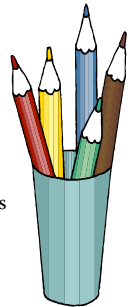
The light burns late
In her studio
A place
Of happy chaos
And bleak despair
Womb of creativity
Hope
Fears
Triumph
Tears

For she is caught up
In the bitter-sweet pain of creation
Birth pangs
The heights
The depths
Her senses
Dulled
By fatigue

Her insecurities
Flash like turn signals
Angels of hope
Intervene
And
Yet again
The journey is renewed

The days march by
On leaden feet
Darkness
Fear of failure
Lurks

But then
At last
The creation
Is birthed
In brightest light
And now
Seen by different eyes
She feels
Redemption
And sweet release



13261 Moorpark Street
Sherman Oaks, CA 91423
818.385.0080
www.vivaartcenter.org