

Member News On Exhibit

"Strands," a portrait of her daughter Amber by **Christine Swann**, PSA, won an Honorable Mention Award in *Pastel 100*, an international competition sponsored by Pastel Journal Magazine. Chosen from 3,170 entries, the top 100 will appear in the April 2013 issue, available at newsstands or online at: <http://www.artistsnetwork.com/art-blogs/pastel-journal-blog/the-14th-annual-pastel-100-infinite-creativity-and-inspiration>

As reported earlier, it won the PSA Founder Award in the 2012 *Pastel Society of America Annual Exhibition* and was included in The Butler Museum Exhibition, *The Pastel Society of America at Forty*, in Youngstown, Ohio, which can be viewed at: <http://www.pastelsocietyofamerica.org/ButlerExhibit/Butler2012/ButlerExhibit2012.htm>



Several works by **Donna Housel** including this 12 x 14 colored pencil rendering will be in *The 2013 Friends of Patuxent Wildlife Art Show and Sale* at the National Wildlife Visitor Center on the Patuxent Research Refuge in Laurel Maryland. It opens with the *Artists' Reception & Egg-citing Auction* Friday March 22, 6:30 to 9:30 pm. Guests mingle with the artists and can purchase artwork, while enjoying hors d'oeuvres and live music. Tickets are \$40 per person. The exhibit runs through March 24, Admission is free. For more information on the exhibit and concurrent events, contact Friends of Patuxent at www.friendsofpatuxent.org. Donna's colored pencil rendering shown here is 12x14.



The American Watercolor Society has announced awards for their 146th *Annual International Exhibition* which opens April 2 at the Salmagundi Club in New York City and runs through April 21. **Bill Vrscak**, AWS, won the Clara and Ida Stroud Memorial Medal with \$2000 for "The Alley," a 22 x 22 watercolor of a Pittsburgh setting. Jury of Awards were Sue Archer, Dan Burt and Bill Teitworth who also chose it for The Traveling Exhibition, consisting of 40 paintings, for a nationwide tour of museums and galleries. See all winners online by mousing over names on the list posted at http://www.americanwatercolor-society.org/a_awards.php?year=2013



My Spot

Anni Matsick

Gallery art dominates our cover for March, with two impressive national award winners! Lots of interesting and varied "wall art" is being done by members, as you'll see in this month's articles and

our regular Behind the Brush section.

Creating framed customized caricatures for his company's retiring employees is a favorite part of his job for this

month's Spotlight subject. Page 5 tells about the process and shows a selection of these unique tributes.

The Featured Artist at February's Business of Illustration meeting devotes extensive time to plein air painting sessions here and in Italy, and had plenty to share about it as reported on page 4.

Many of us will be framing our work soon for the PSI group exhibit planned for July and August at Art Institute of Pittsburgh, so be sure to note crucial dates listed in the initial meeting report on page 3. The plan is to show and SELL, so be prepared to showcase your talents for art directors! For now, enjoy a mini-showcase of a wide spectrum of work in Behind the Brush on pages 6-7, then send in *your* work to share for next issue!

inside @PSIP www.pittsburghillustrators.org

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Editor: Anni Matsick
Design: Steve Cup
Production:
Beth O'Neill
Zach Beresh

Mick O'Palko's block print was displayed at the Art Institute of Pittsburgh faculty show. Its title is "Stairway to Greenfield."



Grown Up, a solo exhibit of work by **Matt Gondek** will open with a reception on April 5, 10 pm at Remedy, 5121 Butler Street in Pittsburgh. The show will run through April 29.

Kudos

Here is **John Hinderliter's** King Kong theme inside and back cover art for *The Pittsburgh ADDY Awards* held March 1 at Carnegie Science Center, North Side. The awards recognize creativity in all media and give recognition to the talented individuals responsible. The Pittsburgh event is the first of a three-tiered competition conducted annually by the American Advertising Federation. Winners and finalists have the opportunity to go on to district and then national competition to be judged against the strongest work from around the country.



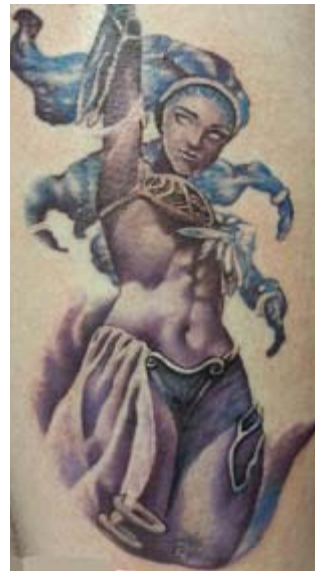
The Pirates videos John worked on with Thad Christian at Phenomenon Post won in their Addy category, "Out of home, Animated." See PSInside's May 2012 Spotlight for the full story on this project, done for the big screen during Pirates baseball games at PNC Park.



Among his works in other categories were the illustrations for an animated category intro film, a riff on the Ambiguously Gay Duo cartoon from *Saturday Night Live*.



Black and white is **Sarah Miller's** specialty, as we know from Spike TV's *Ink Master Season 2* episodes. Here is a portrait done on the Ink Life Tour, February 15-17 in Amarillo TX. The tour features tattoo artists from *Ink Master's* past seasons.



Sarah received a Best of Day award, and 2nd Place Color Portrait for a depiction of Yoda at the tour's Fort Myers, Florida segment March 1-3.



Read an interview with Sarah in the March issue of Pittsburgh Magazine, on page 18: <http://www.pageturnpro.com/Pittsburgh-Magazine/49072-Pittsburgh-Magazine-March-2013/index.html#20>

Out and About

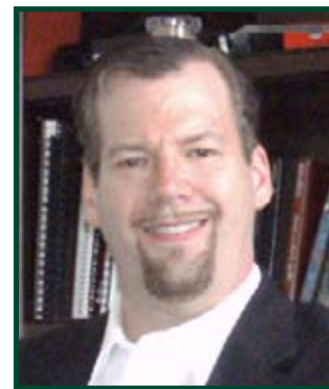


Bill Vrscak is one of five jurors for this year's Sidewalk Sale and Exhibition, the centerpiece of the *Central Pennsylvania Festival of the Arts* in State College. The five convened on February 21-22 at the Penn Stater Conference Center to score images submitted

by over 900 applicants, determining which will hold the approximately 305 booths showing fine art and fine craft during the July 11-14 outdoor event. He will return with the others in July for on-site jurying to award at least \$17,325 in prizes. More on the CPFA can be found at: <http://www.arts-festival.com/>
In left column, click on Art Options > Images 2013 to apply online to the juried gallery exhibition. Deadline is April 6.

New Member

John Wiegand
Pittsburgh
johnwiegand@john-of-art.com



John is a fine artist who specializes in colored pencil work. He has a BFA in Graphic Design from Edinboro University. John recently began to sell prints of his artwork online through E-bay and Etsy.com. His goal is to do commissioned work as well. "Creating new art involving animals or doing something more abstract is what I find enjoyable," he says.

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Fred Carlson reports on:

AIP Exhibition Meeting

The PSI Exhibition Committee met March 4 at **Ilene Winn-Lederer's** home/studio in Greenfield.



Attendees were: New Member Contact/former VP **Fred Carlson**, President **Evette Gabriel**, VP **Ashley Cecil**, **Ilene Winn-Lederer**, **Mark Bender**, former VP **George Schill**, **Kurt Pfaff**, **Kit Paulsen**, **Molly Feuer**, **Phil Wilson**, former VP **John Blumen**, **Rick Henkel**, **Amanda Zimmerman** and intern Sean Smith.

Other key volunteers for our upcoming summer show include **Rose Gauss**, former President **Rick Antolic**, **Frances Halley**, and Maura Doern-Danko, AIP Gallery contact.

This show in the expansive AIP downtown gallery at 420 Allies Blvd will open Monday July 8, 2013 and close Tuesday August 27, 2013. **The opening reception is scheduled for Thursday, July 11 from 5-8pm.** Our goals for the show are many and it is intended to produce results. The show will help PSI illustrators in a new, creative way to market themselves. No new work or theme related art is necessary, enter what you want to SELL. Our team plans to attract decision makers in the regional art-buying market to view originals and influence buyers to use illustration. PSI will be dedicated to ongoing follow-up needed over the show's course, to keep buzz going and buyers attending. PSI will create a parallel Internet presence (online "virtual show") which can be marketed and shared nationally and globally. Our team is making a major outreach to all disciplines represented (as listed on website) and to attract all members to this opportunity. This being the first PSI show in 18 months, it must be self-funding (show fees must roughly correspond to budget) or have some outside sponsorship in addition to show fees, if we budget time resources for this.

The Exhibition team is very excited to announce our show juror leaders, termed "group leaders," for each category. They are responsible for jury-

ing their section, collecting image files of entries, text management for use in programs and signage, collecting fees, and organizing the look of their section. Group Leaders are: Advertising-**Mark Bender**, Technical/Medical-**Rick Henkel**, Nature-**Amanda Zimmerman**, Portrait-**Rick Antolic**, Corporate/Institutional-**Fred Carlson**, Fantasy/Sci-Fi-**John Blumen**, Humor-**George Schill**, Children's-**Rose Gauss**, Editorial-**Ilene Winn-Lederer**. Thanks to these members for their commitment!

Group leaders and our PSI intern Sean Smith are responsible for outreach to all practitioners in each discipline to attract maximum participation and leave no questions unanswered. PSI stresses our personal outreach to members and this is valuable for the show's goals to keep exhibitors focused on purpose and vision and quality of the exhibition and parallel marketing. Illustrators can enter work in more than one category. There will be a minor accepted-entry/hanging fee payable upon acceptance of \$15 per piece with 3 pieces maximum per artist. PSI will attempt to place 90 pieces in the show to create a \$1350 budget.

Full members only can participate. *It is important to remember that all PSI dues (and any reinstatement fees) must be paid in full before submitting jpegs by email to each group leader for jurying. Check with Treasurer Gina Antognoli Scanlon (412.320.9734 or antognolistudio@gmail.com) if you are unclear about your dues status.* The prospectus for the show and other details was sent out to the membership by end of March.

Other project deadlines include:

May 20: Submissions due by email files.

May 25: Selections finalized.

June 1: All text and images in hands of show team for signage/labels, promotion, and contact program. Group leaders can collect framed work ready for hanging between end of May and end of June.

June 16-20: Press releases coordinated by Kit and Ashley for distribution to media.

TBA: Hanging either Friday, July 5 or Saturday, July 6. Take-down Tuesday, August 27 or tba.

An affiliated visiting artist/demos/docent-tours schedule will be set up to help maximize the teaching possibilities around this show. This program outreach is very important for our annual reporting of what we do as an organization.

Networking and a tour of Ilene's studio followed the meeting and ended well past 10:30pm. Very productive time spent!



PSI President **Evette Gabriel** reports on:

PSI Website Planning Meeting

Held on March 7, 6:30 pm, at my home, the website meeting's agenda was to discuss the future goals of the PSI website. Based off of our member feedback, Vice President **Ashley Cecil** and I will create a web proposal. We will then submit this to several web designers for bids. Once we know the developer cost, we may need to fundraise before production of the site can commence.

Also in attendance were: Webmaster **Zach Beresh**, former VP **John Blumen**, **Kurt Emch**, **Beth O'Neill**, **Vince Ornato**, **Kurt Pfaff**, former VP **George Schill** and **Mark Zingarelli**.

★ 2013 Meetings

BOI MEETINGS

March 29 - 7:30 pm

Host: **Molly Feuer**

Featured Artist: **Rich Kelly**

April 26 - 7:30 pm

Host: **Mary Dunn**

Featured Artist: **Taylor Gallery**

May 31 - 7:30 pm

Host: **Kathy Rooney**

Featured Artist: **Dave Klug**

June 28 - 7:30 pm

Host: **Mark Zingarelli**

Featured Artist: **Mark Zingarelli**

July 26 - 7:30 pm

Host: **Mark Bender**

Featured Artist: **Mark Bender**

August 30 - 7:30 pm

Host: **Frances Halley**

Featured Artist: **Molly Feuer**

SOCIAL GATHERINGS

Join your peers on the second Tuesday of each month! Meetings begin at 6:30 pm at the Church Brew Works, 3525 Liberty Avenue in the Strip District.

April 9

June 11

August 13

October 8

May 14

July 9

September 10

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Fred Carlson reports on:

February BOI Meeting

The February 22 Business of Illustration meeting was hosted at my home/studio in Monroeville. Living room seating was packed as **Vince Ornato** spoke as Featured Artist and shared original and print samples from the various stages of his 30-year career. Vince detailed a non-traditional path to his current point as a narrative artist. After graduating from Pitt with a writing major, and not seeking to pursue post-graduate academics, he attended night classes at AIP while working as an ironworker. Vince related the personal influences and people that affected him along the way rather than the flowering of a college or university-based art education unfolding. He started doing sketch portraits at Kenywood and worked as a designer in the advertising department at National Record Mart. After some input from John Johns, the famed AIP cartoonist, Vince's drawing and caricature skills strengthened. He began doing many site-specific drawings, often selling these to curious business owners.



first 10% sock away), and marketing (spend 20% of your time on the income to come later).

Currently, Vince schedules his annual work load around dedicated plein air painting sessions here and in Italy (35-40 weeks a year), attending shows and festivals to sell his prints and originals, drawing at corporate functions and tourist attractions (up to 30 weekends a year), and handling commissioned assignments. Vince has an hourly rate for drawing at private functions. He answered queries about vendors (rating **Alex Patho Jr.**'s giclee prints as outstanding) and pricing (print prices should be 4x cost of production). Vince concluded with a reminder that memory, imagination and reference all play a part in creating the paintings he makes- a simple yet efficient set of resources to draw from!

Attendees included: President **Evette Gabriel**, (who announced our exhibition team meeting at **Ilene Winn-Lederer's** home studio in Greenfield March 4 at 7:30 to plan our July 8-August 27 show at AIP, and a website team meeting March 7 at 6:30 at Evette's home in Lawrenceville), VP **Ashley Cecil**, former VPs **John Blumen** and **George Schill**, host and New Member Contact **Fred Carlson**, brand new members **Rich Kelly** and **Carly Schonberg**, Seton Hill intern/student Sean Smith, **Mary Dunn** and daughter Natalie, PSI webmaster **Zach Beresh**, **Josh Perry**, PSInside designer **Steve Cup**, **Mick Opalko**, **Rick Henkel**, and **Amanda Zimmerman** were all present and received a studio tour of my workspace after the planned evening activity ended.

No members brought work for speed reviews so the conversation turned quickly to the Question-of-the-Month, raised by Evette, "Is social media bringing you business?" and also "How do you manage your social media and website management time productively?" In her case, with work showing on eight sites, this raises the issue of time spent vs reward in trying to keep new samples showing around the web. Comments from Carly, George, Zach, Fred, Evette, and Ashley covered different perspectives on this question and also set some guidelines for the society's goals for providing updates on our PSI website. Printmakers Mick Opalko and Steve Cup had an impromptu shop



Workshops over the middle part of Vince's career included Herb Olds (drawing), a long-term commitment to figure session work, Ron Thurston and Frank Webb (water colors), and Kevin Kutz and Daniel Greene (painting). Vince proved to be a discerning pupil and took all these influences together to create the realistic painterly approach we see today in his work. Vince has a lively and joyful attitude toward making a living and described tips about planning (if you don't plan, you don't get there...), saving (first and always



talk time with my wife Nancy Flury Carlson, a Pittsburgh Print Group member and accomplished linoleum, collotype, and monoprint artist.



Next BOI Meeting: March 29, 7:30 pm at Molly Feuer's home. Featured Artist: Rich Kelly

Please remember to bring a snack to share!

A list of locations and speakers in this series appears on page 3.

Photos by *Evette Gabriel*

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Spotlight on... Adam Teslevich

Retirement for employees at Westinghouse Electric Company holds its rewards, including the unique perk of a personalized caricature!

Adam accepted the position as graphic designer for Westinghouse Electric Company in Cranberry about four years ago, not entirely knowing what he was getting into. Like all new recruits he hoped he'd fit in with the other designers and hold his own in a large corporation. Shortly after beginning his new design career, he found out he was also replacing the recently retired in-house illustrator. Some illustrations were technical and based on company needs to help sell nuclear products and plants, but there was also a call for retirement caricatures, a long-running tradition at Westinghouse. Adam had recently earned an MFA in illustration from the Savannah College of Art and Design, and had previously worked as a technical illustrator in Pittsburgh so he felt confident about these demands.

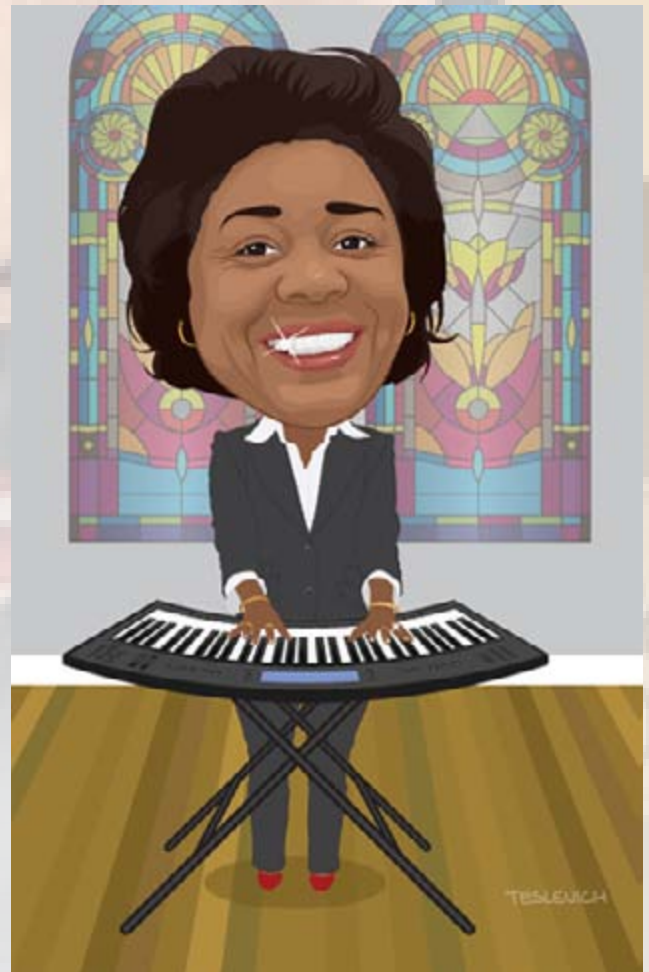


Caricatures and portraiture were an early interest since undergraduate studies at The Art Institute where he earned his degree in Graphic Design. Never imagining he would actually get paid for this type of art, it presented a unique opportunity. "I knew I would enjoy working on projects like this, but was a little worried about what method I'd use to create them," he says. From the outset he focused on three objectives: likeness, quick turnaround, and ease in client revisions.

Pulling from his past as a technical illustrator and studying what had been done previously, he decided the best route would be through Adobe Illustrator. "Even though everyone calls what I do caricatures, I really don't distort the face, but draw it the best I can to resemble the person and just enlarge the head." A head shot is provided along with a list of the retiree's hobbies and interests and Adam pulls it together. One to eight per month has been the range so far. A print of the art is matted and framed, providing an area for coworkers and friends to sign and add comments, later topped with glass. Adam also creates fliers that publicize the retirement and employees at Westinghouse enjoy seeing them posted. This form of recognition gives each of them a treasured keepsake, adding to the celebration!

See additional examples of Adam's work at www.adamteslevich.com.

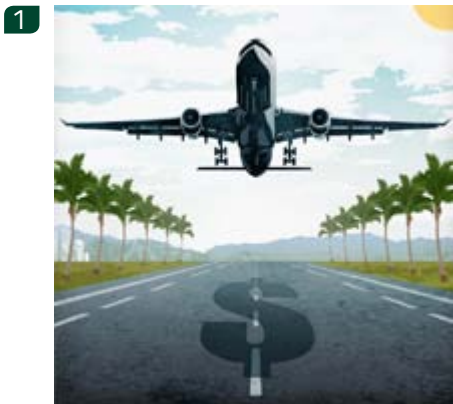
Article by **Anni Matsick**



PSInside newsletter items are due during the first seven days of each month for that month's issue.

Send any new images you've completed or are working on for **BEHIND THE BRUSH**. Send news on exhibits, awards, book signings, art donations and other announcements for **MEMBER NEWS**. Got an assignment or commission through PSI's website gallery, PSI eblast, exhibit, or other PSI contacts? Send details for the new **PSI WORKED** feature.

Images must be low res jpegs 72 dpi, max 600 x 600 pixels. Send your info to: annimatsick@mac.com



1. **Taylor Gallery** did this piece for The Wall Street Journal's Market Watch section of the Sunday, March 3 edition. It covers the best buys of March including air fare for spring break vacations.

2. **Amanda Zimmerman** is working on this commissioned piece for a client. "Just a little bit more work to do and it will be complete!" she says. "The juvenile Spotted Drum is a tropical water fish. They grow into that flag like dorsal fin and become rather large fat adult fish."

3. This personal unpublished piece by

Mario Zucca is about the horse meat scandal. He calls it, "A Cow is a Horse, of Course, of Course." It's a combination traditional and digital; acrylic, colored pencil, conte crayon and Photoshop.

4. Mario is working on a series of patterns and calls this one "Overpasses."

5. **Dave Klug** created this illustration for a new band he's in, The Re-52's, a B-52's tribute band. "A real party band," he says. They are teaming up with another band he plays with, The Reckoning, an R.E.M. tribute act, and presenting *Night in Athens* (both origi-

nal bands are from Athens, Georgia). The event will take place April 11 at the Jay Verno Studios on the South Side, to benefit the Persad Center.

6. "Started this piece the other day, like the way the texture is going," **Sarah Miller** noted in a Facebook entry about this design she's creating on the arm of past PSI-President **Mark Brewer**, who was apparently near the top of her two-year long waiting list. Work was done in the first of two sittings needed to complete this shoulder to wrist length tattoo. The concept is a tree of life. Look for finished results in next issue!

7. Look for this illustration by **Mark Brewer** in the March issue of HOW magazine, for an article on the new rules for finding a job in 2013.

8. The Wall Street Journal ran this artwork to accompany an article about how a lack of sleep can cause us to feel hungrier than we normally do.

9. "Holiday Hangover" is one of five drawings Mark did for the January 5 edition of the Pittsburgh Tribune-Review to accompany an article about various things we can do to help us achieve our fitness goals in 2013.

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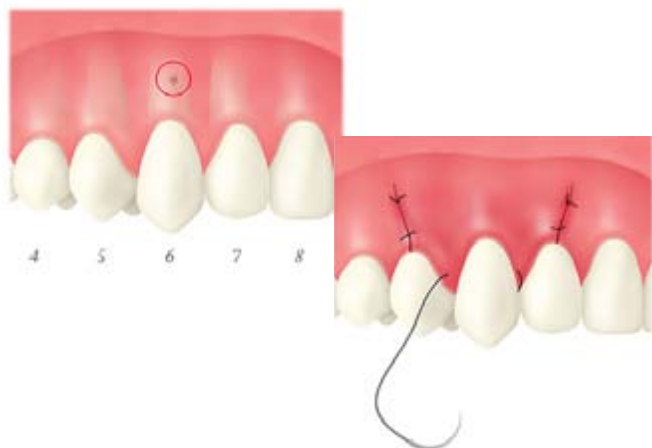
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10. For Senior Market Advisor magazine, **Mark Brewer** did this spot for an article about the tools we can use to find jobs.

11. This private commission by **Bill Breneisen** is done in acrylic on board.

12. **Yelena Lamm** did this artwork for one of her son Nikolay's clients. It appears with an article on Carnival's

recent "cruise from hell," titled, "Could Carnival Have Paid More than \$500?" at: http://www.huffingtonpost.com/yelena-lamm/could-carnival-have-paid-_b_2776344.html

13. This one shows Apple's Tim Cook shopping around.

14. Another of his clients asked for an info-graphic but Nickolay decided

to impress them with this piece by Yelena, instead.

15. **Joe Winkler** sent this final progress shot of an oil painting he recently finished. "Roadster" is 18x24, third in a series he is doing of classic car hood ornaments. It will be in a group exhibit in the South Hills this spring.

16. The illustrations of feet are from an

exhibit **Molly Feuer** did for a medical legal case. The dental image is one of some self promo pieces she is doing to show work with more tone, as opposed to her usual line art.

17. "Beauty and the Bug" is second in a series by **Kurt Pfaff**. It's 40 x 30 oil on canvas.