

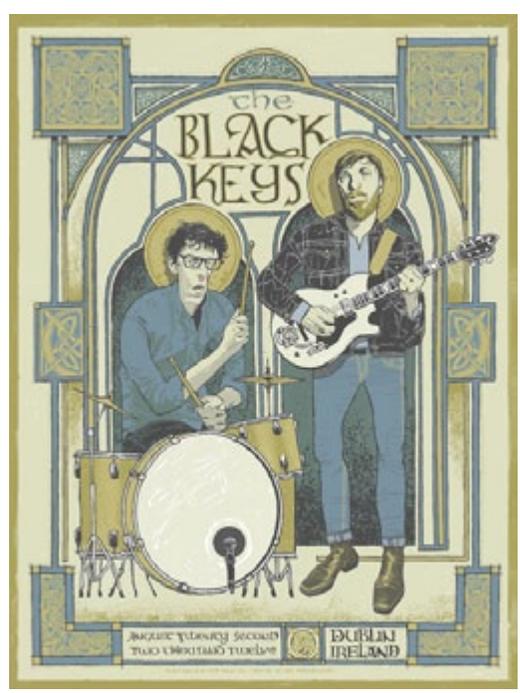
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Editor: Anni Matsick
 Design: Steve Cup
 Production: Beth O'Neill, Zach Beresh

Member News



e-Sentiments

Here's a sample of **Carly Schonberg's** e-card work done for <http://unvelope.com/>, exhibiting her skills in graphic design as well as animation/motion graphics.

In Tune

Rich Kelly created this poster for the Black Keys. According to Rich, the duo has a great track record working with artists to commission posters for almost every concert they put on. "Initially (ten or so years ago) these were used mainly to promote the shows, but as bands grew in popularity and record sales declined, they seized the opportunity to offer limited edition screen printed posters for fans to buy at concerts as merchandise, much like a t-shirt or coffee mug. This poster in particular is part of an edition of 170," he says. "I've created posters with edition sizes ranging from small, 80 for a Dr. Dog show in Chicago, to large, 900 for a Phish show at Bonnaroo."

Not So Smart

Yelena Lamm illustrated her son Nickolay's freelance marketing project for his client, MyVoucherCodes.co.uk. Yelena says, "(The drawing) shows Michael Dell looking at the future of Dell, which is going to rely on cloud computing as part of its IT services. Behind him are angry shareholders using smartphones whom Michael is putting in the past and not paying attention to." Read more at: <http://www.businessinsider.com/and-now-an-allegorical-illustration-depicting-the-future-of-dell-2013-2#ixzz2Kb298VdU> The Michael Dell allegory was published by businessinsider.com and then picked up by pcmag.com and several Apple TV renderings (like the one on page 6) were published by zdnet.com

Here are the links:
<http://www.pcmag.com/article2/0,2817,2415168,00.asp>
<http://www.zdnet.com/how-siri-could-be-put-to-work-in-the-living-room-7000010789/>



My Spot

Anni Matsick

Lots of new faces are appearing in PS! Two members being introduced this month (page 3) have work featured on our cover, which shows the high level of talent we continue to attract! One of them will be the featured artist at an upcoming Business of Illustration meeting. The schedule for 2013 meetings set so far appears on page 3. Mark your calendars for lots of good programming

and camaraderie (plus free pizza and refreshments) in the year ahead. All for the minimal cost of membership which, by the way, is due NOW if you haven't already responded to last month's alert. See page 2 in last month's PSInside for complete instructions on how to submit payment, downloadable at <http://www.pittsburghillustrators.org/>.

More talent is recognized in this month's Spotlight on page 3. Read the inspiring words from a member who just launched his own company, employing four other illustrators!

The talent parade continues in our ever-popular Behind the Brush section on page 4, which includes lots of amazing artwork done for a diverse variety of applications. Get in step with the others and submit *your* work when the next call for submissions arrives!

On Exhibit



"Osiris" was included in an exhibit of works by **Jeffrey Katrencik** at the Monongalia Arts Center in Morgantown, West Virginia in October. He is shown with gallery director Ro Brooks.

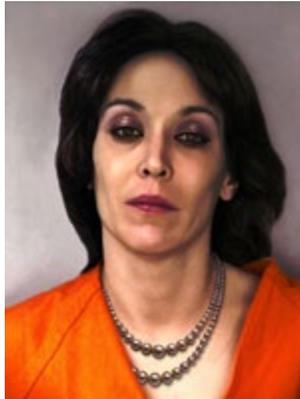


"Portrait of Job" won 1st place prize in the *Bare Forms Exhibit* there in November.



Jeffrey's "Portrait of Nancy" was a finalist in the *Young Illustrators Award*, Berlin, Germany, in December, for select Illustrators who work in

digital or combined digital and traditional medias. His work was not accepted for the exhibition but made the final rounds of selection. As a result, his portfolio will be kept for possible commissions, exhibitions and other projects.



A painting by **Ron Thurston**, AWS, titled "I'll Look, You Decide," has been accepted into the *American Watercolor Society 146th Annual Exhibition*. Jurors for the show were AWS Signature Members including **Bill Vrscak**. The show will run April 2-21 at the Salmagundi Club on Fifth Avenue in New York City. Ron has been invited back to Touchstone Center For Crafts to teach a week of watercolor starting June 17. Visit www.touchstonecrafts.org for an online catalog.



Upcoming Meetings

Social: March 12, 6:30pm

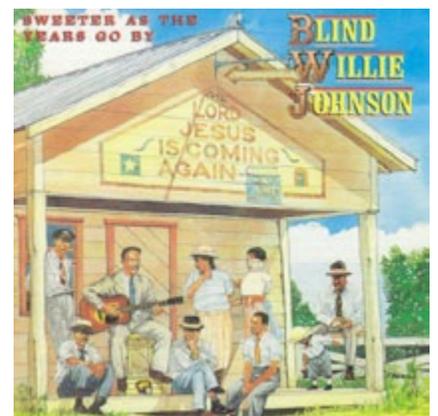
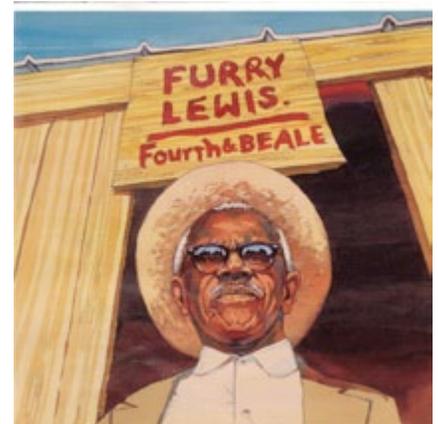
Business of Illustration: April 29, 7:30pm

see our [website](#) for more info!

Kudos

Catch an interview with **Wayno** in a segment at the 28:21 mark on WQED-TV's Pittsburgh 360° at: <http://www.wqed.org/tv/pittsburgh-360/index.php?id=608>

The Blues Foundation in Memphis, Tennessee, has picked **Fred Carlson** to create the poster and collateral artwork for their *2014 Hall of Fame and Annual Awards* ceremony in May, 2014. Fred will be given a forum to exhibit his work during the week-long festivities at the hotel in Memphis. The Furry Lewis CD cover for Rounder and the Blind Willie Johnson art done for Yazoo were two prime images the Foundation board liked that led to his approval.



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Spotlight on... Michael Yolch

After many years of technical illustration, design, project management, and simplifying complexities in the corporate world, Michael Yolch has just launched his own company, YOLCH Technical. He works remotely with a handful of former col-



leagues who have made lasting impressions on him with their expertise over the years. One of the people Michael calls on when workload or project requirements demand is another PSI member, **Rick Henkel**.

"Rick Henkel is the consummate technical illustrator," Michael says. "He embodies the passion and precision required for the level of projects we take on. After graduating AIP in 1992, I was working at Informing Design in Pittsburgh when I got the 'big break' call from Rick to be an illustrator at Agnew, Moyer, Smith Inc. (currently ThoughtForm Inc.) where Rick was employed as a senior illustrator. I had interviewed there a year prior. At the end of the interview and portfolio review, they suggested that I 'learn how to draw.' So I did just that."

Michael adds, "Being fortunate enough to work for a company as bright as ThoughtForm for seven years essentially changed my life. Working day in and out alongside the likes of design guru Don Moyer definitely makes an impact if you're paying attention. And pay attention is what I did. So the design career went: Informing Design > ThoughtForm > freelance > BuildIQ > IBACOS > freelance > Yolch Technical."

Yolch Technical has a solution for essentially any industry: Diagrammatics, assembly drawings, line art, schematics, process maps, information graphics, and the list goes on. Michael is always happy to employ fellow PSI members. If you have a skill set that you feel may benefit their type of work, he encourages you to get in touch!

To learn more about Michael's new company, take some time to peruse their portfolio gallery at www.yolchtechnical.com



This engaging diagram of a hypothetical cookie factory served as an example for how bottlenecks in a factory can be pinpointed and resolved, leading to greater profitability for manufacturers.



From laying the foundation to shingling the roof, these are just three in a series of illustrations showing the process of building a house.

NEW MEMBERS

Full Members

Rich Kelly
Shadyside
<http://rfkelly.com/>
<https://www.facebook.com/pages/Rich-Kelly-Illustration/116500091768265>
rfkelly3@gmail.com



Rick graduated from Syracuse University with a BFA in Illustration in 2007. "After floundering around and making new work for a year, I moved to Chicago where I was able to make some creative connections and started creating screen prints for some local venues and bands. The size of the jobs and popularity of the bands grew and within two years I was able to work with some internationally touring acts like the Dave Matthews Band, Phish, and The Black Keys," he says. Lately, Rick's time has been split between band posters, movie prints, and gallery work. He was referred by **George Schill** and **Fred Carlson**.

Carly Schonberg
Pittsburgh
www.carlyschonberg.com
<http://www.carlyschonberg.com/blog/>
carly@carlyschonberg.com



Carly is a newcomer to Pittsburgh, raised in New Rochelle, NY. She has been working as a freelance illustrator since 2008, after graduation from the Rochester Institute of Technology and then attending the Illustration Academy run by John English, Sterling Hundley, and Brent Watkinson at Ringling College of Art and Design in Sarasota. Since late 2008 she has produced work for the e-card company **Unvelope.com** and became comfortable working in all kinds of media, digital as well as traditional. She is now interested in broadening her client base with a leaning toward children's illustration. Other clients include the BBC, August Silk, Silver Moon Press, Turtle Bay Music School and RIT.

Affiliate Member

Brianna Church
Belle Vernon
igotyourbackkid@gmail.com

★ 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.

March 12	April 9
May 14	June 11
July	August 13
September 10	October 8

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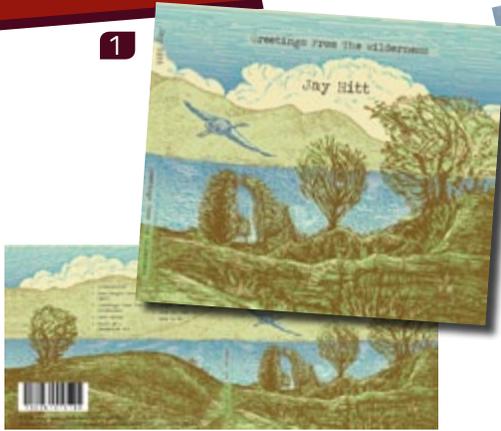
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BEHIND the BRUSH

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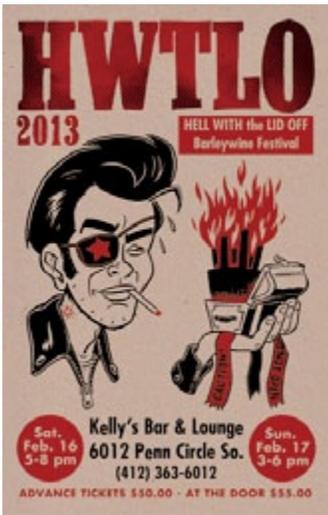
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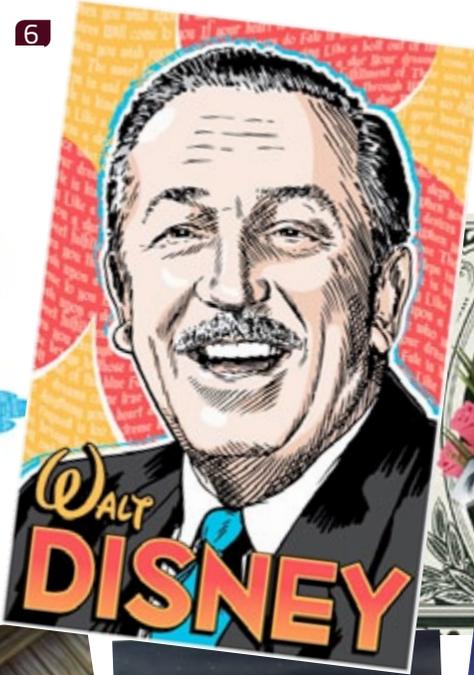
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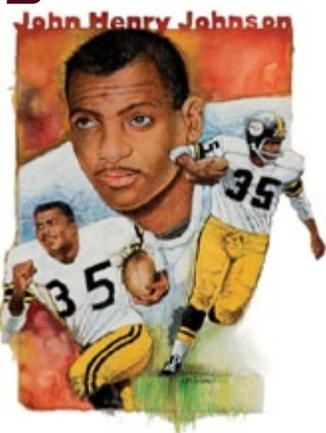


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- Kathy Rooney's** music cd cover design for artist Jay Hitt includes a hidden portrait of the artist. Click here to see the full 8-panel layout: <http://www.krooney.net/khitt.html>
- John Blumen** shares two character illustrations from a series he is doing for the Japanese game company, Applibot. These are two versions of the Cloud Empress.
- Here's **Wayno's** t-shirt design for for Pittsburgh DJ, musician and impresario, Michael "Zombo" Devine.
- His Hell With the Lid Off poster for Kelly's Bar is available in limited edition prints in his store: <http://wayno.bigcartel.com/product/hell-with-the-lid-off-2013-poster>
- The PittGirl article accompanied by Wayno's art in Pittsburgh Magazine's March issue is about an investor taking Primanti's nationwide. Virginia Montanez writes about her mixed feelings at this prospect. Find it in the PittGirl archive: <http://www.pittsburghmagazine.com/Pittsburgh-Magazine/Article-Archive/index.php?tagID=338>
- Jim Zahniser's** latest icon print is more of a tribute to a personal hero, he says. "I'm also kicking around a few other Disney-related projects that I hope to eventually submit to the Art of Disney, which is their fine art division. They have galleries located in the various parks."
- Wall Street Journal's February 3 Sunday Journal-Market Watch section featured **Taylor Gallery's** art. It's about the best buys for February including items like digital cameras, pink roses, and discounted clothes.
- Time Out London had Taylor do this poster style illustration being used as a call to action to sign people up for a Time Out Series of events. The image plays on vintage UK military recruitment posters, but with a modern hipster twist. Text of events and times will be designed around the image in the empty spaces.
- Phil Wilson** just finished all the art for the fourth entry in the Baby Santa series of books he's been illustrating, this one titled *Baby Santa and the missing reindeer*, written by Dr. M. DeLand. Phil says, "This time, we've changed the characters for the African-American market, and taken them on a worldwide journey exploring the Christmas festivity traditions of many exotic locales."

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10. Here's another in the series of Steeler portraits by **Ron Mahoney** commissioned by Art Rooney, Jr. This one portrays John Henry Johnson who was a fullback for the Steelers from 1960-1965 and inducted into the Football Hall of Fame in 1987.

11. "This piece was a ton of fun. Thanks to AD Ed Johnson," says **Mario Zucca** about his art that appeared on the cover of the New York Observer's fashion week issue.

12. "Do Something Good for a Change" is a recent work Mario did for the Philadelphia Cultural Alliance's Groundswell campaign. Limited edition prints will be given to members who contribute over

a certain amount.

13. A new drawing by **Ilene Winn-Lederer**, "Codex Gastropoda#7: Between The Pages of Reality" is posted on her blog, Imaginarius, at: <http://bit.ly/14TfacM>

14. "A Pittsburgh Pour" (18x24) is a recent oil painting by **Vince Ornato**, purchased by Harvest Financial, an investment firm on Smallman Street. Vince says, "It is simply intended to capture the punch and intensity of the interior of a steel mill. Some of the piece was painted with very thick amounts of paint to further augment the texture of the huge machinery and molten steel during the process."

15. **Judith Lauso** just completed a children's room mural commission on the theme, "Trees" with "Owl Family" added. The two color mural measures 14' x 7.5' and represents 14 hours work. The preliminary design was planned and sketched in Photoshop, and painted in acrylic/latex variety paint.

16. **Abby Diamond** had friends pose as characters to use as reference for Sherlock Holmes-themed playing cards. She is drawing the characters in graphite pencil, and then fitting them to a standard playing-card format using Photoshop. Her client is a magician from New York who wants a custom deck of cards to use and sell

at performances.

17. **Dave D'Incau Jr.** did a half page spread for College of Charleston Magazine about the construction of the Dixie Highway. He also sent a snapshot of a full page piece he's working on for Dirt Rag Magazine about training your brain for competition.

18. Here is **Fred Carlson's** final art for the *Bawdy Blues Guitar Workshop* cover for a teaching DVD by Fred Sokolow. Finished art was done in ink and watercolor. The original sketch for approval appeared in the March 2012 PSInside and the project was completed recently.

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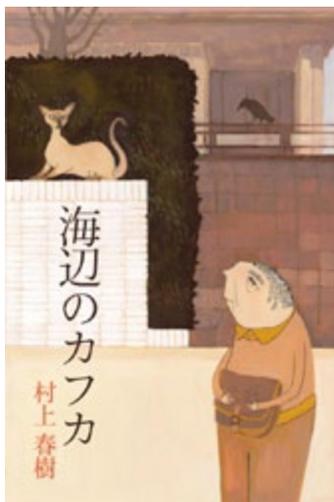
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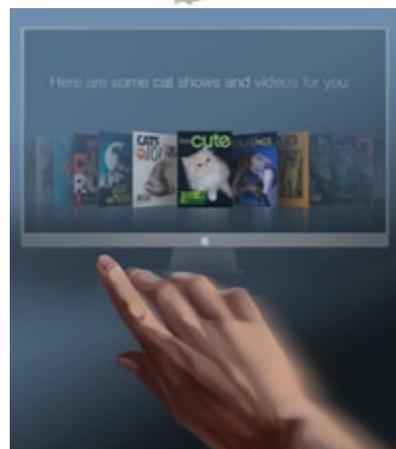
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19. Artwork for **Jim Mellett's** 90s theme puzzle, complete with Snoop Dog and *Jurassic Park* characters, was just sent to White Mountain Puzzles and should be available in a few months. Jim's Politics puzzle was spotted in a gift shop in Washington D.C. by his niece, days before the Presidential Inauguration.

20. This graphite drawing of Christ was done by **Fred Carlson** for the cover of 2013 Saint Alban's Anglican Church Lenten Devotional.

21. Fred's finished color piece for Philips-Exeter Academy "Table Talk" column features Eimer Page, head of

their international studies dept and accomplished viola player with the Irish Symphony. Sketch progressions for this montage were shown in last month's issue.

22. **Dave Klug** has been creating illustrations and designs for tins and products for The Popcorn Factory for the past few years. "We have recently developed an entire army of popcorn characters for all their unique flavors, including special event characters for promotions they do on a regular basis," he reports. "They are based in Chicago, and next year is the 175th Birthday for the city of Chicago. So they asked me to create some 'Pop-

corn Pals' commemorating this event and their creation of some classic city flavored popcorn." Here are Chicago Hot Dog, Chicago Deep Dish Pizza and Chicago Chocolate Cheesecake.

23. In a recent blog posting, **Carly Schonberg** writes: "It's been a very long time since I've done an uncommissioned self-motivated full illustration, and probably just as long since I've done one with the full process—thumbs to color comp to final. The volume of work and same-day deadlines required of making e-cards lent itself more to opening Photoshop, going for it, and moving stuff around if it didn't work. *Kafka on the Shore*

was one of my favorite recent reads. It inspires imagery easily. I decided to make a mock cover just to give myself an assignment. I almost abandoned my favorite thumbnail in favor of one that left ample horizontal title space at the top, and at the last minute thought to just put the title in Japanese." See more work at: <http://www.carlyschonberg.com/blog>

24. Here's one of three of **Yelena Lamm's** Apple TV renderings mentioned on page 1.

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: animatsick@mac.com