

# PSI Inside

www.pittsburghillustrators.org



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Yelena Lamm



## Warm Memory

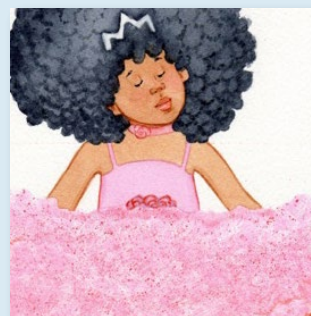
"Winter's Glow on Grant Street" is the newest pastel painting in **Linda Barnicott's** Pittsburgh nostalgia collector series of Giclée prints, available on her [website](#). The original is 12.5"x16.5" and was created for the regional American Cancer Society holiday card. It is Linda's sixteenth done for the cause. Boxes of 25 can be purchased by phone at (412) 919-1100 or at 320 Bilmar Road, Kennedy.

"A Grand View of Pittsburgh" is one of three Pittsburgh-themed designs offered new this year in 3 1/8" x 3.5" hand-crafted aluminum ornaments. Linda partnered with manufacturer Wendell August Forge in 2010 and in the last five years they have created 29 ornaments.



## Time Travel

**John Blumen** shares one of twelve illustrations he's working on for the 2016 Llewellyn Steampunk wall calendar, for fans of the Victorian sci-fi genre. Another is shown on page 6.



## My Spot

Anni Matsick

PSI members had a great reason to dress up and step outside their studios this month. Our annual holiday event, Saturnalia, held extra excitement with the

passing of the now-famous glowing paintbrush. The Fine grant acquired for website makeover was more cause to celebrate! Words from our new top command, along with photos and a report, are on page 4.

The Spotlight on page 5 illuminates the debut of a doll that arrived in time for this year's gift giving season, housed in verdant watercolors done by PSI's summer retreat.

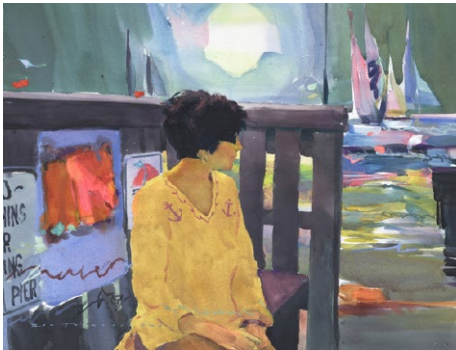
PSI bestowed more gifts this year in the form of scholarship awards to another area art school. See the meritorious work on page 3.

This issue wraps up another year of news and accomplishments shared from our ranks. Let us know what's happening with YOU in 2015!



## On Exhibit

**Ron Thurston** received The Keystone Award and Medal for "Cape Watch" in Pennsylvania Watercolor Society's 35th Annual International Juried Exhibition. Juror of Selection and Awards was Sterling Edwards. The show will be on display at the Pennsylvania State Museum in Harrisburg through February 8.



Ron's painting titled "Busy Day" has been accepted into the 6th Annual Signature American Watermedia Exhibition in Fallbrook, California. The show opens February 8, 2015.



The Portrait Society of America awarded **Christine Swann's** pastel painting "Cold" Fifth Place in the "Non-Commissioned" category in their annual Member's Only competition. In another of the five categories, "Outside the Box," First Place winner was David Bowers, Christine's illustration teacher for a term

at the Art Institute of Pittsburgh when she was a student there. All winners will be recognized on PSA's website and in their The Art of the Portrait Journal.

**Jeff Brunner** is participating in "Animal

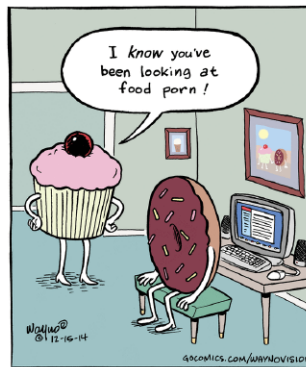


Kingdom," a group show at G Squared Gallery in Ligonier. "Armadillo Bouquet No. 1" is a drawing that will be in the show which opened November 21 and will run through the end of December.

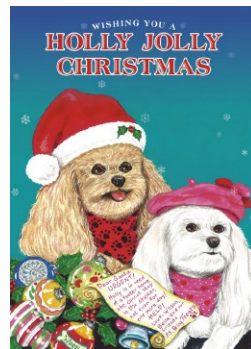
**Dave Klug** is back at Pittsburgh's Panza Gallery for *Klug & Friends*, which opened December 5 and runs through the month. Included are his hometown pals **Stacy Innerst, George Schill** and **Wayno**.



Wayno's portion of the exhibit includes color prints of the first five comics from his new online webcomic, *WaynoVision*. The show is free and open to the public. (Photos by Mark Panza.)



## Kudos



Rescue in Washington County.

**Susan Castriota's** image of her dogs Wilson and Bella took First Place in the Animal Card Design category in PsPrint's 2014 Holiday Card Design Contest.

The winner was determined by popular vote online. Susan donated half of the \$750 gift card prize to the Angel Ridge Animal

## Out and About

**Linda Barnicott** was interviewed by KDKA's Jon Burnett for the show *Pittsburgh Live Today*, while participating in her third year at the Holiday Market in Market Square, Downtown. Then Rick Dayton stepped in to interview her for the *KDKA Noon News*. "It was quite an ego boost to see myself on the news twice in one day!" Linda says.



**Anni Matsick** represented the *Art Alliance of Central Pennsylvania* at the inaugural Centre County Green Business Partner Awards, hosted by the Centre County Recycling & Refuse Authority in State College. A total of 60 organizations were honored. Anni has chaired the AACP's annual *Recycled Art Show* for the past ten years. The theme for 2015 is "Singing the Blues."



## Online

**Vince Dorse** is wrapping up his online comic adventure, *Untold Tales of Bigfoot*, with two episodes posting on Christmas Eve. After 127 weekly episodes, each eagerly awaited by his subscribers, Vince will be moving on to other projects as well as exploring options for getting *UTOB* into a print version.

**Wayno's** byline hasn't appeared in *Bizarro* for a while, because he's been working on gags for his new solo webcomic, *WaynoVision*. The weekly panel launched December 1, and will appear each Monday on the *GoComics* site. GoComics is part of the Universal Uclick syndicate family, who invited Wayno to join their site. He welcomes your comments and encourages you to explore the entire site.

## NEXT PSI SOCIAL



**Tuesday, January 13**  
**Beginning at 6:30 pm**

**Church Brew Works\***  
3525 Liberty Avenue, Strip District  
\*Featured in the *New York Times*  
**Free parking! Free appetizers!**

**SAVE 20%**

on non-sale items with PSI members card

**Top Notch Art Center**

411 S. Craig Street, Oakland  
412.683.4444  
TNArtSupply.com



## 2014 AIP Scholarship Awards

**Mark Bender, Emily Traynor** and PSI Scholarship Chairperson **Rhonda Libbey** juried the annual student art show, titled *Heroes*, at the Art Institute of Pittsburgh. The awards presentation took place at the 5 pm opening reception on November 18.



Tom Ruddy Award (\$250)  
**Brandin Prettyman**, "Venezia"



1st place (\$150) – **Lazro Resis**, "Oil"



2nd place (\$125)  
**Nathan Doverspike**, Body of work shown



Honorable Mention (\$50)  
**Danielle Delaney**  
"The Lumineers"

## New Member

**Tim Menees**, Bethel Park  
[www.timmenees.com](http://www.timmenees.com)  
[inkpenflyer.blogspot.com](http://inkpenflyer.blogspot.com)

Tim drew cartoons at the Pittsburgh Post-Gazette for three decades and at the same time drew one, and co-authored two, comic strips. He also wrote and illustrated a weekly column and occasional Sunday magazine stories, including a 24-hour visit inside Western Penitentiary and a week aboard a Great Lakes freighter.



These days, he does cartoons for the magazine Pittsburgh Quarterly, for which he has written and illustrated two articles, one on renting an apartment in Paris, the latest about hitchhiking around Europe as a college kid. "I'm also painting — a real switch from black-and-white cartoons," he adds. "And like half the planet, I'm doing a [blog](#), titled Inkpen Flyer."

## New Affiliate Member

**Kat Bureman**, Butler  
<http://katbureman.tumblr.com/>

Kate graduated from St. Olaf College in 2011 with a Bachelor's Degree in Art and Asian Studies. Her work is primarily done in Photoshop, but she also uses traditional mediums such as ink and marker. Kate has made art pieces and illustrations for private clients, while also working on personal projects including comics and table top games and maintaining her blog.



Illustration: Christine Swann

## NHAC Model Sessions

North Hills Art Center

Resuming in February. Check for updates at  
<http://www.northhillsartcenter.com>

If you'd like to read more about some of the members featured in this issue, look for their interviews and Spotlights in past newsletters, available on PSI's website. Click on a name to open.



Ashley Cecil



Dave Klug

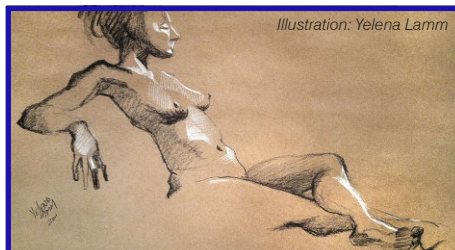


Illustration: Yelena Lamm

## Life Drawing at Panza Gallery

Thursdays 6:30-9:30pm \$10

Coffee, pastries & drinks served.  
Enter basement gallery on left side of building.

[www.panzagallery.com](http://www.panzagallery.com)

## SAVE 10%\*

with FREE Utrecht ArtSmart Card

### Utrecht Art Supply

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[UtrechtArt.com](http://UtrechtArt.com)

\* Discount can not be combined with any other offer, does not apply to clearance or sale items, Gift cards, BEST BUYS, Furniture, Lighting, and items designated as nondiscountable.

## 15% DISCOUNT

on all dental work  
for PSI members without dental insurance

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3035 Washington Road, Suite 3  
McMurray, PA 15317

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Molly Feuer reports on:

## PSI Saturnalia 2014



PSI's 17th annual Saturnalia event held December 13 was a fantastic party with plenty of food, excellent craft beer, a new venue, live music and the traditional passing of the paintbrush to welcome newly appointed board members. As new treasurer **Fred Carlson**, put it: "With a mixture of clients, friends, patrons and spouses, all of the ingredients for a wonderful evening were present!"



The Brew Gentleman is a stylish craft brewery and taproom in Braddock with a private room that was just the right size for our group in attendance. The exposed brick walls, wood floors, stainless steel surfaces, warm lighting and airy space created the perfect atmosphere for schmoozing to live music. Outgoing vice president **Ashley Cecil** outdid herself finding this new venue and acting as the point person for the rental.

Members enjoyed a lovely meal with the food and beverage tables coordinated by members **Danielle Amiano** and **Lisa Rasmussen**, and all the while a slideshow of our year in review was projected on one wall. What a wonderful touch by **Yelena Lamm**! And special thanks to **Kurt Pfaff** for arriving early to help with the set-up.

Then there was music! The very talented **Phil Wilson** treated us all with his solid vocals and



Rickenbacher electric guitar playing on a classic selection of upbeat rock songs, complete with a jam band. This year's Phil-Harmonics included **Craig Jennion** (Gibson Les Paul electric guitar, Martin acoustic guitar and backup vocals), Steve Dunn (Fender jazz bass), myself (violin), and **Fred Carlson** (Fender Stratocaster

electric guitar, 1907 Gibson F-2 mandolin and backup vocals).

Amidst all the merry making, outgoing leadership President **Evette Gabriel** and Vice President **Ashley Cecil** cleared the way for the symbolic passing-of-the-paintbrush tradition. They have served us so enthusiastically and effectively these last two years, maintaining our organization, significantly growing our membership and expanding our member experiences. All of this while taking on new motherhood! The pair will continue to contribute to our Society by serving on the web committee. PSI is looking forward to our new user-friendly website!



Back to that paintbrush. **Pat Lewis** graciously accepted the brush to symbolize his new position as president and **Amanda Zimmerman's** new position as vice president. The applause was hardy. Here's to an exceptional 2015 ahead for the Pittsburgh Society of Illustrators!

Attendees: Full members **Joel C. Boyer, Fred Carlson, Ashley Cecil, Vince Dorse, Mary Dunn, Molly Feuer, Evette Gabriel, Fran Halley, Craig Jennion, Yelena Lamm, Pat Lewis, Rhonda Libbey, John Manders, Mick Opalko, Vince Ornato, Kurt Pfaff, Jane Popovich, Lisa Rasmussen, Kathy Rooney, George Schill, Carly Schonberg, Christine Swann, Phil Wilson and Ilene Winn-Lederer**. Affiliate members **Danielle Amiano, Hannah Garrison, Alex Patho Jr., Autumn Seybert** and **Tammy Thompson**.

## PSI Leadership Changes Hands



PSI is thankful for the outstanding contributions from the team of **Evette Gabriel** as president and **Ashley Cecil** as vice president. Of significant note are the establishment of monthly Business of Illustration programs, and the grant acquired from the Fine Foundation for website makeover. Their vision and dedication toward achieving goals within a two-year term has brought us to a new level. We now welcome newly appointed officers President **Pat Lewis** and Vice President **Amanda Zimmerman**.

### From PSI President Pat Lewis:

I'm proud and excited to begin serving as president of PSI. I've been a member for about ten years, and in that time I've gone from a clueless amateur to a full-time freelancer, now with maybe one or two clues at any given time. In all honesty, this organization has done a lot for my career, and I figured this would be a great chance to give something back. Evette and Ashley have done an amazing job over the past two years, as have all the leaders before them, so I'm grateful to be stepping in at a time when we're already in such great shape. The monthly social meetings and Business of Illustration presentations have been a huge success, so we'll continue those and build from there: trying out some new things, bringing back old favorites, and getting more and more members involved. Amanda and I will sit down soon to hammer out some concrete plans, but in general I want to make sure that PSI continues to meet the needs of its diverse group of members, from those just starting out to our seasoned professionals. 2015 will be a great year!

### From PSI Vice President Amanda Zimmerman:

Through the years, this community has been a source of friendship, inspiration, business savvy and all-around sound advice. I look forward to refreshing old friendships and creating new ones as PSI continues to grow in 2015. I will endeavor to support and help facilitate the exceptional services and opportunities that already exist in PSI for its members.



Photos by Alexander Patho Jr.



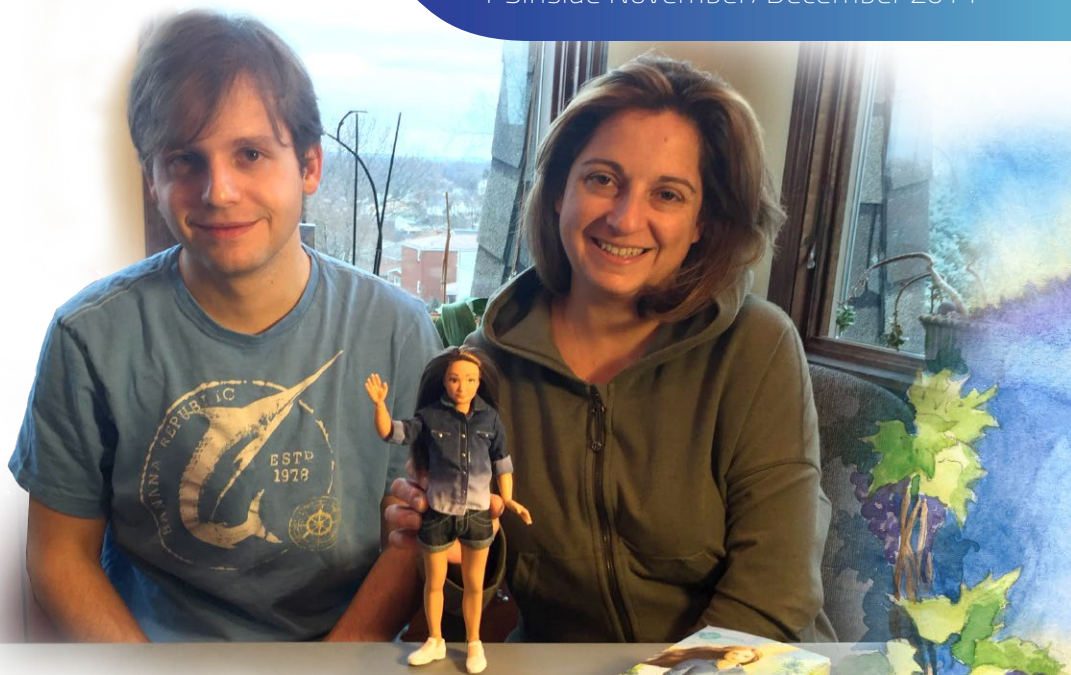
## Spotlight on... Yelena Lamm

*A nearby lush garden path inspired Yelena's artwork for the sensational Lammily® doll's international debut, funded by over 13,000 backers from 62 different countries.*

Yelena's son Nickolay, one of twin boys, demonstrated an early design and marketing awareness, advising her on imagery for client projects as early as ten. Earlier this year, at age twenty-five, he went to her for help in packaging his groundbreaking product. Their collaboration reached thousands of mailboxes this December, only nine months after the closing of an ultra-successful crowdfunding campaign which raised 95K in one day. Nickolay's unique idea was to produce a realistically proportioned fashion doll with a positive body image for young girls, named "Lammily" (a combination of "Lamm" and "family"). Yelena's job as art director was to meet the before-Christmas shipping deadline with custom packaging that tells the character doll's story.

Nickolay is a Pitt grad in business administration with a major in marketing. After starting his own business successfully applying creative thinking to marketing strategies, Yelena worked with him whenever her artistic and design skills were needed. Nickolay's specialty is creating potentially viral online content that generates traffic for his clients — and quite a few of his projects became widely known (see more on [his site](#)). "At some point, a KDKA or another news vehicle in front of our house didn't surprise me anymore," says Yelena. For one of the projects, Nickolay directed a series of images showing what the Barbie® doll would look like if made according to typical human proportions. The images went viral and public response was overwhelming, with people asking where they could buy the doll. Nickolay then set out to make it happen.

Quickly dubbed "Normal Barbie" by the media, Lammily became an Internet sensation. A vast majority applauded the effort, while many criticized the agenda, some even calling the creator a "crazy feminist" and others, conversely, a "creepy misogynist." Regardless, the goal was to make a fun doll who just happened to have average human proportions. The presentation — logo, packaging, a backstory — was also a big deal. Many ideas were played with and rejected as time ran short. "We wanted to stay away from the typical see-through plastic packaging and envisioned a distinctive collectible that looks expensive, while funds were very limited," Yelena recalls. "Opening the box had to be an experience." The journey theme came in naturally. "I had this vision of a girl with a large vintage suitcase, sketched her, and Nickolay loved the idea. She is a friendly young traveler who arrived to her new home and is ready to share her stories." While stuck for a background setting, Yelena imagined a garden path . . . and headed for PSI's perfectly timed July Choderwood retreat. Next day, the background was painted from reference photos, scanned and combined in Photoshop, and a box layout done in Illustrator.



The toy manufacturer who handled Lammily® production also printed the packaging. They commented on the high quality artwork and, on their end, added the special touch of spot varnish for no extra charge.

"We wanted to set a new standard," says Yelena, "and it makes me happy that people notice it and make appreciative comments." In an [in-depth review](#) a respected doll collector remarks, "... (the) box is a gorgeous work of art. It's made completely out of recyclable cardboard, but I can't see myself ever throwing it away. The presentation of this doll rivals some of the most expensive collectibles I own."

The second-edition doll is scheduled for release in a few months and Yelena is already working on the next packaging design to continue the story of Lammily's journey. Watch a group of Pittsburgh second graders react to the doll in this [video](#). **Alexander Patho Jr.** became the official Lammily photographer — you can see his fashion shots at the doll's website.

Alex also made original footage for this [photo-morph video](#). You can order your own doll, shop for fashions to suit her travels, and choose a name for her printable passport at [Lammily.com](#)!



Article by Anni Matsick  
Photos by Yelena Lamm and Vladimir Lamm





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1. **Mark Bender** did this cover artwork for Marietta College Magazine, working with art directors Gi Smith and Ryan Zundell. The design challenge was to capture the celebration of homecoming in the historic college river town of Marietta, Ohio. The dramatic bird's eye view with historic riverboats all linked with a release of blue and white balloons, Marietta's school colors, gave the feel they were trying to capture. "Gi and Ryan couldn't have been easier to work with, creative, decisive and appreciative clients make our jobs a pleasure,"

Mark adds.

2. **Jim Zahniser's** wife is from Seattle, so he thought he'd do something featuring that city.
3. Here is a second illustration from the 2016 Llewellyn Steampunk Wall Calendar by **John Blumen**, mentioned on page one. "Those who know her will recognize PSI's own **Molly Thompson** as the Lady in Black."
4. This fundraising map for a new proposed playground was done by **Kathy Rooney**.

5. "I just finished a book illustration job that was truly an international project!" reports **Cindy Mayer-Strosser**. "The authors I was working with are from Canada and Iceland, and the main character is the daughter of one of the authors who lives in Iceland." The book's title, *Too Many Pets*, led Cindy to think she'd get to draw kittens and puppies but she says, "Imagine my surprise when I read the manuscript and found out it was a book about head lice!" Making the subject "cute and adorable" was the challenge and all had a good time on the project.

Her illustrations depict the pets the girl would like to have, and the ones she ended up with.

6. Here are a couple of watercolor and airbrush illustrations **Phil Wilson** has completed so far for an author of a fantasy trilogy which will be an ongoing project for quite some time. It is tentatively titled *Ladia's Lament*.
7. A newly completed painting by Phil depicts the 25-foot long Edmontonia reacting to a passing Oryctodromeus. It's done in acrylic on board.

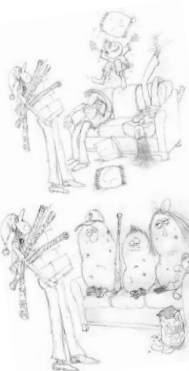




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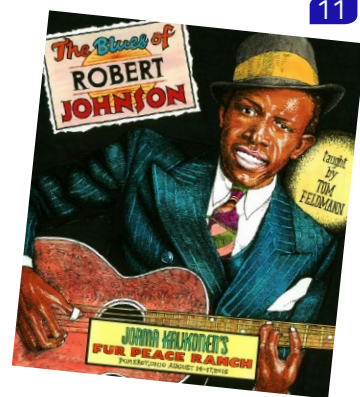
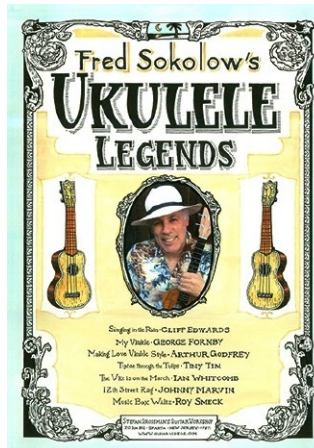
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8. This seasonal piece was done by **Pat Lewis**.

9. **Sarah Miller** recently created this tattoo for a client.

10. How do you make jagged rough oysters subtle and tasty looking? Here's how **Fred Carlson** handled two recent jobs from an advertising agency in Delaware that services the wholesaler Handy Seafoods. AD: Robin English. Fred reports this assignment took two days from first phone call, back and forth between Fred and the AD, to final approval.

11. Fred's busy streak continues as he shares more projects, calling this one of the most satisfying assignments of his 38-year career. "Great subject, creative freedom, appreciative and important clients (Tom Feldmann-national class slide guitarist and instructor, and Jorma Kaukonen-the

former lead guitarist for the Jefferson Airplane, managing the Guitar Camp in southern Ohio)." Art and lettering are all done in one design on one board by hand. The work will advertise next summer's performances and classes, be used as teaching binder covers, on the web, and signed copies of the limited edition poster will be available for sale. AD: Tom Feldmann/Fred Carlson. This job took four days including b/w tight sketch for OK and the drawing of the final art, painting, and making the scan and posters locally.

12. Fred's newest assignment for Guitar Workshop features a takeoff on a 1928 songbook cover with drop-in photo. All line art and letterforms were drawn by Fred and painted tones mimicking old 2 and 3-color covers. This assignment took 15 days including sketch approval, tight finished line art

approval, and finished illustration. AD: Stefan Grossman

13. For his quarterly feature in the Philips-Exeter Academy alumni magazine, here is Fred's color final showing the impact of tablets in the traditional classroom environment at an elite prep school like PEA. Compare this to Behind the Brush #15 where the approved sketch was shown. This finish was done over seven days including three revision stages to the pencil before the finished art was painted. AD: Dave Nelson

14. In her December 17 **blog posting**, **Ashley Cecil** notes: "In 15 days, I've participated in four holiday markets, growing my number of email subscribers by over 200... stocked my wares in three new retail stores, and managed online sales. I've just dropped off the last of my Christmas

orders at the post office and delivered a client's set of dining room chairs newly reupholstered with my fabric." Some customers, like the one shown here, sent photos of themselves with her products.

15. **Kit Paulsen** just finished this painting of a friend and posted it on Facebook with the comment, "So easy to paint a beautiful girl on a good looking horse!"

16. From the December 18 Sewickley Herald, an illustration by **Mark Brewer** for an article about things parents can do to keep kids from getting bored while they're off from school during the holidays.

17. This illustration was done by **John Hinderliter** for a client's Christmas card.