

# PSI Inside

www.pittsburghillustrators.org

## Member News

### On Her Game

**Rhonda Libbey** just got samples of new playing cards done for *Call of Cthulhu*, a collectible card game (CCG) from Fantasy Flight Games. Here's their website: [http://www.fantasyflightgames.com/edge\\_minisite.asp?eidm=11&fb\\_source=message](http://www.fantasyflightgames.com/edge_minisite.asp?eidm=11&fb_source=message)

Here are her two cards released this month. "I actually did the artwork last September, but as with any work done for the gaming industry it will take at least five months before the game is on the shelves and everyone who works on it can't post images or talk about it until it's released," she says. An in-house designer designed the cards and box. Typically, art is commissioned from at least 25 illustrators per single deck, and a deck is released monthly. Rhonda works in oil, and uses models. (**Alex Patho** was her model for the Teodor Corvin card.) Rhonda has been working with Fantasy Flight Games since 2007, and there are other game companies she has worked for longer.



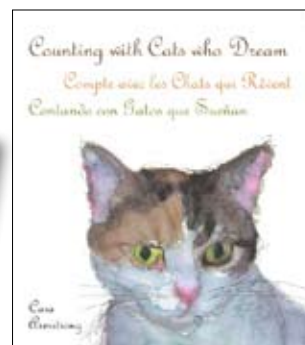
Rhonda doesn't play the game, but is a "super big fan" of H.P. Lovecraft, whose stories are its basis. "I don't do as much art for games as I used to, but every now and then I will for the sake of my fans."

### Have Brush Will Travel

This painting of the Medora Badlands, inspired by prairie references from various trips to the Dakotas, is part of **Fred Carlson's** personal output this summer. Several others appear on page 5.



### Nine Lives Times Ten



A new book written and illustrated by **Cara Armstrong**, *Counting with Cats who Dream/Compte avec les Chats qui Revent/Contando con Gatos que Suenan*, a multi-lingual counting book for children in English, French and Spanish just came out as a

Prairie Lights' Times Club Edition. "They made my illustrations look great and encouraged me to include three languages.

Hooray for independent and local book stores!" Cara says.

Here's more: <http://www.prairielightsbooks.com/counting-cats-who-dream>



Editor: Anni Matsick

Design/Production:

Steve Cup  
Beth O'Neill  
Zach Beresh



### My Spot

**Anni Matsick**

A sign for me that summer has reached its peak is the arrival of my local annual five-day arts festival in mid-July. It opens with a sidewalk sale for youth selling their art and crafts, where I'm reminded of

those days of exploration and endless possibility. A lot of the booths have two kids teaming up for a shared experience, bringing their wares to market. Now, as grownups,

we artists can capture a similar spirit at PSI's Business of Illustration meetings. June's BOI meeting featured an inspiring presentation and July's program will be just as informative, including a report on the national Illustrators Conference (Icon), which one of our members attended in June. Its theme? Working together. His summary appears on page 4 but don't leave it at that. Come for the live presentation where you can get more details.

In other departments, you'll find outstanding recent work and news of accomplishments. The Spotlight shines on another member picked as a local "best" in a Pittsburgh publication. Find out who it is on page 4! Members are eager to hear *your* news, so be sure to send it in for our next issue!

## On Exhibit

*Legends* opened July 21, with a reception at 7 pm at Wyld Chyld Tattoo, 742 Brookline Boulevard in Pittsburgh. The exhibit, sponsored by owner **Sarah Miller**, is devoted to artwork containing a mythological theme.



Christopher Wolfgang Carpentieri



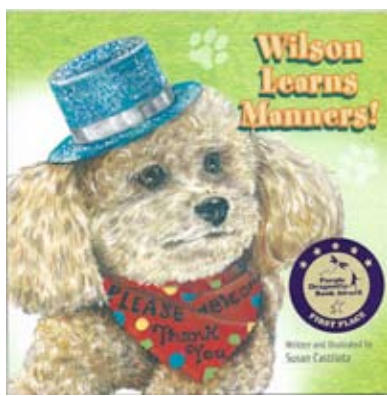
**Jim Zahniser's** newest portrait was included in his display during the South Side Works Exposed Music and Arts Festival in the shopping area July 13-15, which became a street festival with music, artist market (organized by the folks at Imadeit Market) and kids area. Three days of fun in the streets of the south side.

**Yelena Lamm** is shown at her booth at Three Rivers Arts Festival in June. Yelena says, "No big works sold but, in addition to prints, I sold quite a few small inexpensive original paintings. I sold all but five small pieces from what's shown in the middle section in the photo. Also, now I have a student---a very nice young lady whose mom I met at the Festival." Yelena is now looking forward to setting up shop in Shadyside for The Art Festival on Walnut Street, August 25-26, and making more mini-landscapes.



## Book Kudos

**Susan Castriota's** book *Wilson Learns Manners!* won first place in the Purple Dragonfly Book Awards and rated a perfect score with the judges. Details at: <http://www.fivestarpublishings.com/bookcontest/book-award-news-release.html?id=587>



Kirkus wrote in their review of *Twisted*, written and illustrated by **Nora Thompson**:

"Thompson shines at using unexpected or multiple perspectives to breathe new life into conventional tales, with story endings that are surprising and skillfully foreshadowed. This balance between the unpredictable and the expected rewards rereading." Read the entire review at: <http://www.kirkusreviews.com/book-reviews/nora-thompson/twisted-xobcEFVd/>



## Classes

**John Manders** will teach a 6-week children's illustration workshop starting Aug 2, in Oil City. Details at: <http://tinyurl.com/7gztyq>

## Events

This year's was the eleventh teeshirt **Anni Matsick** designed for young participants in the annual Children & Youth Day Sidewalk Sale that occurs on Wednesday, the opening day of Central Pennsylvania Festival of the Arts. Anni also marked at least a dozen years as Rules and Jurying Chairman for the annual four-day event in State College, which took place July 12-15. Lots more about it, including a slideshow (click lower right) at: <http://www.arts-festival.com>



## Upcoming Meetings

**Business of Illustration:** July 27, 7:30pm  
**Happy Hour:** August 14, 6:30pm  
 see our [website](#) for more info!

## PSI Worked For ... Judith Lauso



As a result of her spread in PSI's *Drawing Under the Influence* Illustrator Directory, Judith was contacted by the Hoffmann Gallery in Munhall to show monthly themed art pieces March through May 2012. March began with the Irish themed "Caitey's Irish Coffee" from the directory, and similar pieces. Other themes included: Tuscany style, Italian region, various flower images and children. Each artist was given a 4' x 4' wall space on which to hang art prints each month.



## ANNOUNCEMENTS

Victoria Lavorini reports on:

### The Business of Illustration: June Meeting

Our June meeting was held at **Frances Halley's** lovely Ross Township home. Fran did a wonderful job creating an atmosphere that accommodated one of the largest BOI crowds to date, but still retained a feeling of coziness and camaraderie. Members were able to gather and enjoy a generous spread of hors d'oeuvres and drinks served in Fran's spacious kitchen. She even transformed her dining room into a first-class viewing space for the PowerPoint presentation of this month's featured artist, **David Nelson**.



Dave is a painter as well as a publication designer and freelance art director. His in-depth and extremely well prepared presentation focused on the history, reasons, and process behind his current gallery show, *Of Choice and Chance*, which will be on display at the Box Heart Gallery on Liberty Avenue through July 21.



Dave's work is all about control versus chaos. His paintings are a reflection of a dichotomy in life that happens to every human being – a balance of occurrences that happen due to our choosing, and occurrences that happen that we are not able to control. As Dave states, "We, too, set up systems like government, family, credit cards – and happenings spill from them. Our life is a balance of opposites: reason and instinct, mind and heart, body and spirit, intellect and emotion, work and fun, effort and luck."

In order to visually express such a profound concept, Dave has created a well-thought-out process of painting that is also unpredictable in nature. Using only primary colors, he spatters paint onto a canvas. But before the paint graces the surface of the canvas, it must first go through a "system of objects that are controlled by random systems or chance." For example, he might construct a wooden grid, place it over the canvas, and randomly remove grid squares based on computer-generated numbers. He has even done the same thing utilizing fruit loops. His purpose is to create artwork that has a part in making itself - the perfect combination of control and chaos.



Following Dave's presentation, the group took part in a Q&A session with him, rather than a monthly question. The discussion shifted to his role as an art director and his experience in working with illustrators. He related the responsibilities of an art director to the ideas behind his own artwork. In a funny way, he must balance control (editors) versus chaos (illustrators). Whenever Dave works with illustrators, he makes a personal goal of giving them at least one of three things – money, time, or creative freedom. Ultimately, he aims to give all three. When choosing artists to work with, Dave is drawn most to individuals who are able to enthusiastically converse about a wide array of subjects. He finds that illustrators with active minds outside of the studio often produce the most creative work. In addition to this, he emphasized the importance of community amongst artists and that the art of conversation is an excellent way to strengthen said community.

After finishing up the Q&A, members partook in speed reviews, more snacks, socializing, and networking well into the night. The large crowd provided for plenty of experiences, projects, and stories to share with old friends as well as new ones.



In addition to myself, the guest artist, and Frances and her husband, those who attended were: **Rick Antolic, David Biber, John Blumen, Fred Carlson, Dave Nelson, Ashley Cecil, Steve Cup, Evette Gabriel, Rick Henkel, Beth O'Neill, Vince Ornato, Josh Perry, George Schill, Phil Wilson**, new member prospect **Seth Miller**, and three additional guests.

**Next BOI meeting: Friday, July 27, 7:30 pm at Mary Dunn's home in West Mifflin. Featured Artist: Phil Wilson**

A list of locations and speakers in this series through October is posted on PSI's website at: <http://pittsburghillustrators.org/>

Photos by Frances Halley

## Utrecht Art Supply

**SAVE 10%\***

All PSI Members with FREE Utrecht ArtSmart Card

\* 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.

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412.432.1945 [www.utrechtart.com](http://www.utrechtart.com)**

## Artist & Craftsman supply

**SAVE ON SUPPLIES!**

Bring in your PSI Membership Card to receive a **10%** discount on non-sale items.

**5603 Hobart Street, Squirrel Hill  
412.421.3002 [www.artistcraftsman.com](http://www.artistcraftsman.com)**

## Top Notch Art Center

**Supporting Pittsburgh  
Artists Since 1971**

PSI members receive a **20%** discount on all non-sale in-store supplies plus custom framing

**411 S Craig Street, Oakland  
412.683.4444 [www.tnartsupply.com](http://www.tnartsupply.com)**

David Biber reports on:

## ICON 7 Illustration Conference Providence, RI

The seventh Illustration Conference, took place June 13-16 on the campus of Rhode Island School of Design (RISD) and the historic Renaissance Hotel. I will be giving a talk on the overall experience at the July Business of Illustration Meeting on July 27, so this is a brief overview of most memorable highlights. It should help you come up with questions you'd like to ask that evening, on any topic you'd like to hear more about. Here's a bit of history from the ICON website:

*The Illustration Conference is a grass-roots, professional organization established in 1997 to serve the illustration community and promote the use of illustration in all media, provide a platform for illustrators and image-makers to address issues from a tight knit community and develop new approaches to this historically significant profession.*

*Our inaugural conference in October 1999 brought together top illustrators, educators, representatives, and art buyers to explore The Future of Illustration. This event was the first national caucus for illustrators and was an overwhelming success, selling over 500 attendees from around the world.*

*Since 1999, we have produced conferences in Santa Fe, Philadelphia, San Francisco, New York and Los Angeles. These Conferences have continued to probe and discuss the issues relevant to the field of illustration and design.*

This year's theme was *Drawn Together* and the program focused on how people collaborate for productivity. Several speakers discussed their relationships and how their alliances created better work and more opportunities.

Unlike conferences in years past, there were a lot of upcharge workshops prior to the conference start and then all of the speakers were able to be viewed by all conference attendees.



Lynda Barry with Matt Groening as Friday evening's main speakers.

Here are some highlights from my notes:

The Power of Communities session with Charles Adler (Kickstarter), Venessa Bertozzi (Etsy), Matias Corea (Behance) moderated by Jeff Newelt was a cheerleading session for Etsy and other websites that allow artists to sell service as well as product direct.

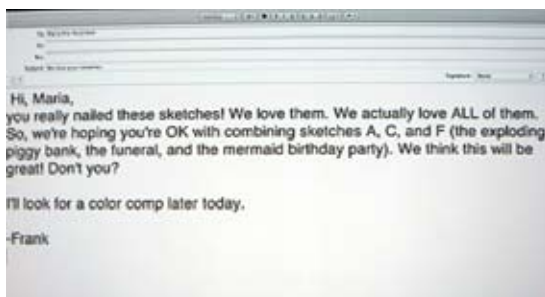
To me, Kiel Johnson's cardboard art presentation was cathartic. The guy makes amazing stuff with cardboard. Google him.

The Genius of the MTA Arts for Transit: Amy Hausmann and Lydia Bradshaw showed how artists work to create nice spaces for the NY subway system. They are always looking for new artists.

Bob Staake showed his work.

Linda Joy Kattwinkel gave a good talk about inspiration vs. infringement which included a discussion of copyright. She had great examples.

Lots of humorous client to illustrator emails (see example). The conference showed a broader spectrum of what our profession can be than the last two I attended (2001, 2003). There were more book illustrators than in years past, a wallpaper/textile designer, and other kinds of artists we would not typically consider illustrators. To me the jury is out on whether that was good for the profession or not.



I returned with a lot of enthusiasm and a feeling of time and money well spent. Hope to see you at the BOI meeting!

More information on the event can be found at:

<http://www.theillustrationconference.org>

<http://www.theillustrationconference.org/conference/program>

## Life Drawing Sessions

Thursdays 6-9pm • Short—30min poses • \$7

Panza Gallery

Sedgewick Street in Millvale off Route 28

Enter basement gallery on left side of building

[website](http://www.panza-gallery.com)

## Spotlight on... Stacy Innerst

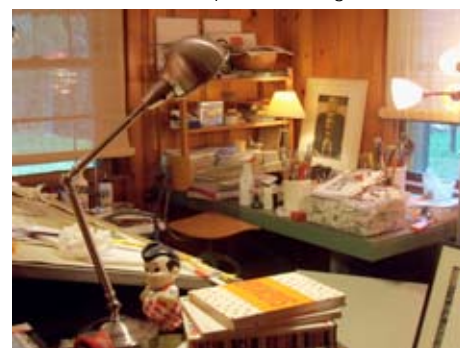
*Votes are in, naming Stacy as Best Local Artist in Pittsburgh Magazine's annual Best of the 'Burgh awards. This humble guy tells of his amazement on hearing the news.*



Stacy learned of the popular-vote award when he received an invitation to the party thrown for the honorees. His reaction: "I'm really, really honored that the readers of Pittsburgh Magazine would a.) know my work and b.) nominate it. Considering that the area has some of the best artists anywhere, I was shocked and a little embarrassed by it. I'm not giving it back, however." The magazine

touts Stacy as an "award-winning artist (whose) illustrations have been seen in numerous books and periodicals, including the Pittsburgh Post-Gazette. Among his projects (are) painted custom football helmets for Pittsburgh Steelers Jerome Bettis, Jeff Reed and Hines Ward."

The celebration took place July 12 at the Ballroom at Rivers Casino, where Stacy joined other past and present winners for a lively evening. "In addition to a sticker proclaiming my awesomeness, I was given lots of free beer as well as a tequila beverage with pineapple juice and coconut, lots of appetizers on tiny plates, a tee-shirt, a poster, \$10 worth of casino credits (which I lost in approximately five minutes) and some great elbow-rubbing opportunities with some terrific people. I asked around, hoping to meet Pittsburgh Dad (who won Best Local Twitter Feed) but he couldn't be 'ere n'at." Since photo results were blurry, Stacy offers this view of his workday studio, where he escapes the limelight.



Stacy's work can be seen online at: [stacyinnerst.com](http://stacyinnerst.com)

Complete Pittsburgh Magazine Readers Poll results appear at:

<http://www.pittsburghmagazine.com/Pittsburgh-Magazine/July-2012/Best-of-the-Burgh-2012-Readers-Poll/>

# Behind the Brush

"A new Americana series coming forward," says **Fred Carlson** of his four landscapes. (The first is shown on page one.) "They are very influenced by the Impressionism in a New Light show at the Carnegie Museum of Art. Done in watercolors, dyes and gouache on Strathmore board, they measure roughly 13" max width and 10" max height. All four were done in about ten hours, total. Shown are "Grenora ND," "Road to Canada" and "West of Pierre."



"This is a hand letterform piece I did for guitarist Tom Feldmann, evoking the mood of a train car side signage or a flour or cotton bale sack imprint," Fred continues. "Tom specializes in 1920s-1930s era acoustic slide guitar blues/gospel styles. It's for the top banner of his excellent website." The art was hand lettered/drawn, scanned, and then toned in photoshop.



This framed pastel painting of St. Bernard Parish is by **Mary Dunn**. She plans to give the sketch of her grandson, Liam, to him as a gift for his third birthday in August. The cougar is another pastel, inspired by a photo her cousin posted on Facebook; the animal was placed on a wildlife preserve in Grant Pass, Oregon. Mary has signed up for a credit course in drawing the figure at CCAC this fall. "I enjoy painting portraits and want to get into the figure as it seems to catch people's eyes," she says.



**Kurt Pfaff** recently completed this 11" x 14" oil on canvas portrait commission for client Gerry LaVan.



**Phil Wilson** writes, "Here is an illustration I've just completed; a spread for an upcoming children's book titled The Secret Place which I've been commissioned to do. (My 73rd book!) It's a story about a little boy's daydreams of different adventures he has in his mind. Other adventures include dragons, sharks, cowboys and Indians, etc. It should be lots of fun to illustrate!"



Two recent assignments are shared here by **Taylor Gallery**. For The Wall Street Journal, this portrait of AOL Inc. Chief Executive Tim Armstrong illustrated an article on how the aging Internet icon faces a referendum on his turn-around strategy.



For PC World, this image accompanied twelve tips to cut your cell phone bill.



**Ron Magnes** just completed three 20" x 30" posters for the Conair group, their parent company IPEG, and their sister company Rapid. These colorful posters will be used internally and displayed at their offices and plants worldwide.



Here is a detail showing one child from a commission **Christine Swann** is working on of four children.



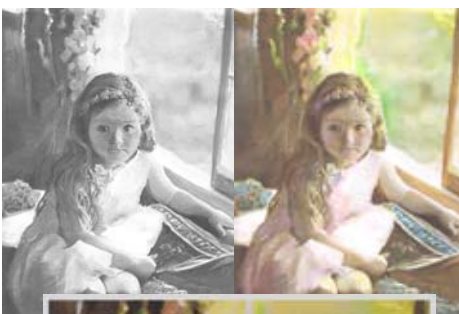
Here's a drawing **Wayno** did for the chalkboard menu at A'Pizza Badamo, the Mount Lebanon pizza shop he's been working with recently.



**Mark Brewer** did this piece for Yankee Magazine on mud football games that take place in various parts of New England this time of the year.



**Judith Lauso** did this portrait of a child in three stages. Stage one shows sketch on board. Stage two shows watercolor application. Stage three shows the image scanned into Photoshop with additional adjustments made. After client approval the final image was printed on canvas.



"Portrait of Anya" is a 22" x 30" digital painting by **John Blumen**.



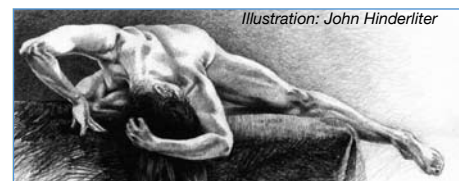
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Weekly Figure Sessions

South Arts building [www.southartspgh.com](http://www.southartspgh.com)  
Wednesdays, 7-9 pm **\$10.00**

No instruction, just a group of talented folks working in whatever medium they like. It's a casual, friendly group with music playing while they work.

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](mailto:animatsick@mac.com)