

PSI Inside

www.pittsburghillustrators.org



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

Gone Digital

Here's a sampling from **Mark Bender's** new website www.benderillustration.com that was designed with Alan Hassinger, Associate Professor at the Art Institute of Pittsburgh. The site is all new work created digitally. "The work still has it's Deco, vintage poster feel to it, along with a new portrait application of the style that also incorporates some influences of Lucian Freud meets 80s airbrush guy Peter Palumbi," Mark says.

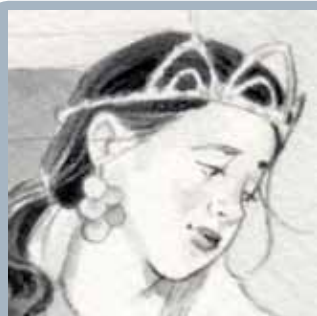
Print in Demand

Wayno's "Boston Terrier" is a 9" x 12" giclée print, donated to auction at Pittsburgh Animal Friends' annual *Black Tie & Tails* fundraiser. Read more on page 3.



Monster Geeks

The organizers behind Web Design Day requested three sticker designs from **Rachel Arnold Sager**. She did three different monsters accessing the internet via the three most popular technologies---smartphone, tablet, and laptop. "They were a hit," Rachel reports. "The organizers and the more than 230 web professionals that attended the event loved them." Web Design Day is a one-day conference designed to bring the best of modern web design to Pittsburgh. In its fourth year, it was held October 26 at the New Hazlett Theatre, a historic landmark on Pittsburgh's Northside.



My Spot

Anni Matsick

Those who know of my demonstrated lack of navigation skills while in the 'Burgh will be relieved to hear I'm buying a GPS before setting out for Saturnalia. Last month, while staying in Shadyside for a watercolor workshop,

I missed the launch party for *Ink Master* happening in Brookline when I got lost in the detour downtown. This time, I'm determined to get to Brentwood for our holiday party. I did better when driving in for the WPa SCBWI

conference this month (despite my taking a wrong exit due to an incorrect address on the hotel's website) so you can read about my successfully meeting up with other PSI-ers there on page 6.

While in town I plan to stop in Fe Gallery and be inspired by the fabulous show of paintings described in this month's Spotlight on page 5.

There's even more reason to join in the holiday celebration since it's an anniversary year---PSI's fifteenth! Marking the occasion is a turnover in the Board of Directors, welcoming in a new president and vice-president while acknowledging the contributions made by our outgoing officers in their two-term, four year tenure. It's a perfect time to meet up with old friends and get acquainted with members you've only read about in these pages, while sharing music, good food and drink and holiday cheer. You'll find all the details you'll need on page 3, so set your GPS and meet me there!

On Exhibit



Two PSI members took top prizes in Wyld Chyld's *Art of the Unliving* show which ran October 25-November 20. Best of Show went to **John Manders** for "Three Weird Sisters" and **Keith Bastianini** took First Prize for "Night Mistress"

(see Oct PSInside cover). Shown at the opening is Wyld Chyld owner **Sarah Miller** (center) and friends, including "The Ringmaster of the Macabre" special guest, Barnabus.



photo courtesy of Vic Shade

Kelly Blevins was 1st Place winner for "Self III," a 50" x 75" work in charcoal on paper, in *The Lore Degenstein Gallery Fourth Annual Figurative Drawing and Painting Competition*. The autumn exhibition is on display October 27 through December 7 at Lore Degenstein Gallery at Susquehanna University in Selinsgrove.

Sean Dockery and **Ryan Taylor** will have an art show on November 30 at Social Status.

Worthy of Note

A brief interview with **Fred Carlson** appears at the Writers Weekly web online-zine.
http://writersnewsweekly.com/interview_carlson.html



Kudos

Sarah Miller's dino-cop was the winner in Episode #4's challenge on *Ink Master, Season 2*. Watch episodes at 10 pm Tuesday on Spike TV. Help choose the season's winner by voting for your choice of the designs each week at: <http://www.spike.com/shows/ink-master>



Susan Castriota and her poodle Wilson appeared on CBS Pittsburgh telling about their book, *Wilson and the Whitehouse Pups*. Watch the segment at <http://pittsburgh.cbslocal.com/video/7899492-local-illustrator-publishes-book-about-white-house-dogs/#.UJJKl0gekCs.facebook>

Events

Kathy Rooney was invited to participate in Heinz History Center's annual book fair: *Books in the 'Burgh*. More than 60 authors will participate with book signings and for the first year they will feature Pittsburgh artists. Kathy will have a table, selling prints of her work. This year's event is set for Saturday, December 1, 10 am-3 pm, which coincides with the *Gridiron Glory: The Best of the Pro Football Hall of Fame* exhibition. There will be live entertainment, light refreshments, and special talks with local authors. Read more at: <http://www.heinzhistorycenter.org/events.aspx?EventID=202>



Nora Thompson participated in the Arthouse Coop Sketchbook Project. Her sketchbook (digitized here: <http://www.arthousecoop.com/library/6123>) was chosen for a curated selection of over 1,000 sketchbooks sent on a mobile tour, which included a stop in Pittsburgh on November 16. Here is Nora's statement about her book, *Stitches and Folds*: One spring evening in 2006 I started a new sketchbook just for me. The characters that jumped out on that first page

were nothing like what people paid me to draw. They were irreverent. They were a little twisted. They were fun. They had been crawling around in my head for weeks, and they wanted out. So I've allowed them to escape without apologies or regrets." More about the tour's start at: <http://us1.campaign-archive2.com/?u=35ce5c0c4ef364d3ea13db67c&id=55e035ab46&e=b0fab0f840>



Kit Paulsen reports that *Plein Air Mt. Lebanon* was "fabulous" and hopes to be invited to paint again next year. This one is called "6th Grade History Tour." Kit says, "While I was painting this scene, a 6th grade teacher and class paraded across the street right in front of me; I even got to hear a bit of the lecture about the history of the buildings. I quickly snapped some pics and added them later. This one sold."



The *Scream Park Preview Premiere* thrilled audiences on Halloween night! The film played for a lively and engaged packed house in Meadville near Conneaut Park where most of the filming took place. On the right are **Alexander Patho Jr** and **Rhonda Libbey**, the film's art director, shown with friends in a photo taken by Nathan W. Fullerton, director of photography. <http://meadvilletribune.com/local/x1400192462/Halloween-night-screening-for-local-slasher-film>



Rob Rogers and Pittsburgh's ToonSeum presented a public screening of *Cartoon Delegate: A Video Sketchbook from the Conventions* on November 5. The mini-documentary follows Rob's

journey as a Pittsburgh Post-Gazette editorial cartoonist as he travels to cover the Republican National Convention in Tampa, FL and the Democratic National Convention in Charlotte, NC.

Rob showed his work and talked about what it took to cover the conventions with nothing but a sketchbook and a Flip Cam.

Courtesy Pittsburgh Post-Gazette



Worthy Cause

Tickets for Pittsburgh Animal Friend's annual *Black Tie & Tails* benefit sold out a week before the November 3 event. **Dave Klug** and **Wayno** were among the seven returning Honorary Artists for this year's *Best In Show* theme.

Animal Friends raised over \$400,000 at the event which benefits homeless animals. Each artist donated a print for the silent auction. Dave Klug's "Americanine" is a 22" x 30" 2-color silkscreen he made himself at Artist Image Resource on the Northside. The image is sold as limited edition prints and on notecards, chosen for its timeliness. Wayno's print appears on page 1. The signs at each auction area featured reproductions of the artists' work and were also auctioned.



Upcoming Meetings

PSI MEETINGS HAVE CONCLUDED FOR THE YEAR

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

Announcements GPAC: Arts Loud and Clear

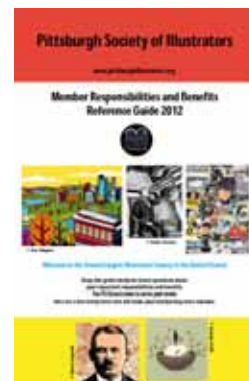
Here's a not-to-be-missed op to get an overview of Greater Pittsburgh Arts Council's functions and meet hundreds of other Pittsburgh art professionals! GPAC's annual meeting will take place Friday, November 30, 8:30 am to noon, at August Wilson Center, 980 Liberty Avenue. Keynote speaker will be Robert L. Lynch, President and CEO, American for the Arts (AFTA) based in Washington, DC. AFTA is hosting their annual convention in Pittsburgh next June, coordinated locally by **Ashley Paulisick**. Register at: <http://www.pittsburghartscouncil.org/component/events/event/5>



DID YOU KNOW?

All PSI members can and should download and print out the convenient 8-page pdf titled "PSI Member Benefits and Responsibilities" from the lower right section of our PSI home page.

You'll find benefits and guidance very helpful for your career track. With annual dues renewals coming up for 2013 in January, reading the by-laws and dues section is a helpful guide as well. You can help our society's fiscal and organizational health by attending to these duties---and it just takes a couple of minutes!



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Fred Carlson reports on:

SATURNALIA 2012

PSI's 15th Annual Crowning Social Tradition

Come and Celebrate!

Fifteen years past, in the dusty days of the late 1990s, a group of illustrators numbering a mere 28 gathered to celebrate the year just past and look ahead to another year of great art and terrific camaraderie. It became speedily clear that illustrators a., love to party and b., love to talk shop. This year marks the 15th anniversary of the PSI annual celebration entitled Saturnalia. We encourage one and all from our group, now numbering over 170 illustrators, to come one, come all, and invite clients!

This year's edition of holiday revelry will begin at 8 pm on Saturday, December 15 at the home of **John Blumen**, 25 Sceneridge Avenue (Brentwood area off Brownsville Road) Pittsburgh. PSI will provide ham, smoked turkey breast and sandwich rolls, hot hors d'oeuvres and an assortment of pop and bottled water. Members are welcome and encouraged to bring your choice of food or drink. Any questions, email: jjblumen@aol.com

To those musically inclined: Yes! John has planned to have a room set aside for those who would like to jam with other musically inclined members. Guitars, fiddles, and basses are certainly a part of the fun.

Saturnalia is our most-attended event annually so come join the fun!



Saturnalia 2012

New Members: Full Member

Violet Scarpone

violetscarpone@yahoo.com
www.viscarpone.com

Violet is a graduate of the Art Institute of Pittsburgh with an Associate Degree in Specialized Technology and a major in Visual Communications. She won the Merrill-Stanley Scholarship Award, Desi Award for graphic design and illustration, and First, Second, Third, Honorable mention and Best of Show at a variety of art exhibits. Her years of experience as a professional graphic designer/illustrator enables her to design, balance color, and effectively pace images to enhance all of her projects.



Violet's interest in human anatomy enables her to successfully capture form and light in her portraits. She uses a variety of mediums and her style ranges from realistic to impressionistic. She has also painted murals for residences and restaurants. Violet is a member of the Pittsburgh Watercolor Society.

Affiliate Members

William McCoy

wmccoy3@stu.aii.edu

Will is a student at the Art Institute of Pittsburgh set to graduate in December. He writes, "I hope that by surrounding myself with people more talented than me, that I can improve my skills as an illustrator, and make a few friends along the way."



Lauren Miller

lauren@laurenmiller.com

Lauren is a graduate of Columbia College Chicago with a BFA in graphic design. While not formally trained in illustration, she enjoys using it as much as she can in her design, especially when it involves hand drawn typography. Lauren lives in Coraopolis and is currently working as a freelance designer. She was encouraged to join by Dale McNutt.



Fred Carlson reports on:

The Business of Illustration: October Meeting



October's Business of Illustration Meeting showcased **Pat Lewis**, one of our fine humor illustrators, in the comfortable setting of **Mary Dunn's** home in West Mifflin. Taking the same chair that **Phil Wilson** presented from at the July meeting, Pat

reviewed his career and passed out samples of his comic strips, a graphic novel, physical portfolio pieces, and numerous examples of his promo cards. What many in the room found especially fascinating was Pat's background---he was a writing major at Penn State and could never fit the long studio arts classes into his academic schedule!

Pat's forte at this key point in his education was the format of the comic strip, where the written idea takes pictorial form in sequence. While still at Penn State he was already pulling together the business savvy to circulate his comic strip ideas to various syndicates around the country. On the heels of his graduation in 1998, Pat received a development deal from one of the syndicates where he was paid for a few months of regular delivery of the strip to see if he could satisfy the quality and deadlines of the daily comic strip field.



As Pat settled into the Pittsburgh area after graduation and began branching out into various editorial assignments away from the comic strip marketplace, Pat presented many examples where his involvement in PSI helped develop his technical artistic expertise. Illustrators **Craig Mrusek**, **Mark Brewer**, and **Mark Zingarelli** all helped Pat technically and in his business outreach. I found this part of Pat's presentation fascinating because it illustrated what PSI is all about---illustrator's education, extending careers, growing professional opportunities, and encouraging and promoting new directions in our membership's work.

There was a lot of discussion relating to Pat combining his hand-drawn roughs and line finishes (he showed these to the group, pulled out of his

"Pat Lewis box") by scanning those into files and creating his finished work using color programs in Photoshop. Various ways to execute textures and patterns were discussed among the group---what was over my head was understood by most of the attendees! What summarized Pat's presentation was the ongoing quest for self-education and self-fulfillment in his desire to grow and learn new techniques to grow his artwork and career.

Speed reviews followed with work by **Josh Perry**, **Mary Dunn**, **Kathy Rooney**, **Todd Murray**, **Fred Carlson**, and new member prospect Kelly Ackerman shared. President Mark Brewer presented The Question of the Month: "How Did You Get Started in the Business of Illustration?" The group listened to responses of length from President-elect **Evette Gabriel**, VP **John Blumen**, and **David Coulson** on this topic.



Mark Brewer made a public note that this Business of Illustration meeting would be the last of the year and his last as President. It appears President-elect **Evette Gabriel** and VP-elect **Ashley Cecil** will be keeping some form of this program in place next year as we reschedule the **Mark Zingarelli** talk and look forward to hearing from many other talented PSI-ers. The group present applauded both Mark's and John's service to the Society after their four-year stints as officers ends next month. The success of the BOI series also was greatly applauded by the attendees.



The table spread was bolstered by the generosity of the membership, including hoagie sections, cookies, snacks, iced tea, wine, soft drinks, and Dunkin Donuts coffee. If you aren't planning on coming to BOI meetings next year you *have* been forewarned: you will be missing some great table spreads! Thanks to **Mary Dunn** for her generous second hosting of a BOI meeting in 2012. In addition to those previously mentioned, in attendance were: **Vince Ornato**, Treasurer **Gina Antognoli Scanlon**, **Rick Henkel** and **Phil Wilson**, for a total of 17 present.

This was the last Business of Illustration meeting for 2012. Thanks to those who opened their homes to host meetings and to the Featured Artists who shared their experience and expertise.

Fred Carlson reports on:

November Social

No rain, a sunny crisp day, pre-Thanksgiving ennui, and a dead night at Church Brew---all combined to offer a fun night for PSI members at the monthly second Tuesday social November 13 at Church Brew Works. The final regularly scheduled social night for 2013 found PSI members with lots of elbow room back in their regular section of tables in the back left area of the bar, enjoying sharing samples and new promos, giving and receiving constructive advice, and learning more about PSI each meeting they attend. The pizza supplied by the Society helps break the ice too!

Recently joining affiliate members **Richard Coble, Kyle Findley, Todd Murray** and **Victoria Digiacomio** joined President **Mark Brewer** and VP **John Blumen** at the main table while smaller groups traded shop talk and peeks at new projects. Attendees included PSInside designers **Steve Cup** and **Beth O'Neill**, new member contact **Fred Carlson**, President-elect **Evette Gabriel**, VP-elect **Ashley Cecil, Alex Patho Jr.**, scholarship chair **Rhonda Libbey, Fran Halley, Rick Henkel, George Schill**, new member prospect **Kelly Ackerman, Phil Wilson**, and **Ilene Winn-Lederer**.

This was the last social for 2012. Everyone looks forward to the upcoming annual Saturnalia holiday extravaganza at **John Blumen's** home on Saturday December 15 at 8 pm.

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Spotlight on... Sonja Sweterlitsch



As creator of this spectacular effort, Sonja fulfills her project's criteria of being a notable young woman who makes Pittsburgh her home.

Sonja is shown in her studio with a painting in progress of Nami Ogawa, creator of the ZETO fashion line, and a ballet instructor at Point Park University. It will be a part of her solo show opening December 7 at Fe Gallery in Lawrenceville.

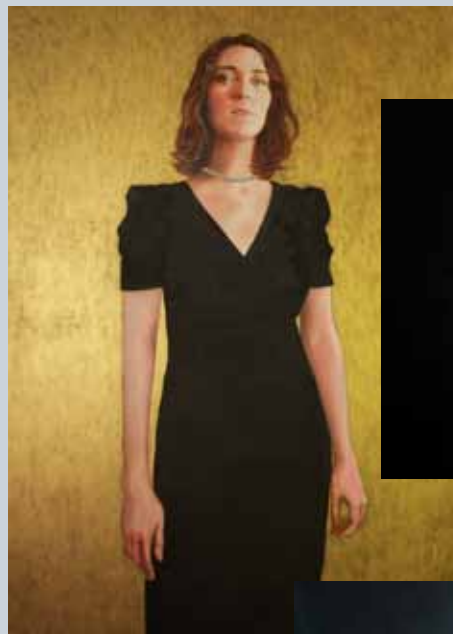
After earning a degree at Carnegie Mellon University and an ensuing period of working in abstraction, Sonja began teaching herself how to paint with oils using techniques of the old masters, painting studies of faces and heads, often using her friends for models. After seven years of study and experimentation, Sonja wanted to create a show of portraiture. "I decided to celebrate young women who are making Pittsburgh a truly exceptional city," she relates. "*Beautiful Dreamers* is over two years in the making, counting from when I asked the first of my sixteen participants to pose. That was the most difficult part—I had to overcome a lot of nervous stress! I didn't have any particular system. I'd met some of them through my work at the Three Rivers Arts Festival and the Pittsburgh Cultural Trust. Some, like Casey Hanner, the lead singer of Donora, and Katie O'Malley, the host of PensTV, I asked simply

because I wanted to meet them! To give an idea of my thought process during this time: when my daughter Genevieve was born, I noticed that one of the doctors in the delivery room had beautiful eyes, the only feature not hidden by her surgical mask. I tracked her down several months later and asked if she would like to take part in my show.

Getting to know my subjects has been, by far, one of the most rewarding experiences of my life. I've made friends with so many interesting, strong young women. While traditional artistic disciplines such as figurative painting and portraiture are often derided as old fashioned or passé, I believe projects like mine show a way that this type of art can continue to be very relevant, by celebrating the greatness in our community and our lives."

Save the date for the opening reception of *Beautiful Dreamers: A Celebration of Pittsburgh Women*, December 7, 7-11 pm. The show runs through January 12 at Fe Gallery, 4102 Butler Street, Lawrenceville. A complete list of subjects appears on the gallery's website at: <http://www.fegallery.org/#/posts/category/upcoming/>

More of Sonja's work can be seen on her website at: <http://www.sonjasweterlitsch.com/>



(above) "Portrait of Heather Hackett," Manager, Gateway Center Crazy Mocha, 4' x 5' oil on canvas

(left) "Portrait of Tara Gainfort," Arts Advocate, 3' x 4' oil on canvas



"Portrait of Angela Seals," Program Manager, Children's Museum of Pittsburgh, 3' x 4' oil on canvas

Anni Matsick reports on:

2012 WPa SCBWI Fall Conference: Illustrators Track

The Power of Literature, titling this year's annual Western Pennsylvania Society of Children's Writers and Illustrators Fall Conference, was back in Pittsburgh on November 9-10 after last year's absence when uniting for a tri-regional conference in Gettysburg. Only three illustrators attended, making for an up-close and personal exchange with speakers in the workshop sessions. I met up with **John Hinderliter**, and **Nora Thompson** who was also busy with duties as WPa Illustrator Representative. Nora is good at the high tech stuff and made sure all of the presentations ran smoothly. John and Nora are writing as well, so they took advantage of the Friday Night Social & Critique Session for an informal round-table critique.



On Saturday, in addition to the inspiring speakers which included writer **Nikki Grimes** as Keynote, the program held three break-out sessions directed toward illustrators. *Draw Me a Story* with **Stacy Innerst** attracted a lot of writers as well. He talked about his numerous children's book

titles and impressed us most with his paintings cleverly done on old denim jeans to illustrate *Levi Strauss Gets a Bright Idea*, written by Tony Johnston. The admiring group suggested that the artwork has high sales potential if framed for gallery display, which Stacy is considering as a next step.

Another hour went quickly in a lively, informal session with **Kristin Lewis**, Editor of *Scope* magazine (Scholastic) who spoke on *Breaking into the Magazine Market: The Role of Cartoons, Graphic Novels, and Illustration in Classroom Magazines*.

Kristin has a large role in selecting artists and presenting her thoughts to the art director. Teachers hungry for pictorial stories for middle school students at a low reading level find the densely-illustrated publication serves their needs. Another opportunity is artwork for conversion to classroom videos that bring a subject to life using humor; "The place to be," says Kristin. Common Core Standards adopted by 46 states including Pennsylvania www.corestandards.org have created a serious shift in instruction. 50% is now required non-fiction, and 40% at elementary level. Teachers are desperate to bring this content to life with imagery, creating an ideal market for classroom magazines.



Julie Ham, Associate Editor at Charlesbridge Publishing, gave a sometimes surprising report on the author/illustrator relationship in her talk titled *The Author/Illustrator Picture Book*. While most publishers work separately with the artist and illustrator, this one aims to fulfill the author's vision. As editor, Julie gives a few words describing a text to the art director who then picks two illustrators whose samples are sent to the author for approval. She describes the single author/illustrator book as a unique relationship with cohesive vision and unified purpose. It differs from having separate author and illustrator in that the text is already polished by time of acceptance and then passed on to the illustrator who is not bound by any pre-conceived notions, allowing for new interpretation. The process is more linear with less back and forth. Another advantage Julie cited is that two people will then help to promote the book.

"First Looks" is a terrific opportunity for illustrators, instated at the 2011 Tri-Regional



Conference. Illustrators' artwork is projected anonymously on the wall, interspersed with "First Pages" readings from authors, for comments from faculty. The panel of four included the editors mentioned above, **Joe Monti** of Barry Goldblatt Literary and **Noa Wheeler**, Editor, Henry Holt Books. Artists could submit three images, following a character through a story. Nora's "Rots" art was praised for its original vision, with particular note of a character whose eyeballs float outside its head. The characters from John's story in progress were described as lively and two on the panel imitated the "woof" sound they thought the dog would emit. In my samples, the panel liked the cover piece's color combination and the girl's crooked teeth were pointed out as "a wonderful touch."



Since I was the only illustrator to submit a design for this year's Lapel Pin Contest, no voting was necessary. The design will appear on a die-cast pin to be distributed at next year's conference. The prize? I get in free! Already looking forward to it and hoping to see more of my illustrator friends next year.



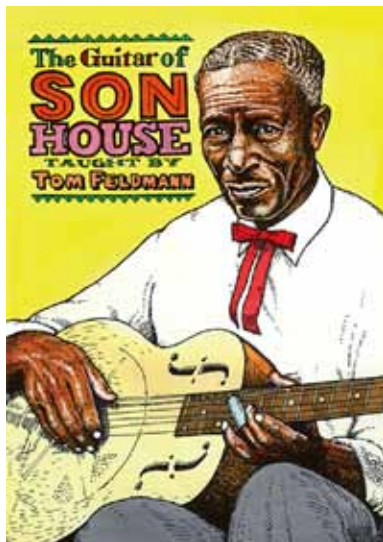
Behind the Brush



This piece for the Table Talk quarterly column, Philips-Exeter Academy, was delivered by **Fred Carlson** to art director Dave Nelson at the end of September and was printed in the Fall 2012 Alumni Bulletin. Subject Jen Holleran is the driving

force behind the "Startup: Education" program remaking the Newark School system. The pencil for approval was shown in September's PSInside.

This final printed piece by Fred for the Guitar Workshop teaching series was just released in October. The sketch for OK was shared with PSInside in the May issue.



Taylor Callery created this image for PC World for a story about security threats to watch for in the coming year.



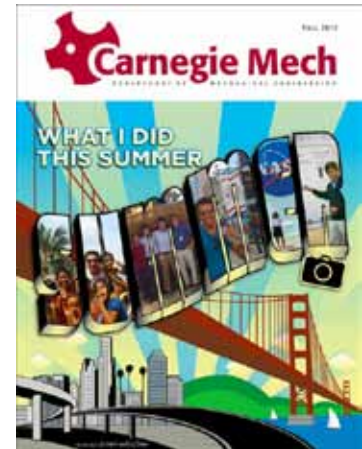
Here's a new Silver Screen Icon from **Jim Zahniser**. Jim will participate in a big artists market at Bakery Square in East Liberty, November 30 - December 1. Lots of unique vendors and gifts, just in time for the holidays.



Here are two more spreads plus the cover from the book **Phil Wilson** just finished, *The Adventurous Tales of Philip Wells*. His next book assignment, the fourth installment in the *Baby Santa* series, will begin later in November.



This a cover illustration **Dan Hart** did recently for the fall issue of CMU Meche News. He created it using Adobe CS6.



Vince Dorse writes, "I did a quick spot illustration for the City Paper that marked the *third time in a row* that I've had to draw someone in a mask for them. Apparently the art director isn't sure I can draw noses."



Here's **Wayno's** December PittGirl illustration, for a story about Western PA's claims to having originated the wedding cookie table tradition.



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



Kyle Findley's promotional piece for Imagination Awareness placed 2nd in the Bradford School Jury exhibit in September. "Cereal City" is a perspective piece. Kyle also shares page 1 of a self-published Halloween comic.



This scary Jack-in-the-Box tattoo is **Sarah Miller's** design for the Halloween Episode #5 challenge on Spike TV's *Ink Master*, Season 2.

These illustrations by **Mark Brewer** for the Sept/Oct issue of *Yankee* magazine accompanied a humorous article by Ken Sheldon describing the plethora of fall foliage visitors New Hampshire receives each year and the various visitors who photograph it. The art also appeared on a local New Hampshire TV news program which featured Ken and some of his other humorous takes on life.



"The Illusion Of Internal Controls" was done for the cover of October's *Strategic Finance* Magazine to accompany the feature article about the false sense of security within corporate businesses. This is Mark's second cover for the publication.



"Mixed Marriages" appeared in the Sunday October 7 edition of the *Pittsburgh Tribune-Review*, about couples who have opposing political views.



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: