

# PSINSIDE

[www.pittsburghillustrators.org](http://www.pittsburghillustrators.org)

April, 2011

## My Spot by Anni Matsick



Signs of spring and new growth are blooming here on our front page with work from three of our youngest

members. As membership continues to flourish, this month's question reveals the unique ways some of us are working to generate interest.

Also mushrooming is the number of pages reserved for our 2011 "Mixed Drinks" directory. Thirty are now reserved, halfway to our goal of 60 pages as we near the May 31 deadline for art. Fabulous artwork for two recipes is revealed on page 4 so take a peek and then reserve your page if you haven't already. The word's out and PSI's website is becoming a "go-to" spot for art buyers. Don't miss out on this opportunity to present your work as a part of our thriving organization!

Editor: Anni Matsick  
Design/Production: Ron Magnes

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## News Flashes From Our Members

### Stormy Weather

"Breaking Free" is one in a series of personal "storm" theme paintings that **Katie Koenig** plans to offer for sale. She paints with acrylics over dried gesso applied with a palette knife to give the canvas texture and an interesting depth.



### Riding High

**David D'Incau's**

art is on the cover of April's *Bicycle Times*, an international cycling magazine based in Pittsburgh.



### Tears of the Sun

This woodcut by **Steve Cup** commemorates the aftermath of the recent earthquake and tsunami that devastated Japan.



## NEWS FLASHES continued

## On Exhibit

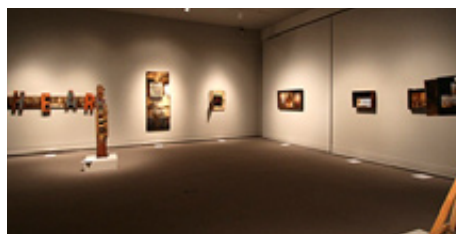
**Beth Hovanec** and fellow artist Fran Marze have an exhibition at Pittsburgh Technical Institute's gallery through April 31. Beth has a total of 31 pieces in the show, including some photography, drawings and watercolors. PTI is located at 1111 McKee Road, Oakdale.



*Life After Lovely* is an exhibit of fresh, new art by **James W. Elston**. It's on display through May 7 at the Art Works, at 413 Third Avenue in Johnstown. James says, "It includes paintings, Post-it notes and ballyhoo!" Enjoy the flickr slideshow at: [tinyurl.com](http://tinyurl.com) Read more on James' blog at: [jameselston.blogspot.com](http://jameselston.blogspot.com)



A show of 19 works by **Johann Wessels** opened April 14 in Moose Jaw, Saskatchewan. In his paintings, Johann re-creates fragments of history that may have been lost to time or memory. Parts of this work are real, and parts are painted to look real. The show is the result of a Saskatchewan Arts Board grant, which allowed him to create this body of work without concern for its commercial viability.



"Edgar and Chloe" by **Nora Thompson** is one of the paintings/drawings that is currently on display at the Sewickley Public Library ([www.sewickleylibrary.org](http://www.sewickleylibrary.org)). Randi Morgan, who curates exhibits



there, found Nora's and **Mark Brewer's** artwork on the PSI Web site and contacted them to do an exhibit together. The show will run through mid-May. On Friday, April 29th, the library will stay open late (5-9 pm) for an open house that will coincide with Sewickley's Art Walk.



**Anne Trimble** will have one piece in the Pittsburgh Pastel Artist League exhibit at West Penn Hospital, April 29-May

30. She will exhibit three pieces in the McMurray Art League juried exhibit *Values in Art* at the McMurray Art League studio and at the Galleria in Mt Lebanon, May 6-20, with an opening reception at the studio, May 6, 7:00-9:30. Look for her solo show on the lower level of the Mount Lebanon Library May 1-31.



"Notations" won Honorable Mention for **Anni Matsick** in the Art Alliance of Central Pennsylvania's *17th Annual Recycled Art Show*, held April 15-17 in Lemont. Entries incorporate recycled materials and adhere to an annual theme. This year's theme was "It's About Time." Anni's inspiration: "Among my mother's things was a stack of ten recent calendars she had saved. I studied the daily jottings: appointments, reminders, birthdays...the stuff of everyday life all neatly recorded. A seemingly endless supply of days to spend, stacking up, year after year." This was Anni's seventh year as co-chair. The show has received four consecutive Waste Watcher awards from Professional Recyclers of Pennsylvania.





## NEWS FLASHES continued

"Invasion of the Monster Women" by **Kit Paulsen** will be in the Pittsburgh Watercolor Society's *Waterworks* show at the Fein Art Gallery on the North Side April 29 through May 28, with an opening reception on April 29.



Shown is the first of two tree paintings by **Ron Thurston** designated for the *Arbor Day Celebration* April 29 at Elan Gallery, 427 Broad Street in Sewickly.



## Worthy Cause

**Susan Castriota** is shown wearing a jacket beaded with various dog breeds while signing copies of her book, *Wilson Gets Adopted*. The Western Pennsylvania Humane Society booth drew a large turnout at the Home and Garden Show at the Pittsburgh Convention Center March 4-6, with some of the book sale proceeds benefiting their cause. Susan adds, "My daughter adopted a dog!"



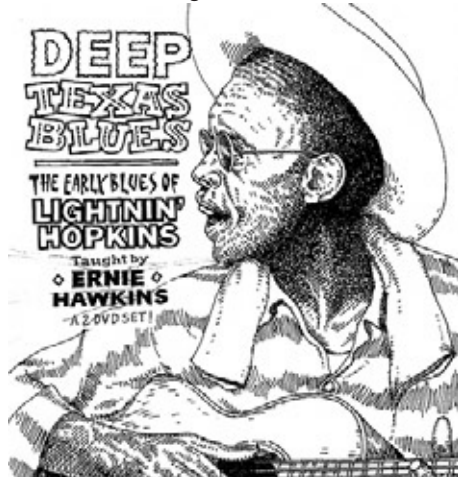
## Guitar Picks



Mississippi John Hurt

FCarlson signature line and the shirts will be marketed worldwide by an Italian fashion marketing firm in such cities as

**Fred Carlson** Illustration and the Guitar Workshop company of Sparta NJ is announcing a new line of boutique t-shirts featuring Fred's drawings of blues musicians. It's called the



Tokyo, Berlin, Milan, London and all over department stores in the United States. More details and examples of the "look" of the line should be available soon to share. Fred says, "Hopefully, Stefan Grossman's (owner of Guitar Workshop) connections with Eric Clapton and Jeff Beck can encourage those two to wear these shirts at a few gigs—that's all we need for the advertising to take off!"



## New Members

### Full Members:



**Charles J. Lucas**

[email](#)

Charles is thrilled to be a member of PSI and is blown away by the creativity and

talent of the members of the nations second largest illustrators society. The 70-year-old is looking to get into more creative pursuits along with his religious icon painting. In his past life, he was a graphic designer for the Graphic Arts Technical Foundation and Gateway Marketing Service.

### Roger Smoot

[email](#)

Roger has been employed as a graphic designer at KDKA-TV for 22 years and has 35 years experience in the field. He attended AIP in the late 1970s.

### Byron Winton

[email](#)

[website](#)

Byron holds a 1992 Associate's Degree from Art Institute of Pittsburgh. He works in acrylic and uses photography and vector/pixel/3D software when needed with the end result always a physical piece of art. He freelances in the comic book industry.

### Affiliate Members:

#### Stephen Mayfield

[email](#)

Stephen currently works as a biology instructor at Butler County Community College. His goal is to transition his career from college professor to illustrator over the next 13 years, when he reaches retirement. He loves telling a story with my artwork and feel being an illustrator fits nicely with his interest.

#### Ateret Reisner

[email](#)

Ateret is a 2010 Carnegie Mellon graduate with his own new company, Flyspace Productions LLC. Clients include Agency for Jewish Learning and the Jewish Federation.



## ANNOUNCEMENTS

### Drink Up!

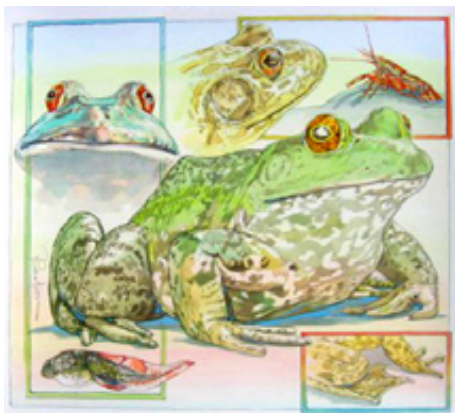
We are now up to 30 pages for our 2011 "Mixed Drinks" directory. We're halfway to reaching our goal of 60 pages.

[Click here for the PDF](#) containing information for the "Mixed Drinks" illustration directory. The **LOW PRICE of \$169** is specifically geared to entice all members to join in! **All artwork is due by May 31!**

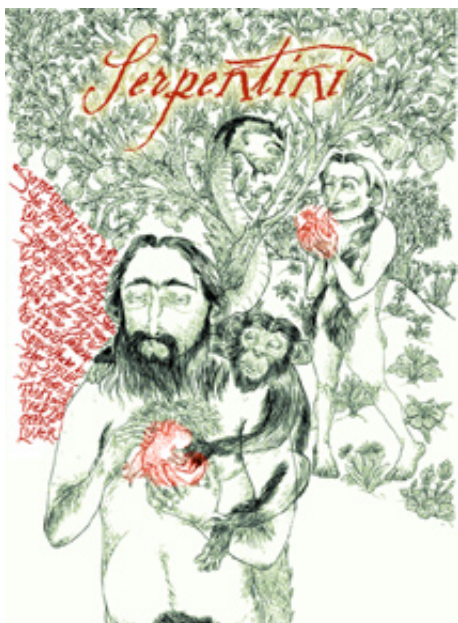
Send your check made out to Pittsburgh Society of Illustrators, to:

**Mark Brewer**, 439 Lark Tree Circle,  
Bridgeville, PA 15017

Here's two recent pieces sent in by **Fred Carlson** and **Ilene Winn-Lederer**.



Fred Carlson leaped right into creating the art for a drink called "The Bullfrog", although he's not sharing its contents yet.



Here's a study by Ilene Winn-Lederer for a tempting drink called a "Serpentini". The recipe will be part of the drawing and is a mix of apple liqueur, grenadine garnished with apple slices and pomegranate seeds.



Logo by James Elston

Feel like sharing your creativity?

Johnstown's ART WORKS is looking for artists to create and donate upcycled or repurposed functional or decorative artwork for their benefit auction, *The Salvaged Treasures Project*. You can participate in a workshop where adults and teens can create pieces on Saturday, April 30, 11 am-3 pm. The silent auction, fashion show and entertainment is set for Thursday, May 19, 6-10 pm with bidding from 6-8:30 pm. Both events take place at ART WORKS, 413 Third Avenue, Johnstown. Questions or comments, please call 814.535.2020.

### Inspirations

**John Hinderliter's** healthy addiction was a consequence of having a studio above Weldin's Stationery for 18 years.



I have a large collection of fountain pens (over 100) that I used

to use extensively for my line art work. A new pen always inspired me to do more art. Now, most of that work is done in Photoshop. Here's a photo of a few of the dozens of fountain pens I bought over the 18 years I had a studio downtown. Prior to Photoshop, SketchBookPro, Painter and ArtRage these were what I used for all my black and white illustration. Most of the pens were purchased at Weldon's Stationery on Wood Street (they actually have a pen department). All of the nibs were different—some blunt and used for big bold lines, some thin and stiff for detailed work, but my favorites were those with a thin flexible nib allowing for a wide variety of line work. They varied in price from forty dollars to two hundred and fifty. My overall favorites were the Namiki pens because they never ever clogged and worked immediately, even when filled with India ink, after a prolonged layoff.

### Personals



PSInside has lost its biggest fan. **Anni Matsick's** mother, Frances Urban Delsandro, passed

away April 4. She was snapped in this early '40s photo by a co-worker at Eastman Kodak Company in Pittsburgh in the early days of her secretarial career.



**Johann Wessels** reports, "I have been doing a lot of portraits in this last while. We are mov-

ing house in about two weeks and suddenly people decided they needed me to paint their children before I left town. I am happy to oblige but it has turned the screws tighter in the stress department as I had to complete work on my April show and then all the portraits...and then start packing my studio and home. We have lived in Moose Jaw, Saskatchewan for over ten years and were waiting for our sons to leave home before relocating to the warmer and more bicycle friendly Okanagan Valley more than a thousand miles to our west. I hope this will also mean a richer cultural life and more time to meet fellow artists and find more inspiration. We can't wait!"

### FUN LINKS



**Peep Show**  
[website](#)



## FEATURE

### 2011 PSI CCAC Scholarship Awards

PSI Scholarship Chair and juror **Rhonda Libbey** awarded four talented art students at Community College of Allegheny County, Northside Campus with PSI Scholarship Awards



Third place winner Anissa Possage

**Kathy Rooney** was present to hand out the awards during the reception of the Annual Student Exhibit on April 6. Kathy reports, "More students are participating in the student show at CCAC because of our awards - so says the department chair, Paul Jay, who is very grateful that PSI offers such inspiration for his students."

**Rhonda Libbey** remarks, "It is a handsome show. I do believe that there were noticeably less pieces this year to choose from that could be considered illustration. There was a ton of great sculpture though."

First Place—\$150 (top)  
Heather Fuller "Rahab"

Second Place—\$125 (center)  
Angelica Joy Miskanin  
"The Queen and Me"

Third Place—\$75 (bottom)  
Anissa Possage "Kat Von 7"

Honorable Mention—\$50 (not shown)  
Paula Mattern "Zombie Parade"



# A&C

Artist & Craftsman Supply

### Savings on Supplies!

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

5603 Hobart Street, Squirrel Hill  
(412) 421-3002 [www.artistcraftsman.com](http://www.artistcraftsman.com)

### Top Notch Art Centre

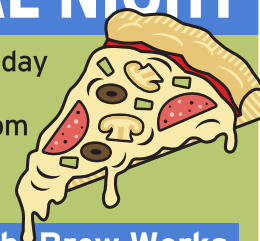
#### "Supporting Pittsburgh Artists Since 1971"

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

411 S Craig Street, Oakland •  
(412) 683.4444 • **Steve Hnat—Owner**  
[www.tnartsupply.com](http://www.tnartsupply.com)

### SOCIAL NIGHT

Every last Friday of the month beginning 8 pm with FREE appetizers!



#### The Church Brew Works

Pittsburgh's Finest Brew Pub  
3525 Liberty Ave, Strip District

### Members can receive a 10% discount from the iSpot and AdBase

Just show proof of your PSI Membership Card and mention that PSI President Mark Brewer referred you.

[www.theispot.com](http://www.theispot.com)  
contact: Natasha Boysaw  
1-800-838-9199 ext. 4  
[natasha@theispot.com](mailto:natasha@theispot.com)

[www.AdBase.com](http://www.AdBase.com)  
contact: Matthew Newell  
1-877-500-0057

## INTERVIEW

## In Touch with...

**JAMES  
ELSTON**

"Jimbo" is a prolific idea machine. You may have "liked" his Facebook page where he recently posted hundreds of Post-it note images. He has a busy family life with four kids, is involved in the Johnstown community and still found time to talk with us here.



**Q:** How would you describe your personality and lifestyle?

**A:** I am spontaneous, easy-going, family-ish, goofy, friendly, off-beat...I love to travel, I dig Asian food, I like independent movies and music, I don't understand football or team sports, but I love skateboarding, snowboarding and wakeboarding. I am interested in spiritual things, and am deeply committed to my church and family. And I am crazy about donuts and coffee.

**Q:** Was there a significant turning point or detour in your career?

**A:** I had been an illustrator for about eight years, and I was making barely any money, and I was working on a few projects in a row that were uninspired, non-creative, low-paying, and time-consuming. I was emotionally and creatively dry and in crisis mode. I met with PSI member **John Ritter**, and he gave me some really good artistic advice, and shortly after that, my producer-friend Eric from Los Angeles flew me out to California to participate in a

group painting show, and he took me out all over town to show me cool stuff. He sat me down and gave me some career guidance. I think that trip changed me. Now in addition to illustration I am working as a painter, mural artist and I am more involved with my local community.

**Q:** What's the one aspect of illustration that most inspires or motivates you?

**A:** I have a short attention span, so I love the quick turnaround of most projects. I love that point where the sketch is approved, and it is time to execute the final. That always feels good.

**Q:** What was the most constructive criticism that you ever received?

**A:** **John Ritter** looked at my work and told me that while it's *technically* good, and it's obvious that I can draw, the one thing that was mostly lacking is my *voice*.

I had inadvertently become like a cover band, playing whatever song you want to hear, and had lost the personal stamp that made it unique. That one comment sparked a revolution in my thinking.

**Q:** Does the artwork that you do for yourself differ from the artwork that you do for your clients? If so, how?

**A:** Yes—they share some common elements, but my personal work has more of a reckless *abandon* to it. I am interested in the creative process, so I will make all kinds of messes trying to find it. My client work is more polished and usually done in Adobe Illustrator.

**Q:** What do art directors like about your work?

**A:** They often enjoy the emotional spark I add to the characters. My strengths lie in the character-based illustrations.

**Q:** Who or what has been the biggest influence on your work?

**A:** That's a difficult question to answer.

I find artistic influences in a lot of places. I am influenced by '50s Disney cartoon shorts and UPA cartoons, as well as the Disney films I worked on, Chuck Jones, Japanese pop culture, graffiti and street art, among other things. When it comes to being a professional artist, my wife has been my biggest influence. I would not have gotten very far without her.

**Q:** What would you do with ten million dollars?

**A:** First, I'd buy a second car, some clothes, fix my house that's falling apart, go to Disney World for a much needed vacation, and replace all my computers. After I got back, I would have a better idea of what to do with the money. I would love to start something good in Johnstown (where I live).

**Q:** What do you enjoy reading?

**A:** With reading, I have a terribly short attention span. It takes me six months to read a book that my 11-year-old son could read in a day. I do like to read indie graphic novels, the Bible, and I love listening to short stories and old time radio sci-fi shows from the '50s. Does that count?

**Q:** What one thing would you like to learn to do?

**A:** Silk screening

**Q:** Share an interesting work related anecdote about a tight deadline, dream assignment, or favorite art director.

**A:** Tight deadline? I remember one time when I was absolutely overloaded with multiple large illustration jobs, working late, up early, and cranking out work most of the weekends. I was in high gear—it was crunch time. During that time, I got a somewhat urgent email from an old art director who desperately needed some spot illustrations in short notice. I emailed her and told her that it would be impossible, because of my huge workload. The illustrations were based on old testament Bible stories, and were very specific. To make matters more complicated, one of the main illustrations was a crowd scene, in period clothing. I had worked with her before, and she insisted that I am the perfect person for the job, and my style is perfect, and made it sound like I was the only one in the world who could pull it off. I was in the middle of composing an



## INTERVIEW continued

email saying, "No, really. I can't do it" when I suddenly realized that I had illustrated a similar Bible story (for the same client) with a crowd scene a few years earlier. I opened up the Illustrator file, looked at it, and realized that I could just modify that illustration, flip a few parts, change some colors, and it would fulfill the assignment. Also, I had gotten more adept at using Illustrator over the years, so I was able to jam out 5-10 "new" illustrations and sent them to her in no time flat. She wrote back and said, "You ROCK". Love that.

More about James can be found on his website at [www.jameselston.com](http://www.jameselston.com) and his blog at [jameselston.blogspot.com](http://jameselston.blogspot.com)

## QUESTION OTM

### What are some things you do or have done to promote PSI?

**Kathy Rooney:** I was interviewed for this blog and mentioned PSI as the 2nd largest and got us a great plug and link to the PSI web site: [nicepickcowher.com](http://nicepickcowher.com). The on-line interview appeared on March 25. On March 25 and 26, my Rooney & Ray Arts website had a total of 332 hits—way more than usual. It's safe to assume that PSI's link got a lot of hits as well, making the general public more



Illustration by Craig Mrusek

aware of our organization. In the long run that can lead to better name recognition

when we advertise exhibits, etc. That can result in bigger attendance and possible sales, commissions and assignments as awareness grows.

**Ilene Winn-Lederer:** Mostly through casual encounters, I've done my best to educate people about PSI announcing exhibitions, community programs and social events, always inviting them to visit our website and attend socials, bring their work, etc.

**Fred Carlson:** I routinely add the PSI url to emails, although not all of my emails. I have tried to keep the visibility of PSI high in client and non-traditional professional gatherings (interdisciplinary artists groups, e.g.). In describing recent achievement or work efforts in my resume updates or communication with clients, I always highlight PSI efforts, and stress our recent achievement of becoming the second largest illustration society in the country behind NYC. PSI shows and directories are always featured in personal communications and promotions to my client base.

**Anni Matsick:** In March and April I showed a group of six pieces done for PSI shows at my local library in State College, titled on that theme. It was a good way to get extra mileage out of the framed work and demonstrate that illustration can be appreciated as "fine art". About 15 PSI membership brochures were picked up from a pile set out with my comments book so we may be getting inquiries from central Pennsylvania. I also have a link to PSI's website on my personal website

Thanks to **Michael Yolch** for this month's question. Got a good question? Please submit to: [annimatsick@mac.com](mailto:annimatsick@mac.com)

### UPCOMING Business Meeting

April 19–7:30 pm  
at **John Blumen's** house

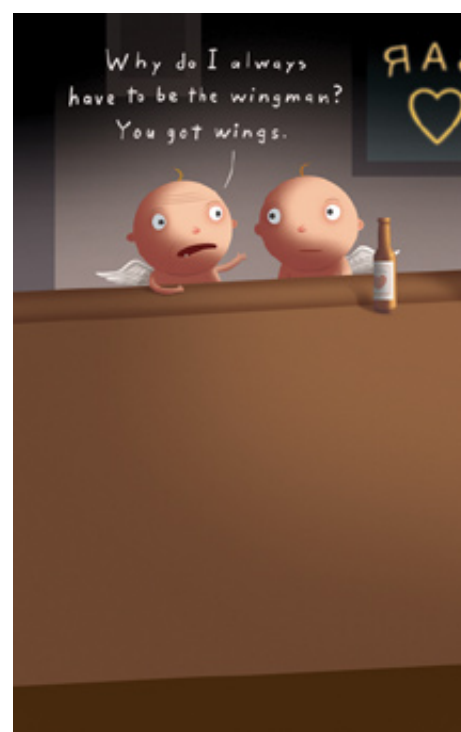
## BEHIND THE BRUSH

### See what members are working on this month...

**John Blumen's** cover illustration was recently completed for Tor Books. The book is titled *The Lost Gate* and is coming out this December.



**George Schill** sent another Valentine's Day concept for American Greetings.





BEHIND THE BRUSH *continued*

**Rich Rogowski** created this new deck design for pro rider Bruno Rouland. "Bruno was in the hospital and sick for over a year. The thought of skating, his family, and his ramp gave him inspiration to keep strong. Bruno pulled through and is ready to compete while riding his new Old Man Army pro model," Rich relates.

Also shown is the new Tucson Roller Derby poster. Rich has done posters for the entire season and they can be viewed at his blogspot:

[rogoillo.blogspot.com](http://rogoillo.blogspot.com) "It has piqued interest in roller derby teams across the



United States, and I've recently acquired Orange County Renegade Derby as a fan and client to produce posters for them," he says.

**Mark Bender** created these digital illustrations for the University of Chicago Magazine's cover and interior spread.



They deal with a story on Chicago community organizer Joshua Hoyt, his struggles for workers rights and immigration issues including the failed Dream Act. Mark says, "I can hear **Manders** and **Carlson** playing tiny little violins for my bleeding heart liberal ways!"



**Fred Carlson's** 10" x 16" pencil sketch currently out for approval for Phillips-Exeter Alumni magazine depicts Tim Hutchins, director of financial aid for the school. They desire "youth from every quarter" and have a very generous financial aid system.

In honor of spring and grill season Fred recently completed this package art for



Mountaire Chicken's Grill Good Chicken line. ("**Mark Zingarelli** the foodmeister, take note," he says.) The AD was Robin English of Robin English Design, for client Mountaire Chicken, Salisbury, Maryland. The art is approximately 6"x 9" in watercolor, gouache, graphite and dyes on Strathmore.



**Steve Cup** did this illustration for an early April issue of Pittsburgh City Paper, captioned "Pittsburgh Police Officer Subject to Multiple Allegations." (The team that comes up with catchy article names was on vacation that week, Steve says.)





## BEHIND THE BRUSH continued

**Dan Hart** created this illustration in Photoshop for the ANSYS Annual Report.



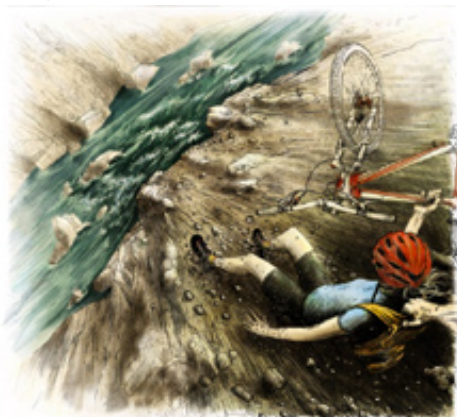
“Where Babies Come From” by **Katie Koenig** is the illustration for her spring promotional postcard.



**Anne Trimble** says, “I’ve been working on a couple of illustrations for a local woman who’s writing a tribute book about an Indian Yogi who established a Hindu retreat center in Western Pennsylvania.” This is the initial sketch of the yogi as a child with his mother, sent to her client.



Here is a piece **Johann Wessels** that was included in a recent issue of Bike Mag.



This illustration was done by **Taylor Gallery** for OUT Magazine for a piece titled “Accidental Activist.” It looks at the growing trend for gay men and women to refuse to participate in their civil responsibilities as a protest against marriage inequality.



Here are views of the seven boxed jigsaw puzzles done by **Phil Wilson** currently available through Master Pieces Puzzles Company. There are about four or five others that have not yet been manufactured but should be available in the next few months.

