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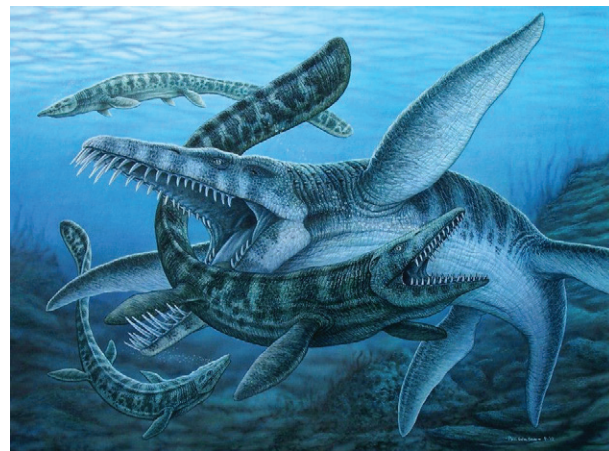


Editor: Anni Matsick
Design: Steve Cup
Production:
 Beth O'Neill
 Zach Beresh

Member News

Dueling Dinos

One of two prehistoric reptile paintings **Phil Wilson** completed recently is "Liopleurodon Attacking Mosasaurus." The huge seagoing reptile with a 9-foot skull is shown attacking the 30-foot long sea lizards, Mosasaurus. They're done in acrylic using airbrush for the sky and ocean background and hand brush work for the animals, trees and other detailing. See page 5 for the second one.



Hitting the Dirt

Here's one of three spot illustrations by **Dave D'Incau Jr.** done for the latest issue of Dirt Rag magazine, for an article on training your brain and mental toughness/focus.



continued on page 2...

On Exhibit

"The Sabbath Kedushah" by **Ilene Winn-Lederer** illustrates the intention of one of the core prayers in the Jewish liturgy. It's one of the limited edition prints that was sold at The International Yiddish Conference held the last weekend in April at the Doubletree Hotel in Greentree. "I was invited to present my PowerPoint story of the process behind the creation of my book, *Between Heaven & Earth: An Illuminated Torah Commentary* (Pomegranate 2009)," Ilene relates. "I'm happy to report that a nice quantity of books sold there." The Pittsburgh Post-Gazette published a story about the conference in their Sunday, April 18: <http://bit.ly/11XMOpT>



My Spot

Anni Matsick

It's time to give your portfolio a thoughtful perusal as you select images for PSI's exciting and novel exhibit opening in July. *Art With a Hire Purpose* will showcase the best work from our membership, divided into categories for easy "shopping" by art buyers. This is over seven weeks' opportunity to exhibit at the Art Institute of Pittsburgh's beautiful downtown gallery to get the word---and pictures---out on what we have to offer as a collective force. E-mails have been sent to members with complete information, and a reminder of details appears on

page 3.

The report on March's Business of Illustration meeting, also on page 3, relays some ideas and methods used by the evening's Featured Artist, in the marketing effort for his silk-screen posters for big-time concerts and a recent multi-Oscar-winning movie.

Getting the word out through regular promotional emails resulted in a spectacular assignment for this month's Spotlight subject on page 4. See how his imagery was used extensively at a week-long event attended by hundreds in one of the nation's most popular fun-capitals.

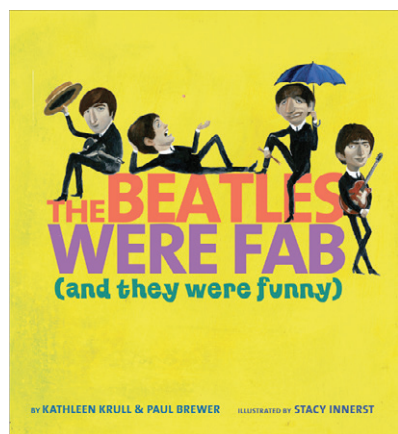
Judging from the three pages of fabulous artwork packed into this month's Behind the Brush on pages 5-7, it won't be difficult to assemble a first-rate show downtown this summer! Don't miss this chance to participate---get your images in soon!



An exhibit of artwork by **Mary Dunn** will continue through April 31 at the Mt. Lebanon Library, lower level. It features florals, cats and other pastel paintings.

Dave D'Incau Jr. is planning a collaborative show with two other visual artists at the Garfield Artworks during *Unblurred: First Fridays on Penn* Friday, May 3, 6-midnight. The other artists are Stephen Haynes, illustration/painting and Lindsey Hayakawa, sculpture/installation. Dave says they are creating new work that will interplay in coordination with their commentary on how the varying notions, beliefs and origins that we possess as humans are actually connected through one "source." There will be live music during the show, including music by a group Dave is in, Puzzle Pieces.

Anni Matsick's watercolor painting "Imps" was included in the *Art Alliance of Central Pennsylvania's 45th Anniversary Exhibit*. The juried show ran February 14 - April 21 in the Robeson Gallery on Penn State University's Main Campus in State College.

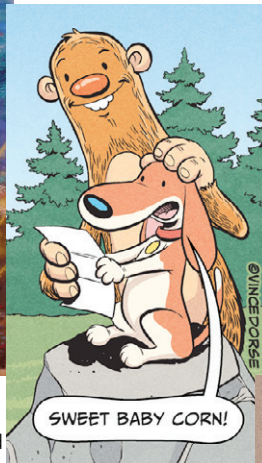


Books

A book release party and art exhibit for **Stacy Innerst's** new book, *THE BEATLES WERE FAB (and they were funny)* will take place May 17 at the Clemente Museum in Lawrenceville. There will be books, art and live music.

Kudos

Six PSI members have been nominated for a 2012 **National Cartoonists Society Division Award** and the winner will be announced during the 67th annual Reuben Awards Saturday,

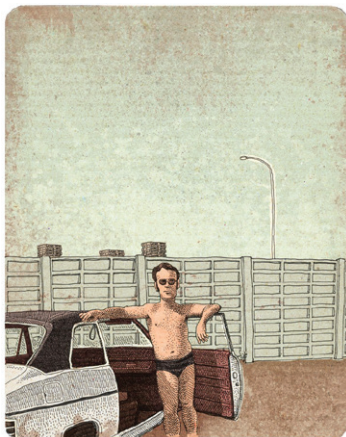


May 25 in Pittsburgh. Listed by category, they are: **Mark Brewer**, Newspaper Illustration; **George Schill**, Greeting Cards; **Vince Dorse** for "Untold Tales of Bigfoot" and **Pat N. Lewis** for "Muscles Diablo in Where Terror Lurks," Online Comics - Long Form; **John Manders**, Book Illustration; **Wayno**, Advertising and Product Illustration. Shown are

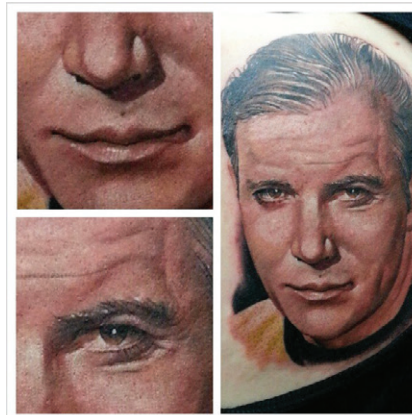
Bigfoot and Scout, characters from Vince's comic, reacting to the nomination.

Dave Klug and **Wayno** have put together a band called The Chalk Outlines to perform at the closing reception farewell party Sunday evening, May 26 in the Omni William Penn's basement "speakeasy." The band did a preview show April 20 at Orbis Caffe in Mt. Lebanon.

Mario Zucca's image, "Dad and His Ford Taurus, 1969" was selected for inclusion in



American Illustration 32. "That's two years running that my pop has graced the pages of AI!" he says.



Third Place Tattoo of the Day at Baltimore Tattoo Convention 2013 on April 6-7 went to **Sarah Miller**, for this rendering of Star Trek's Captain Kirk. Sarah also won Third Place in the Black and Gray category.

While vacationing in Hollywood, Florida, **Anni Matsick** took First Place in the professional category at Hollywood's quarterly En Plein Air Competition on March 16. Rules allowed three hours to complete artwork from a location in their downtown area. Her watercolor shows patrons sitting outside MonteCristo Cigars (see My Spot, page 1), located across from the hotel where she and her husband were staying. The prize was \$150 and a blue ribbon.

Another Round

Wayno is once again curating the label art for Illustration Ale, a special East End Brewing beer, to benefit Pittsburgh's ToonSeum. This will be the third batch, with six artists creating labels for the hand-bottled brew, including three PSI members. The beer will be released sometime in May, if it ages on schedule. The artists are: **Ilene Winn-Lederer**, **Sarah Miller**, **Nora Thompson** (see sketch), **strawberryluna**, **Jessica Heberle** and **Lizze Solomon**.



Upcoming Meetings

Business of Illustration: April 26, 7:30 pm
Social: May 14, 6:30 pm

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

Fred Carlson reports on:

PSI Illustration Show: Art with a Hire Purpose Information Update!

During the week of April 1-7, President **Eve Gabriel** sent all members a prospectus with instructions for submissions for our upcoming summer 2013 exhibit, *PSI Illustration Show: Art With A Hire Purpose*. It will run July 8-August 27 at the inviting AIP Gallery downtown on Allies Boulevard. The reception will take place Thursday evening July 11, 5-8pm.

You must be a full member to enter work in this show. The nine categories reflected on our website are the nine categories we will have work appearing in. Please read the prospectus thoroughly and if you have any questions, reach out to one of these nine group leaders who will be handling the selection process for their segment of the show:

Mark Bender / Advertising

mark@benderillustration.com

412.571.1983

Fred Carlson / Corporate

fred@carlsonstudio.com

412.856.0982

Rick Antolic / Portrait

rickantolic@gmail.com

12.418.1201

Ilene Winn-Lederer / Editorial

ilene@winnlederer.com

412.421.8668

Rick Henkel / Technical/Medical

rick@lighthouseartwork.com

412.882.5301

Amanda Zimmerman / Nature

sal.amandaz42@gmail.com

412.492.8104

John Blumen / Sci-fi/Fantasy

john@johnblumenillustration.com

412.381.1030

George Schill / Humorous

llihcsg@aol.com

724.327.8492

Rose Gauss / Children

rosegauss@comcast.net

412.600.1421

You can have a maximum of 5 entries. Each piece can be entered in only one of the nine categories listed above. There will be a show support fee of \$15 per accepted entry (three max

per artist accepted) to assist with the marketing costs and reception and ongoing promotion of this exhibition.

We wish to create a parallel Internet version of the show: a SIMPLE online version with contact information for all the artists. If you could help our team with this task, please contact me asap at fred@carlsonstudio.com or 412.856.0982.

You may be getting calls from our PSI intern Sean Smith in the next month relating to the show. Please return his calls and emails promptly, since we only have his talents with us until May 19, at: smi7359@setonhill.edu or 443.909.9012

Touchstone Discount



Touchstone Center for Crafts has just included PSI on their list of Makers Discounts—offering any PSI member a 5% discount on a Touchstone workshop. The school is located in the Laurel Highlands, 60 miles southeast of Pittsburgh.

The Makers list can be seen at this link and more info about Touchstone can be viewed throughout the site: <http://www.touchstonecrafts.org/Default.aspx?pagel=1507051>

Fred Carlson reports on:

March BOI Meeting

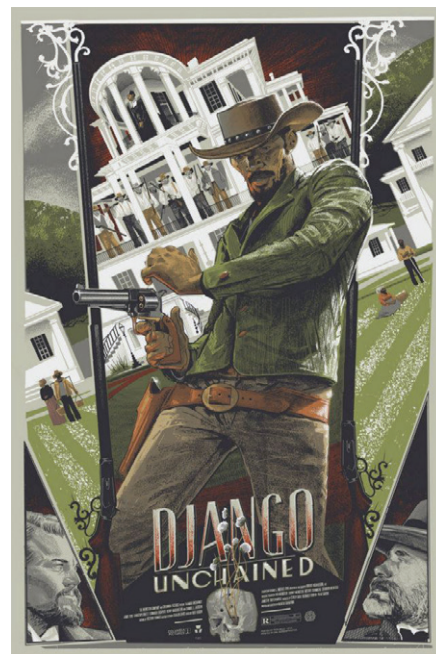
The March Business of Illustration meeting met at **Molly Feuer's** home/studio in Robinson Twp. New member **Rich Kelly** was the Featured Artist. Rich described his influences (including Bill Sienkiewicz and Sterling Hundley). Rich attended Syracuse's illustration program and moved to Chicago after graduating. His work was immediately put to use in the music industry doing venue/band concert-specific posters for such notables as the Black Keys, Phish, Flight of the Conchords, and many others. His new poster for *Django Unchained* is leading Rich into the more expansive market of collectable movie posters. It was made in conjunction with Quentin Tarantino as part of a marketing push around Oscar season. Read his notes about creating the art at <http://rfkelly.tumblr.com/post/44160708321/i-was-recently-tasked-with-creating-a-django>.

Rich outlined his assignment process, technical notes about his sketch and computer processing of silkscreen production, idea generation, and his illustrative typography. He mentioned websites and social media sites where he can promote these projects and fulfill the retail expectations of his marketplace.

Rich's style is very much derived from a sketch style he uses to visually journal the world around him. Hand letterforms and angular perspectives are all derived from his robust pencil drawing output and love of the figure. Rich is comfortable converting his drawn output into pre-separated files for silkscreen production creating a large keep-able print for collectors and fans.

The question of the month was about selling

prints. Rich shared his experience of negotiating with clients to split print editions, allowing the client to sell their half at concerts, etc., and for Rich to sell his half however he chooses. He sells his prints on Big Cartel (<http://richkelly.bigcartel.com/>) and privately. Other members discussed driving traffic to their own websites with shopping carts versus using services like Big Cartel and Fine Art America. That shifted the conversation to marketing and how to generate a fan base and collectors. Rich said he uses social media and emphasized the importance of participatory engagement with followers and fans online, especially regarding the music industry since it's an easy niche in which to connect with fanatic followers.



In addition to myself and host **Molly Feuer** and Featured Artist **Rich Kelly**, in attendance were President **Eve Gabriel** and VP **Ashley Cecil**, former Presidents **Rick Antolic**, former VPs **John Blumen** and **George Schill**, PSInside designer **Steve Cup**, **Josh Perry**, **David D'Incau**, new member **John Wiegand**, **Kurt Pfaff**, **Phil Wilson**, and last month's Featured Artist **Vince Ornato**. A nice turnout for a holiday weekend.

New Member

Sara Tinnick

(Affiliate Member)

stinnick@gmail.com

Sara teaches advanced level illustration, graphic design and business practices at the Bradford School branch in Station Square. Sara graduated in 2003 with a BA in graphic design from Seton Hill University. Before the professional change to teaching, she had nine years experience working at Tribune Review-Gateway Publications, and ADVO, a direct mail media company.

Spotlight on... Taylor Gallery



Two-story versions of Taylor's images surrounded attendees at a world conference held this March in Las Vegas.

Taylor created posters, brochure spreads, and a map sample from a series of illustrations, used for advertising and on-site visuals at EXHIBITOR2013, The World Conference and Exhibition for Trade Show and Corporate Event Marketing, held March 17-21 at the Mandalay Bay Convention Center, Las Vegas. Presented annually by Exhibitor Magazine, the event celebrated its 25th anniversary with this campaign.

His illustrations were used for promotional advertising including posters, brochures, mailers, web, and on-site visuals displayed at the event. The magazine's staff became aware of Taylor's work through weekly or monthly emails and mailers. The art director really liked his stuff and promised to keep him in mind for a possible project. Before long, a call came, saying his style would fit perfectly into a few themes they had planned for their upcoming event.

The project spanned over the course of three months, working very closely with the art director



and staff at Exhibitor to complete all of the images and on-site visuals. The first poster image carried through all the way to the displays and even furniture that was presented at the event. "I have to admit that I was floored and extremely excited to see the scale of the on-site visuals in Vegas," Taylor says. Here, he gives a recount of how the project evolved:

"Working with the AD included weekly sketches starting with the poster design to develop an overall vision for the entire project. From these sketches we developed the imagery used for the



brochures, illustrating the spreads and spots to fit around the design layout and information presented. The color theme is something we worked out early enough in the first round of sketches that would eventually carry through



in all of the illustrations. From this we were able to determine a palette that would work not only for the art but the conference furniture and floor layout in Vegas. I didn't actually work directly with the 'staff,' but it was their feedback to the AD that



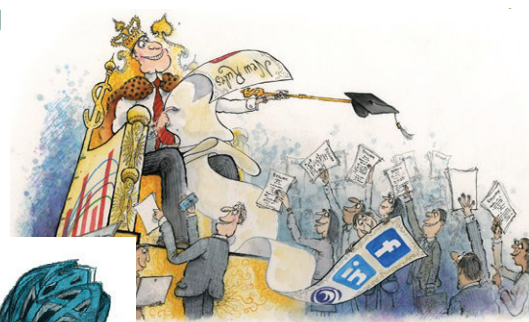
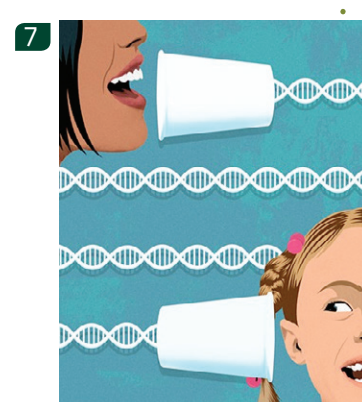
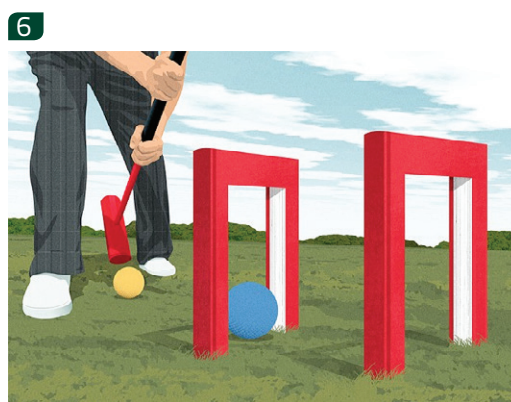
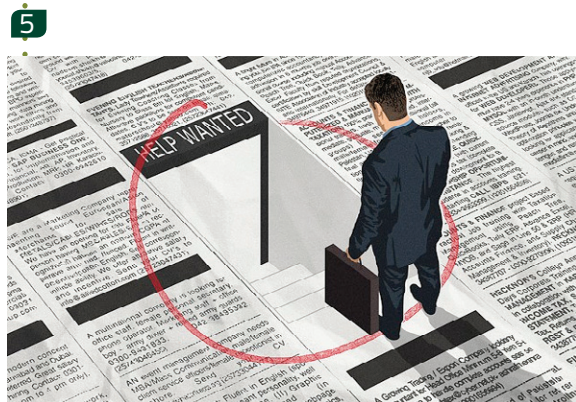
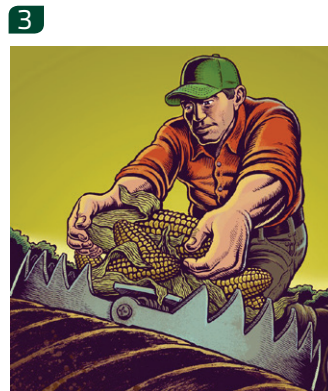
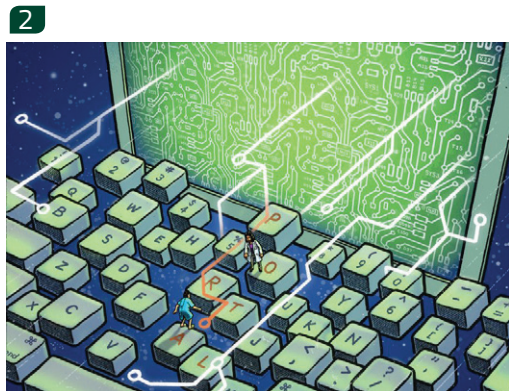
allowed us to explore more visual options that may be used as on site elements. A ton of credit goes to the event staff and creative team for taking our visual elements and creating the physical designs that were used in some really clever ways.

The staff and AD then took all of our visual elements from the posters, brochures, etc, and started designing the floor layout for the conference around them. Everything stems from the original poster design and theme worked out by me and the AD. My part was pretty much complete after we nailed down all of the art needed for the entire campaign, so I sat back for a while as they started designing the floor layout. All of the on-site imagery was then handled by EXHIBITOR in terms of the set up and design of the conference. As they started designing the floor layout they were sending me 3D digital layouts to show me the progress of the on-site ideas and physical properties of how the work was going to be incorporated. I ended up seeing the final set-up the week of the conference as the staff and AD were sending me pictures."

Taylor invites you to view his website at: www.taylorgalleryillustration.com

Photos courtesy of Exhibit Magazine





1. Highmark used this art by **Ron Thurston** in a magazine ad for a wine tasting event in Delaware.
2. **Mario Zucca's** image for the American Medical News has to do with doctors and patients using technology to better connect and monitor health.
3. Mario did this illustration for Farm Futures magazine.
4. Here's **Jim Zahniser's** latest icon portrait, Clint Eastwood as the Man With No Name.
5. "Off Line" was done by **Taylor Callery** for The Wall Street Journal for a story about the merits of taking your job search off line for a change.
6. Taylor did two illustrations for "Commons Room" for The University of Pittsburgh. The first is about how students are finding croquet to be a leisurely break between studies.
7. Taylor's second piece is about inspiring science in a younger generation of female students through fun experiments in the classroom.
8. As noted on page 1, here is the second of two paintings done by **Phil Wilson**, "Dimetrodon,"
9. Here are two of the three spot illustrations by **Dave D'Incau Jr.** appearing in the newest issue of Dirt Rag magazine. See page 1 for the third.
10. **Mark Brewer** created this piece for the current issue of HOW Magazine for an article on the new rules for finding a job.

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Turning Concepts into Reality for Over 33 Years.

On the surface you see a magnificent building, highway or bridge. What you may not see are the values that connected the building and paved the highway. We are a family owned company, with dedicated employees, working together with mutual passion to create a legacy we can all be proud of. **PJ DICK TRUMBULL LINDY PAVING**

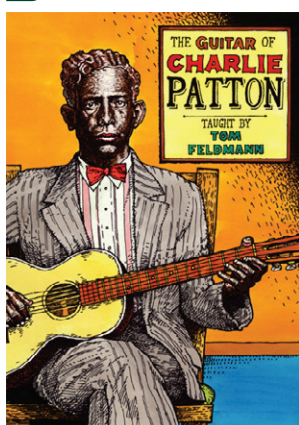
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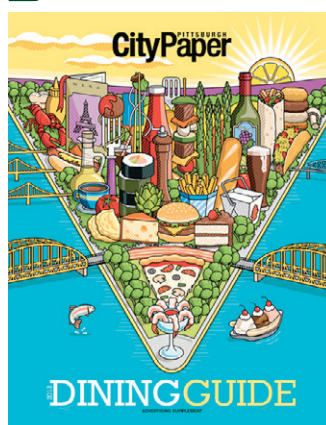
April Juice at Easy Street - Wednesday, April 3
5:30pm to ??? Specials last until 8pm.

\$5 House Wine, \$8.75 Domestic Drafts and Bottles, \$9 Premium Drafts/Bottles, \$9 Appetizer menu, Special Ad Fed "1000" - 10 sat. premium margaritas - \$8.75

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11. Here's the cover to Wheel Deliver's latest menu guide, done by **Wayno**.
12. "Joe Strummer" is a 9x12 pencil rendering by **Kelly Ackerman**.
13. Here's a new drawing from **Ilene Winn-Lederer's** Codex Gastropoda series: "The Water-Daughter's Dream."
14. **Michael Yolch** and **Rick Henkel** just finished this infographic for The Pittsburgh Technology Council's next issue of teQ magazine. The 12x18 illustration will highlight an

- 8-page story about the robust venture capital invested into the Pittsburgh region between 2011-2012. The illustration includes the firms who made the investments, and the financial breakdown of industries and companies which received them. The council also plans to print them as posters for promotional purposes as well.
15. **John Hinderliter** portrayed these activities for Annie, a logo character for a Connecticut weight-loss supplement company. He's done numerous vector illustrations showing her being active.

16. John's PJ Dick ad illustration was done for The Verb Agency. "It's all digital and was done in one 10-hour rush while I had a nasty head cold and all I wanted to do was lie down," he confides.
17. John's digital groundhog illustration was used as the invitation for the April AdFed Juice social.
18. This Charlie Patton instructional DVD was just released with color cover art and hand letterforms by **Fred Carlson**. The layouts and sketch development were featured on page 8

in the December 2012 issue of PSInside.

19. **Ron Magnes** created the artwork for Pittsburgh City Paper's 2013 Dining Guide, and has other recent work to share.
20. Ron has also been busy with videos and created an animated promotional video for Conair. He developed a character that travels to various plastics plants solving problems by installing Conair products. Here's a link to the video: <http://www.youtube.com/watch?v=cPLdbKMWWnM>

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FIELD ISSUES



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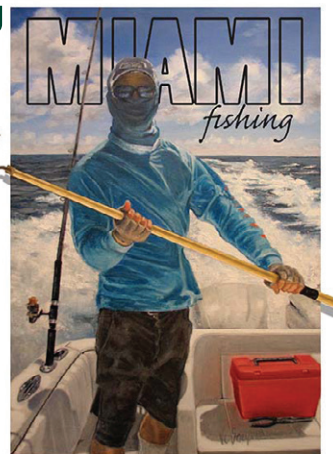
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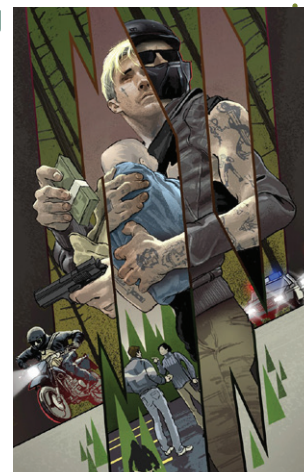
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21. Here is art from two more animated videos created by Ron for PPG IdeaScapes which targets architects and builders using large glass units.

22. Ron also created this 8-foot tall backdrop for Marc Soracco Photography Inc. They wanted a Gotham City feel for a corporate event held in Houston where employees and clients were photographed in super hero costumes.

23. Here's a 3D illustration **Kurt Pfaff** created for the cover of a brochure.

24. **Kit Paulsen** just finished this commission and says, "What a joy to paint a beautiful woman in the ocean! I love my job!"

25. **Violet Scarpone** finished this 36x24 painting about two months ago and sold it before it could be entered in a show. She's considering putting the art on t-shirts and other various products offered for sale.

26. Here's a look at finished art by **Sarah Miller** tattooed on the arm of **Mark Brewer**. The tattoo's first stage was shown in our March issue.

27. "Wide Awake" is a digital painting **Sarah Miller** found time to finish recently, as a personal piece. "I started painting it this last summer while we were filming Ink Master," she says.

28. This southern house is a private watercolor commission by **Deb Giancola**

29. **Rich Kelly's** t-shirt design for Dave Matthews Band was a sellout, made specifically for their April 6 show in Pelham, Alabama.

30. Rich did this editorial art for The New Republic.

Bernadette Kazmarski illustrated and designed this book and had it printed and bound in a very small run for a customer/friend last Christmas: <http://whatsnewinbernadettesstudio.wordpress.com/2013/01/24/cranberry-goes-to-the-block-party-illustrations-design-and-printing/>

Here's a story Bernadette illustrated and went through the process of learning e-book publishing for: <http://whatsnewinbernadettesstudio.wordpress.com/2012/09/25/e-book-design/>