

PSI Inside

www.pittsburghillustrators.org



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Member News

Hot Issue

This art by **Taylor Gallery** for Phoenix Magazine's Hot Topics section is for "Ethnic Studies," a story about the debate over ethnic studies classes in Tuscon, AZ.

Picture of Health

Kurt Pfaff created this illustration for a new supplement called Uva Ursi, to be used on GNC Herbal Plus packaging.



Dynamic Duos

"Couples" is **Jim Mellett's** most recently completed puzzle art for White Mountain Puzzles. "No decision yet as to what my next subject will be so I guess that will be in next month's newsletter," he says. Here is a link to all of Jim's most popular puzzle projects: <http://www.whitemountain-puzzles.com/products.asp?dept=34>



My Spot

Anni Matsick

As we prepare to vote in a major election this fall, you'll find the results of an interesting related project described in this month's Spotlight on page 4. We'll be casting ballots next month in our own presidential

election, which includes openings for Vice-President and Secretary. There's still time to get your name on the slate or nominate someone! (See page 4)

As you'll see in Member News, judges gave the nod to a number of PSI members exhibiting in recent shows, including several who took top honors in a first-time exhibit reported on in PSI Worked For, page 4. PSI took its turn in giving out awards at the annual Pittsburgh Art Institute student show in the school's gallery. See who got the vote from our Scholarship Committee on page 5.

If you're debating on whether to attend the next Business of Illustration meeting, the report on July's on page 6 is sure to influence your decision; come to the next one and be counted!

On Exhibit

"Strands," a pastel painting of her daughter by **Christine Swann**, PSA, will hang in *Enduring Brilliance*, the International Exhibition of the Pastel Society of America at the National Arts Gallery in New York City. The show will run September



Gallery, 805 Liberty Avenue in Pittsburgh's Cultural District.

"Fabric," a 36" x 48" charcoal drawing on paper by **Kelly Blevins**, was awarded 3rd place and People's Choice in the 2012 *Juried Competition* at the South Arkansas



Arts Center (SAAC).



Kelly's "Self II," a 50" x 75" charcoal drawing on paper was awarded 1st place in the *International Juried Works on Paper Exhibit* at 1212 Gallery in Richmond, VA.

Kelly has a solo exhibit in Lancaster at Gallery 360 that opened August 3, and runs through August 31.

Anita Alano will show three landscape paintings in *Art in the Garden*. The titles of the works,



4-29.

The *Richeson75 International Figure/Portrait 2012* exhibit will include Christine's pastel portrait, "No 'o' in Luise, please." The opening reception will be held Friday, October 12 and the show will run through December 7 at

the Richeson Gallery in Kimberly, WI. The show will be available for viewing in an online gallery on Richeson's website, and in a hardbound catalog, available by special order by August 31.



"Half-Cocked" was accepted into the Connecticut Pastel Society's national exhibition, *Renaissance in Pastel*. The show will be on display September 22 through November 4 at Mattatuck Museum, Waterbury, CT.

This detail is from one of the paintings that appeared August 17-18 in *Animalis*, a first solo show by **Victoria Lavorini**, at Shaw



New Affiliate Member



Todd Murray

toddmurray1@verizon.net

For over five years Todd has been producing images, identities and displays for the commercial market and private individuals. He graduated in 2007 from Seton Hill University with a major in Studio Art/2D with a parallel study in Art History. One of his latest illustrations was doing the cover design for their Alumni Magazine, Forward. Todd recently designed a logo and business card for a local private cosmetologist. (See Behind the Brush) His lead to PSI was through corresponding with **Craig Jennion**.

all done in acrylic on board, are "High Summer, Friends Walking," "Summer Evening Roost" and "Spring Orchard Morning."

Leda Miller will also participate in the 19th annual show, at the LeMoyne House on East Maiden Street, Washington, sponsored by the Washington County Historical Society. Leda adds, "It is a small works exhibit taking place in their beautiful garden, with live music, wonderful food and wine and original art by 65 regional artists." The date is Sunday, September 9, 2-6 pm. Here are "Pond Diggers," one of three 5" x 7" oils Leda is submitting, and an underpainting for "Lotus Keeper."



Elan Fine Art Gallery presents *Local Colors*, a show of paintings by **Ron Thurston**, which opened with a reception Saturday, August 4. Ron



is a signature member of the American Watercolor Society and a past president of the Pittsburgh Watercolor Society. Gallery hours are Tuesday-Saturday, 11-5 pm, at 427

Broad Street, Sewickly. A Trib Live Neighborhoods article titled "Coraopolis artist explores a wide variety of painting styles" appears at: <http://triblive.com/neighborhoods/yoursewickley/2321513-87/watercolor-thurston-art-painting-national-shows-american-artist-center-class>



Archived: A Salon Exhibit of Past Works is a juried exhibition of works presented in a salon style. It includes two pieces by **John Hinderliter**.

This exhibition offers the opportunity to current Associated Artists of Pittsburgh members to show works completed at any time in their career. Exhibit dates are August 3-31, at Fein Art Gallery, 519 East Ohio Street.



Upcoming Event

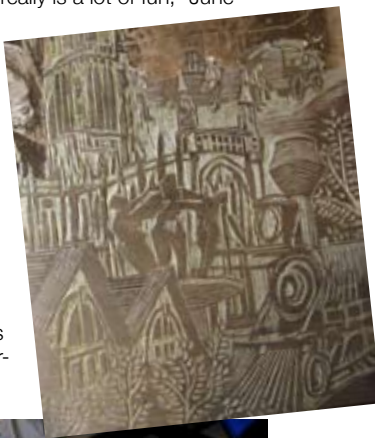
June Edwards and **Steve Cup** are two of eight artists selected to create woodblock prints for *Steamrolled Pittsburgh*, an art event coming up September 8 at Construction Junction's Steel City Big Pour. Each artist is in the process of carving a 2' x 2' woodblock to highlight a Pittsburgh neighborhood. June's neighborhood is East Liberty, and Steve is focusing on Oakland.

Editions of each block will be created at Artists Image Resource on Pittsburgh's north side. The blocks will also be assembled together and steamrolled at the Big Pour event to create two 2'x8' prints. To check out the other events at the Big Pour visit: <http://www.constructionjunction.org/pages/bigpour>

The eight prints will be featured at the Oakland branch of Carnegie Library of Pittsburgh, and will also be distributed to other branch libraries for exhibition.

June's work-in-progress shows the lower right corner of the woodblock showing part of East Liberty Presbyterian Church, the first drive-in gas station in the country, the sculpture by Virgil Cantini called "The Joy of Life," and a steam engine. The top section of this image shows uncarved areas. "It really is a lot of fun," June says,

"except that we are working on plywood. There is a birch finish on one side, but it is a thin veneer. Lots of splintering."



Worth Noting

An interview with **Vince Ornato** appears in a new online magazine whose content centers on Italian-American culture in a more pedestrian way (no celebs, he says). The first issue has just been published and may be found at **Mona Lisa Ventures - The Secret is Out**. Its creator is an adjunct professor at Youngstown State.

Paul LeRoy Gehres sent seashells and sand from his new home in St Petersburg, Florida to Andy Warhol's birthday party this month. It was held graveside and described in NPR'S Dead Stop, "In Warhol's Memory, Soup Cans and Coke Bottles," at this link: <http://www.npr.org/2012/08/06/157776348/in-warhols-memory-soup-cans-and-coke-bottles>



Easier than most attention-getting efforts, **Dave Klug** had only to stick his face in a frame to take advantage of this terrific self-promo op! Watch local publications for the print ad.



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Announcements

Free Workshop

Dave Biber is offering a Photoshop and Adobe Illustrator workshop free to all PSI members. If you are new to using Photoshop and Illustrator for digital arts, or have some experience but would like to gain some new skills, this session is for you.



Having used the Adobe products since 1994, Dave has a lot of experience creating imagery,

and managing files with the Adobe Creative suite. This class will be tailored to the needs of the attendees, so send your request to biberartist@gmail.com. Indicate your preferred date in October for it to be held. "The class will be oriented to those requests and a bunch of other stuff that will surely have value," Dave says. Location TBD.

Warning: Dave knows a lot about the software but not everything. Sandbaggers will not be tolerated. Users who know more than Dave are welcome, but only if they can add value to the educational experience.

WPA SCBWI Update

The Western Pennsylvania Region of The Society of Children's Book Writers and Illustrators will hold its annual 2012 Fall Conference at the Doubletree Greentree (formerly the Radisson

Greentree) after skipping a year to join the Tri-Regional Conference held in Gettysburg in 2011.

A pre-conference event will be held Friday, November 9 followed by a full day on Saturday, November 10. Read about the keynote speaker, author **Nikki Grimes**, at: <http://www.nikki-grimes.com/>

Plans are in the works for breakouts of specific interest for illustrators, including one presented by **Stacy Innerst**. Ideas on what you'd like covered in his presentation are welcome! Please send your thoughts to the Illustrators Representative at: illustrations@nora-thompson.com



New this year will be First Looks, a chance for illustrators to send jpegs of their work to be shown anonymously for a panel critique. Attendees will also have a chance to submit their designs for a 2014 lapel pin to continue the series. (No contest was held for 2013.)

More information and online registration will be made available as plans continue to develop, at: www.wpascbwi.com.

* * *

The summer issue of The Golden Penn quarterly newsletter has an article from **Nora Thompson**, sharing her experience in "The Not So Scary World of Indie Publishing" on pages 2-3. <http://news.wpascbwi.com/category/newsletters>

Pittsburgh Watercolor Society Screening

The fall submission screening date for new PWS members will take place Sunday, September 16, 1:00 pm at Panera on Boulevard of the Allies, near Magee Hospital. To become a member, one must fill out an application and drop off three works for screening. Acceptance is by two-thirds vote of the Board of Directors. More information at: <http://www.pittsburghwatercolorsocitey.com/members.htm>

September Elections

In order to make the transition easy as possible for the newly elected officers we are holding our elections in September, instead of December. Open positions are for President, Vice President and Treasurer.

Current officers will step down in January 2013. Any and all full members interested in stepping up to a leadership position in our vital organization are welcome and encouraged to talk with current officers. You are also invited to nominate another member. Descriptions of the offices appear on page 4 of April 2012 issue of PSInside, downloadable on PSI's website at www.pittsburghillustrators.org

Please contact President Mark Brewer mark@markbrewer.com or **Vice President John Blumen** jjblumen@aol.com with your questions or thoughts.

PSI Worked For...

Mike Faria, John Hinderliter and John Blumen

Wyld Chyld has announced winners in the first annual *Legends* exhibit. They include three members of PSI!

Best of Show: **Mike Faria**, "The Coming Storm" / digital

1st Place: **John Hinderliter**, "Fake Fairies Will Do" / oil

2nd Place: Nicole Renee "Persephone" / gouache

3rd Place: **John Blumen**, "Lily" / digital

Honorable Mention: Bonnie Hagyard, "Topaz" / polymer clay

The mythology themed show opened July 21 with a reception at Wyld Chyld Tattoo, 742 Brookline Boulevard. It is the first of what will be an annual

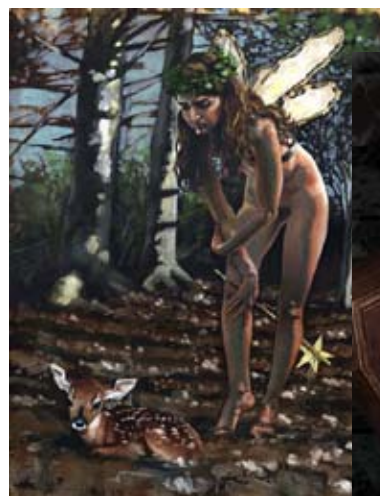


Mike Faria

competition, sponsored by the shop's owner, **Sarah Miller**. Following an eblast to PSI's membership, Sarah and the show were the topic of PSInside's June Spotlight, giving readers plenty of time to send in their entries.

Reminders were posted on PSI's Facebook page as well, including an extension of the deadline to give even more artists a chance to enter.

The opening was a well attended bash! Sarah's next show will have a Halloween theme so watch future issues of PSInside for details!



John Hinderliter



John Blumen

Upcoming Meetings

Business of Illustration: April 27, 7:30 pm

Happy Hour: May 8, 6:30 pm

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

2012 PSI AIP Scholarship Awards

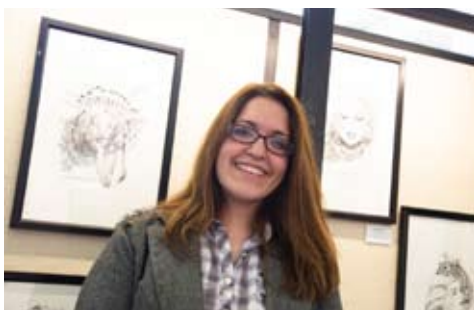
Pittsburgh Society of Illustrators presents awards each year in early August at Art Institute of Pittsburgh's *Annual Student Show*, which hangs for the entire month in the school's Gallery. AIP also presents their own set of awards which include photography, graphic design, video and industrial design. "The students really appreciate the awards we give them," says **Rhonda Libbey**, PSI Scholarship Committee Chairperson. "All of our awards are highly sought after, but perhaps the most coveted is the Thomas J. Ruddy Award, which is only given to students who demonstrate excellence in figurative art."

AIP's Annual Student Show is the one opportunity each year for students to display in their Gallery. It is juried by Academic Department Directors and Deans. Students from all programs submit their work for entry into the show which results in a wide variety of styles, medium and types of art. At the opening reception, a variety of prizes totaling over \$1000 are awarded to both individual pieces of art and collective bodies of work.

Rhonda and two other PSI members, **Mike Malle** and **Mark Bender**, designated the PSI awards which were presented at a 5:30 pm ceremony on August 2. A second-time winner was PSI Associate Member **Sean Dockery** who received Third Place in 2011.



Tom Ruddy Award \$250
Nathan Doverspike / "Self Portrait" (pencil)



Second Place \$125
Nina Zirkovic / Body of work



Third Place \$75
Chelsea Erdner / Body of work
(shown with "Wicked," cut paper)



First Place \$150
Sean Dockery / Body of work



Honorable Mention \$50
Erica Matay / "The Big Fracking Bubble" (digital)



Spotlight on . . . Ron Thurston



Ron shows plenty of blue and red in his colorful landscapes done for invitations to the 2012 Democratic and Republican Conventions in Charlotte and Tampa.



issue so I agreed to withhold posting the images ahead of time, until now." Those invited would undergo secure background checks to eliminate recipients who might have fake invitations reprinted for inappropriate or unlawful purposes. "The Charlotte illustration went smoothly. Tampa was difficult," he recalls. "The decision makers there first wanted a night scene with reflections in the water. Then they changed their minds because the actual

event is daytime, but wanted to keep the reflections. Then they had me add the dorky boat." Ron maintains that design by committee is never a good thing, and is especially relieved they did not "go with an elephant and donkey thing." In this case, the results for both sides show clear winners.



Photo by Kristina Serafini / Trib Total Media

Ron was asked to create art for the invitations to the Republican and Democratic Conventions being held August 27-30 and September 3-6, respectively. "Areva, the company that organizes both, requested realistic city skylines and asked me not to favor one over the other," he says. "Secrecy was a big

Molly Feuer reports on:

The Business of Illustration: July Meeting

July's Business of Illustration Meeting featured **Phil Wilson** at **Mary Dunn's** lovely home in West Mifflin. I ran a few minutes late for most things, but I was happy to arrive in time to cool off with some beer and settle in next to the very cool fish tank in Mary's living room.



I did not see Phil bringing in his bounty of work, but when the presentation started his supply seemed endless. After waiting impatiently for some pieces to start heading my way, I found myself in a sort of art traffic jam with everyone else. All members present had a combination of books, sketches, magazines, paintings, plates and even a house pass through their hands. There just wasn't time to look at it all and keep it moving.

As a young professional, Phil sought work in Cleveland and elsewhere before finding it in his hometown of Pittsburgh. He started doing graphics work for the Allegheny County Planning Department and one job led to the next in a string of successes. Asked by a friend, he did some animation work for GASP, the Group Against Smog and Pollution. His barber connected him with a Boston band that utilized his talents for their album covers. These jobs led to animation work for the opening of a cooking show, then a children's show, and a Christmas special with an aggressive deadline from Showtime that required studio space and the hiring of 25 employees to complete.



By the end, no one would question that Phil's work ethic is definitely something special. He recounted doing artwork for a Tom Petty music video in oppressive summer heat, using a blow

dryer to get cells airport-ready for California by the deadline. And a Thanksgiving dinner he skipped to work on a commission from Disney, which turned into a long-term, lucrative client. He has also done a good deal of work in between projects, often geared toward garnering a particular client.

Phil's art is all done by hand, and he works diligently on each piece at a pace that non-artists (and even many pro artists) would find dizzying. There was a moment in the meeting where one member asked Phil what medium he used on a particular painting of dinosaurs – one which he passed around complete with the smaller versions from which he'd scaled up by drawing grids by hand. Another member said, "Magical!" before Phil could say, "Oh that's just acrylic."

Work continued to circulate long after Phil's excellent presentation, while **Mark Brewer** led a group discussion on some good business basics: how to stand



out when contacting a desired client, and the important questions we should be asking our potential clients when we receive a new inquiry. Memorable, personalized correspondence and creative ways to keep art on a director's desk were among the group's excellent suggestions. And members agreed that asking, "Where did you hear about me?" was one of the most important pieces of information to collect. Whether or not the inquiry turns into a working relationship, knowing which marketing methods are working to get our names out there can help us spend our marketing dollars more effectively. Knowing how many people are involved in a project, the project budget, and whether or not the contact has ever worked with an illustrator can also make us more efficient. We're able to produce more accurate time and cost estimates and be sensitive to a potential client's artistic IQ when we know a little more about them at the outset.

Afterward, there were beautiful cupcakes and a variety of beer. Some of us used cups, some drank out of cans or bottles. A few of us used forks and others took their chances with bare hands and gobs of icing. We still managed to shake a lot of new (sticky) hands, share some sweaty hugs and drive home inspired by Phil and the other artists who brought their work to share.

In addition to those already mentioned, in attendance were: **John Blumen, Steve Cup, Evette Gabriel, Judith Lauso, Vince Ornato, Jane Popovich, George Schill** and Kurt Emch.

Next BOI meeting: Friday, August 31, 7:30 pm at Kathy Rooney's home in Mount Lebanon. Featured Artist: **Stacy Innerst**

Please remember to bring a snack to share!

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

Photos by Molly Feuer

Behind the Brush

Katie

Koenig

completed a similar final version of this image for Pittsburgh rap artist Cadillac Dame. The artwork will be used on the cover of his newest album, *Brick Alley*.



Here's a sample of recent tattoo art by **Sarah Miller**.



"Trick or Treat" by **Kit Paulsen** goes with a story about how Halloween is different when one lives in the country, for the fall issue of Table magazine, "...a great read, full of recipes, road trips, restaurant reviews, all sorts of wisdom."



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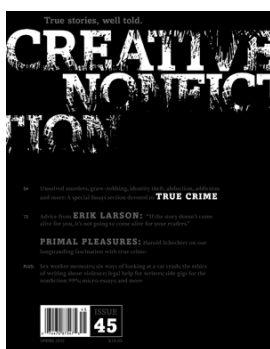
If you can't get to the newsstand, subscribe at <http://www.tabletmagazine.com/>," Kit says. While on the site, enter your email to receive "The Thread" each month. Full of fun tricks, tips, secrets and cool food finds.

Craig Jennion created this cover for Sage Words Publishing



This CD cover by **John Blumen** was recently finished for the local group Interior Castle. It's a collection of songs for Christmas coming out for this year's holiday season.

Artwork by **Kathy Rooney** appears on the cover of Creative Nonfiction Magazine True Crime Issue due for release this month. Kathy created eight illustrations for the issue. More of her art can be seen at: https://www.creativenonfiction.org/cnfshop/product_info.php?cPath=24_26&products_id=336



The four children portrayed in pastel are for a commission, completed by **Christine Swann**. The piece is 40" high.



Taylor Gallery did this art for The Wall Street Journal's Week Ahead section, for "Dark Industry," a story about wondering whether global economic woes will slow down what's been a robust and profitable quest for oil.



Vince Dorsey's art for this Pittsburgh City Paper cover was for a story on Pittsburgh's Food Trucks.



This piece by **Todd Murray** was recently approved by the client.

The Greek gods of earth, sun, water and wind were depicted by **Mark Brewer** for Wine & Spirits Magazine's October issue.



On his blog, **Rob Rogers** states: "The record heat and drought has been devastating America's farmland. This means that the cost of fresh produce, already high, will be going even higher. Soon, only the 1% will be able to afford a green salad." Cartoon courtesy of the Pittsburgh Post-Gazette.



Portrait Painting Sessions

Mondays 6-9pm • One Pose • \$10

Panza Gallery

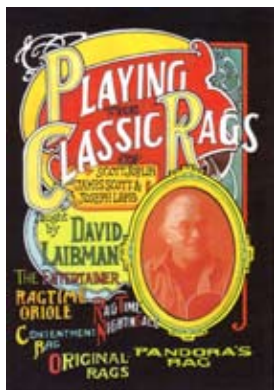
Sedgewick Street in Millvale off Route 28
Enter basement gallery on left side of building

[website](#)



Hot off the illustrator's board is **Fred Carlson's** portrait of Social Media marketing maven Peter Corbett of iStrategy Labs. The art is for Philips-Exeter Alumni Magazine, Art Director Dave Nelson. "PSI members who attended the April Business of Illustration meeting at Rose Gauss' will

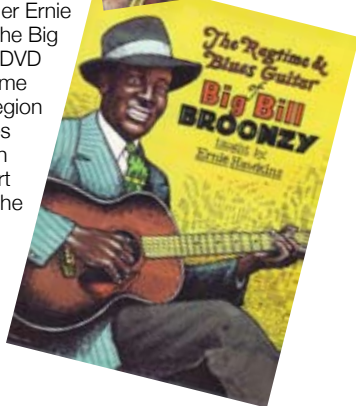
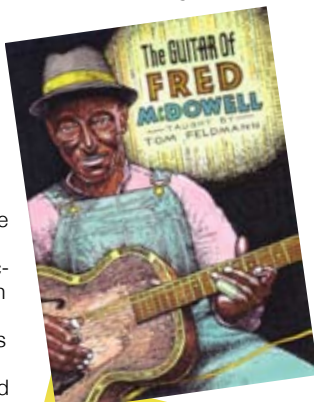
recall the first pencil for this job. As ever, Derwent 2B Graphic graphite pencils, watercolors and gouache on Strathmore reg surface 3 ply," Fred says. He adds, "This subject lives near DC and commutes by bike to his office. All the Fortune 500 are using Peter's interactive data research. 'Crowdly,' 'Social Machines' and 'Grandstand' are data software programs his company developed and use to offer marketing strategies to all kinds of companies."



Fred has done several more hand lettered covers for Guitar Workshop teaching DVDs. All lettering is hand drawn with SC-UF pens and colored with watercolors. Playing Classic Rags has a photo-shopped duotone of premier guitarist David Laibman dropped into place. The art pays homage to the limited color

songsheet covers of the Victorian/Ragtime age.

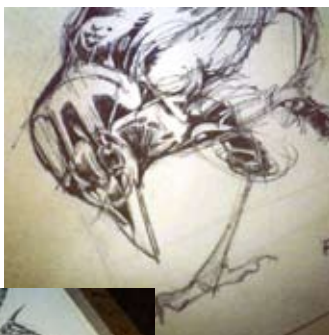
The McDowell and Broonzy covers had their pencils shown in an earlier edition of PSInside to show the progress. "The client wanted the 'country' Fred McDowell rather than the other sketch presented with his suit and string tie 'urban' look," Fred says. "Teacher Ernie Hawkins of the Big Bill Broonzy DVD is the long-time Pittsburgh region ragtime/blues phenomenon on guitar." Art Director for the three covers was Stefan Grossman.



Shown are three additional images from the book **Phil Wilson** is currently working on with the working title of *The Secret Place*. It's about the adventures a little boy experiences in his imagination.



"I have some recent works in progress that I'm working on," says **Abby Diamond**. The commissions are approximately 8" x 10", done in India ink, and will be finished with watercolor and marker. The swallows are for a client in Hong Kong, a woman who wanted to commemorate the youth and liveliness of her two children. The pecking magpie will be sent to the UK, for a man who has a strong superstition associated with the birds.

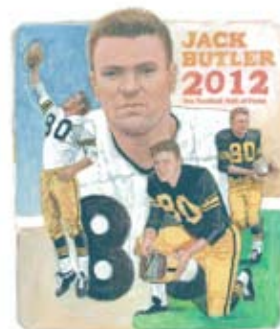


Here's an illustration **Jim Zahniser** did for an apparel company.

Brian Allen and his brother Keith Allen, a graduate of the Art Institute of Pittsburgh, created this pop-up book about Rehoboth Beach, Delaware, mentioned earlier on front page of April's PSInside. Their grandmother, Joanne DeFiore, who is a calligrapher, penned the title and also wrote the story. The book is now available for sale through their website at: www.bythebay-books.com, as well as in many stores throughout Rehoboth Beach.



Ron Mahoney (on left) created a tribute piece of Steeler Jack Butler, new inductee into the Pro Football Hall of Fame, for Art Rooney, Jr.'s sports art collection. Peter West reproduced the artwork as giclées.



Pittsburgh's A'Pizza Badamo is now delivering its pies in boxes featuring **Wayno's** caricature of the owner, Anthony Badamo (right).

