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Hail to the Chief

This is the last in a series of images of "The Chief" (Art Rooney, Sr.) by **Ron Mahoney**, commissioned by Art Rooney, Jr. Mr. Rooney plans to make prints and postcards of this image. He is also planning to publish a book soon of Ron's illustrations and those by two other illustrators who have done work for him.

Game On!

Here's the latest of two illustrations **John Blumen** recently finished for the Japanese game app company he's been working with. They both depict the Goddess of Daylight. Shown is the goddess going to war. The other appears on page 7.



Pick a Letter

The letter "W" from "Floriae," a floral alphabet created by **Ilene Winn-Lederer** adorns this pillow. Individual letters can be applied to a wide variety of products such as those shown. The entire alphabet appears on page 7.



My Spot

Anni Matsick

By the time you're reading this, all entries will be in for our show to be exhibited July 8-August 27 at the Art Institute of Pittsburgh Gallery. *Art For a Hire Purpose* will display approximately 90 pieces of the best work in nine categories of illustration, drawn from our full members. Important dates related to the show appear on page 3.

Another more specific category of illustration is the topic of this month's spotlight on page 5. If your work suits, it's an invitation to become involved in this specialized theme on Facebook, as a start to what the artist hopes will be a growing effort.

PSI Scholarship Awards were again presented to local area students aspiring toward art as a career. Those commended appear on page 4.

With this his last issue, we extend best wishes to our lead designer **Steve Cup** who will be moving on to grad school in New York City. Steve signed on in October 2011 and gave PSInside its dynamic new look in 2012. We've all enjoyed and benefited from the results of his behind-the-scenes work, wrapping up our news in first-rate style.

On Exhibit



"Cold," a 36" x 24" pastel painting by **Christine Swann** is going along with her to Albuquerque, New Mexico for *The 2013 International Association of Pastel Societies Juried Exhibition* held during the IAPS convention June 5-9. Her young son posed for the portrait.

Judith Lauso's "Old Boys and a Dog Watching the Parade," a 20" x 15" watercolor on board, will be on display May 4-25 at *Waterworks*, the annual Pittsburgh Watercolor Society members show, at Third Street Gallery in Carnegie.



Keith Bastianini had two pieces, "The Fire Balloons" and "Witch Queen of Mars," accepted into the 39th *Westmoreland Arts & Heritage Festival* and 2013 *Westmoreland Art Nationals Juried Fine Art & Photography Exhibit*. "The Fire Balloons" (24 x 36) is based on a story from Ray Bradbury's *The Martian Chronicles* about earthly missionaries seeking to convert the Martians. The "Witch Queen of Mars" (16 x 20) is a pin-up nod to pulp science fiction and the Flash Gordon



serials of the 1930s. The first exhibit takes place at Westmoreland County Community College in Youngwood. The opening is June 1, and the exhibition runs through June 12. The second exhibit will be held during the Westmoreland Arts & Heritage Festival at Twin Lakes Park, Greensburg, July 4-7.



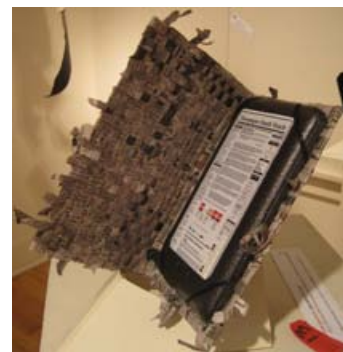
Yelena Lamm will again have a booth at the *Three Rivers Arts Festival*, June 7-11, booth 32 at Gateway Plaza.

Mario Zucca is participating in an action movie-themed group show called *CRAFT HARD* at Wildcard in Lawrenceville. He's trying to complete 50 "Hollywood Hardass" portraits before it opens on June 6.

For a ninth year, **Anni Matsick** chaired the *Art Alliance of Central Pennsylvania's Annual Recycled Art Show*, which occurs on Earth Day weekend, in Lemont. This year's theme was Black and White and Red All Over, inspiring about 48 entries from AACPS members and the community. Anni's entry titled "Keeping it Cozy"



played on the riddle's answer, using newspaper strips to create a woven cover for a computer tablet made from a styrofoam meat tray.



The artist's statement read, "Rework the paper version (while it's still available) to house your tablet!" See local coverage at: http://www.centre-daily.com/2013/04/19/3585721/alliance-promotes-respect-for.html?fb_action_ids=10151552047338967&fb_action_types=og.recommends&fb_source=aggregation&fb_aggregation_id=288381481237582



Anni was awarded Third Place for "Manhattan Studio," one of her three watercolors accepted into the 2013 *Blair County Juried Fine Art Exhibition* at Misciagna Center at Penn State Altoona. Juror was Melissa Kuntz. Awards were presented at an artist reception and dinner on May 15.

Jack Puglisi took first place for "Beatitude" in the Upper St. Clair League for the Arts *Annual Juried Spring Show* which ran April 26-May 5 at the Galleria in Mt. Lebanon. The picture was rendered in his pointillist technique, using Rapi-dograph pens with acrylic ink.



Original art from **Susan Castriota's** latest book *Wilson Won't Be Bullied!* won an Honorable Mention.



Onset Systems and Experimental Marks, a solo exhibition of contemporary silkscreen prints by **John Ritter**, will be displayed June 21 through August 11. The opening reception date is June 21, 6-8 pm Robinson's Rare Books & Fine Prints, 1302 Third Street, Harrisburg.



ONSET SYSTEMS AND EXPERIMENTAL MARKS

Contemporary silkscreen prints by **RITTER**
June 21 – Aug 11
Opening reception: June 21 6:00 – 8:00 p.m.

Robinson's Rare Books & Fine Prints

Kudos

Sarah Miller won three first place Tattoo of the Day awards, Best in Show and Artist of the Weekend at the *5th Annual Tattoos by the Bay*, April 12-14 in Corpus Christi, Texas. Find more on the event at: <http://www.tattoosbythebay.com/>



Designs by Sarah took First and Second Place Tattoo of the Day awards on Sunday, May 19 at the 2013 Louisville Tattoo Arts Convention in Kentucky.



Sarah and another *Ink Master* Season 2 contender, Tray Benham, appear in a local television segment at: <http://www.whas11.com/great-day-live/video/Ink-Master-stars-Sarah-Tray-Benham-to-appear--207866831.html>

American Illustration Annual 32 winners have been announced and include "Uncatchable" by **John Ritter** in the Selected (book) category, done for GQ magazine in 2012. The AI32 book will launch at a symposium November 6-7. View a slide show of the 908 Selected (book) and 540 Chosen (website) images at <http://www.ai-ap.com/slideshow/AI/32/>



Bon Voyage



PSInside lead designer **Steve Cup** bids a fond farewell this issue. Having been accepted to one of only 20 spots in the School of Visual Arts' *Illustration as Visual Essay* MFA program, he will be stepping down from his duties on the newsletter in order to prepare for his upcoming move to New York City.

AIP Show Update



The exhibition team for our upcoming illustration show *Art For A Hire Purpose* at Art Institute of Pittsburgh's gallery wants to remind all PSI members and clients of the following important dates:

Hanging: July 5-6

Official opening date: Monday July 8

Public Opening Reception: Thursday, July 11, 5-8pm.

Thanks go out to Group Leaders who have organized the show: **Rick Antolic** (Portraits), **Amanda Zimmerman** (Nature), **Michael Yolch** and **Rick Henkel** (Technical/Medical), **John Blumen** (Sci-fi/Fantasy), **Mark Bender** (Advertising), **George Schill** (Humor), **Ilene Winn-Lederer** (Editorial), **Rose Gauss** (Children's).

Thanks to other contributors: **Eve Gabriel** (2-d graphics and marketing), **Kurt Pfaff** (labeling), **George Schill** (show identity), Maura Doern-Danko (gallery director and production supervisor at AIP), Sean Smith (intern and outreach), **Fran-ces Halley** (promotions and reception), **Ashley Cecil** (press liaison), **Carly Schonberg** (web construction) and **Kit Paulsen** (press release and reception).

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2013 CCAC Awards

PSI's annual scholarship awards for students at the Community College of Allegheny County (CCAC) were presented at noon on Thursday, April 25. Scholarship Chairman **Rhonda Libbey** acted as juror and shares these comments: "Jurying day was April 23. The show had quite a few nice pieces. I was the sole juror this year, so it wasn't easy. I saw a nice range of digital painting, traditional painting, and great graphic style art."

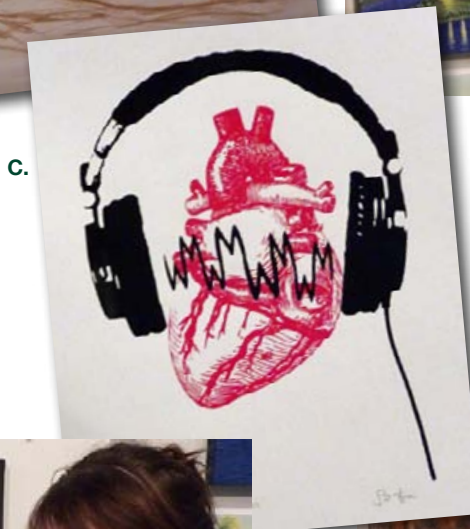
Rhonda adds that this was **Kelly Gillespie's** first year curating the Student art show, following in the footsteps of **Paul Jay** who curated the show for many years. Paul has retired, but he still popped in to see the awards presentation. Only two of the students were present to accept their awards, due to priority of work and class times. Rhonda reports that the students are always very thankful for PSI and our generous awards.



A.



B.



C.



D.



E.

A Thomas J. Ruddy Award (\$250)

Kristen Barricella

"Take my soul"

B 1st Place (\$150)

Christopher Nemeth

"Starry night over Pittsburgh"

C 2nd Place (\$125)

Sam Tsai

"Listen"

D 3rd Place (\$75)

Andrea McLaughlin

Untitled

E Honorable Mention (\$50)

Noelle Swart

Untitled

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Molly Feuer reports on:

April BOI Meeting

The April Business of Illustration meeting featured the amiable **Taylor Callery**, and was graciously hosted by **Mary Dunn**.



Taylor's presentation included a collection of professional and personal illustrations that were as clever as they were engaging. Each image a solved puzzle of sorts, he showed multiple award-winning pieces and walked us through his process for working with art directors and art buyers on a frequently tight schedule.

Because much of his work is commissioned to complement written articles, Taylor must understand the message the author is trying to convey before he begins to create an illustration. There was an interesting discussion about how much sway an illustrator can have over a spot's direction, based on how they communicate their concepts to their clients, and even how many concepts they decide to present.

He also shared his experiences in the editorial market and the importance of meeting potential clients in person. Taylor advised illustrators to attend networking events or to simply make phone calls to schedule one-on-one meetings. He has made genuine connections in the market this way, forging long-lasting working relationships with art buyers. A modest but well-targeted postcard campaign has been rewarding for him as well.

Our group discussion was animated, focusing first on how to brand oneself in the market before splintering off into smaller discussions. Taylor has used branding to his advantage, making his logo a likeness of himself. When clients make the connection between his logo and his own appearance, they enjoy his humor and tend to remember him for the witty, easy-going artist he is.

We also discussed the pros and cons of dabbling in multiple illustration markets. Does it dilute or enhance our personal brand? I'm sure there was more, but I was too busy chatting to keep track of it all!

Attending in addition to myself, our hostess and featured artist were PSI President **Evette Gabriel**, **John Blumen**, **Phil Wilson**, **Steve Cup**, **Amanda Zimmerman** and **Mark Zingarelli**.

Next BOI Meeting: May 31, 7:30 pm at Kathy Rooney's home. Featured Artist: Dave Klug

Please remember to bring a snack to share!

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

Photo by Molly Feuer

Spotlight on... Keith Bastianini

Atomic Artists, Assemble! is the rallying cry for Keith's Facebook launch where he envisions a revival and celebration of science-oriented artwork.

"I knew early on as a child that I wanted to be either an astronaut or a 'dinosaur hunter' thanks chiefly to a wealth of colorful artwork that filled the pages of popular magazines that my parents subscribed to such as Life, Post, Popular Science/Mechanics, and National Geographic.



These periodicals

regularly detailed stories about new scientific discoveries and inventions illustrated by visionary artists who could convey both the past and future in breathtaking detail and realism," says Keith Bastianini, explaining the roots of his interest in science-oriented imagery. Magazines then predicted a "near-future" in which we would live on the moon and might on the next page show an artist's depiction of a new fossil discovery.



"Science-oriented illustrations weren't confined to journalistic accounts either," Keith adds. "In between the stories, advertising art achieved great commercial success for its clients by portraying the 'space-age breakthrough' their product represented." Film and television portrayals of science fiction, as well as a wealth of skillfully drawn comic books made it easy for a child to imagine an incredible world-to-come in which they would play a role. Almost all of Keith's early artworks (carefully saved by his mother from ages three to six) reflect his childhood fascination with rocket ships, robots, and prehistoric monsters.

When Keith chose to make a career in archaeology, he found that many of his fellow students were also similarly influenced. "Since my childhood, science education in America has waxed and waned according to the political winds. Our space program no longer plans expansively but, instead, survives on a shoestring of funding that supports only robotic missions. In archaeology, there has been a disastrous drop in both appreciation and funding of research. Atomic Artists was conceived in the hopes that artists of every background and medium, as well as professionals working in diverse fields of science, might work together as a collective to support the sciences and inspire new generations to achieve a future beyond the bounds of earth. The name Atomic Artists is a nod to one of my favorite childhood comics, DC's The Atomic Knights, published in the early 1960s. The story line followed the adventures of a small group of heroic scientists battling to preserve science after a catastrophic Hydrogen War."



Keith would like to find a home for the collective in one of Pittsburgh's art guilds from which, ultimately, Atomic Artists might reach a national audience, sponsoring exhibits, educational programs, and educational scholarships. To get things started, he recently launched the Atomic Artists Facebook page with administrative assistance from fellow artists **John Hinderliter** and **Toby Fraley**. He invites interested PSI members to join the effort, spread the word, and use the page to post their own science-themed artworks (whether based in existing science, historic achievements, or science fiction) of any genre and medium. While Keith's personal wish is to see artwork that inspires a renewed interest in space exploration, artworks reflecting all fields of scientific endeavor are welcome and encouraged. The only guidelines at present are that any dialog on the page be kept positive and informative. Please include your thoughts on the creation of the piece and also be sure to credit yourself with a link to your own website(s). Keith welcomes all inquiries, comments, and suggestions for building the collective. Find it at this link: <https://www.facebook.com/AtomicArtists?fref=ts>

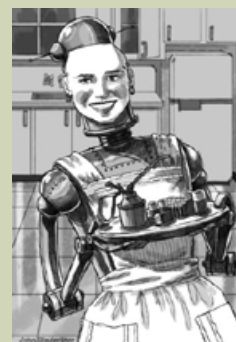


Image by John Hinderliter



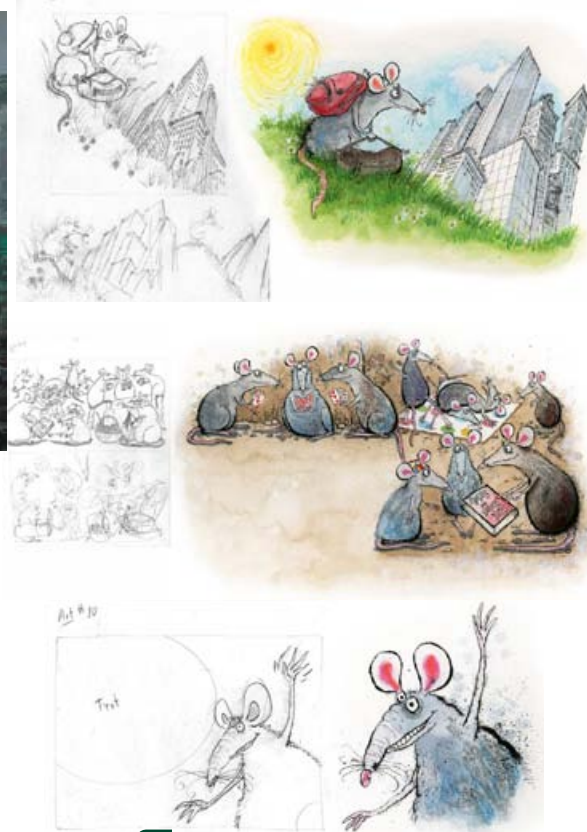
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1. **Yelena Lamm** did this graphic for MyVoucherCodes.co.uk. "I loved the movie!" she says.
2. The cover of the Pittsburgh City Paper asks the question, "Can Pittsburgh become the greenest city in the country?" It's illustrated by **Rhonda Libbey**.
3. **Mark Brewer's** piece ran in the Pittsburgh Tribune-Review last Saturday April, 13 for an article about online orchestra lessons.
4. Here are a few sketches with the finished art Mark completed for Carus Publishing. They will accompany a children's story by Ann McLain titled, "A Rat's Tale."
5. "No Country for Black Teens" was done by **John Ritter** for Rolling Stone Magazine's April issue.
6. "Just Released! 6 New Puzzles including **Jim Mellett's** latest masterpiece" is the message in White Mountain Puzzles Inc.'s recent email to interested buyers. Jim's newest, The Ninties, covers imagery from the 1990s and joins earlier puzzles on this theme, beginning with "The Sixties." See all of his puzzles by entering Jim Mellett-search at: <http://www.whitemountain-puzzles.com/>
7. Here's another Disney-related portrait by **Jim Zahniser**. Jim's posters, canvas wraps and postcards will be at the KoolKat Designs tent at the Three Rivers Art Festivals again this year. Jim says, "Last year went really well, and I have a few Silver Screen icons to add to the inventory."

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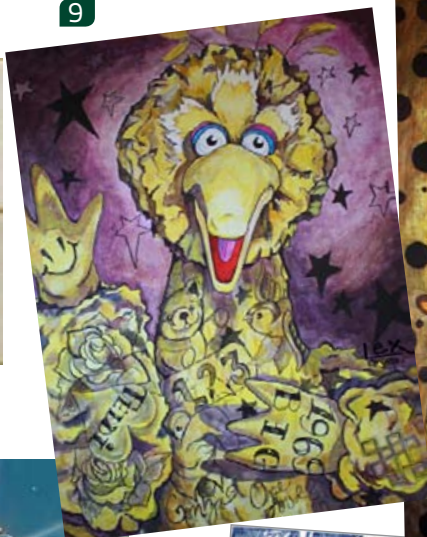
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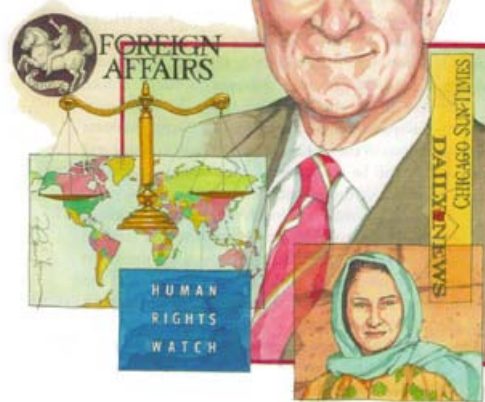
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8. "Floriae," mentioned on page 1, is a floral alphabet created by **Ilene Winn-Lederer** for licensing. This image and individual letters can be applied to a wide variety of products such as those shown.

9. **LEX Covato** recently finished a four piece commission for a collector in Austin TX. The characters are part of LEX's Tattooed Religious/Pop Icons series. These paintings present classic Sesame Street characters with symbolic yet whimsical tattoos and body modification. The Count, Big Bird, Bert & Ernie, and Oscar the Grouch are

painted on wood panel with acrylics. Prints are available. Titles for these are "Inked Notorious BRD" and "Bert n' Ernie Bound by Ink."

10. Here's the second of two illustrations **John Blumen** recently finished for the Japanese game app company he's been working with, depicting the Goddess of Daylight. This one is the goddess bringing the dawn. See the other on page one.

11. **Steve Cup** is selling panda prints among other things in his online [shop](#).

12. **Taylor Gallery's** latest work includes this piece for The Wall Street Journal's Market Watch on best buys for May including garage sales, mattresses, refrigerators, clothing, and flowers for Mother's Day. Taylor's art for Macworld is titled "Trick Shot" for an article on OS X tricks you're not using.

13. Here's **Fred Carlson's** regular quarterly feature full-color finished piece for Phillips-Exeter Alumni magazine's Spring issue. This piece features Jim Hoge, former editor of the Chicago Sun-Times and president and editor

of the NY Daily News, now Chairman of Human Rights Watch after retiring from the editor's desk at Foreign Affairs magazine.

14. **Rich Kelly** created this print for Mondo, which debuted at *Texas Frightmare Weekend*, a huge horror convention in Dallas. It's for the Universal film, *Son of Frankenstein*.