

inside  
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Design & Production:  
Yelena Lamm



## Party Time!

Nikolai Lamm's 11" fashion doll Lammily made headlines recently with a new accessory pack designed and illustrated by his mom, **Yelena Lamm**. **Period Party** comes with an illustrated booklet and pad and liner-shaped stickers.



## Saving Time

"Reaper" (above) is one of the images **John Blumen** recently finished for a second Steampunk calendar for Llewellyn Worldwide, to be released next fall. The **2015 calendar** is available on Llewellyn's website.

"Kaufmann's Clock" is a 36" x 36" oil painting on canvas by **Kurt Pfaff**. The image is from a series Kurt is working on of paintings based on photographs taken on his walks and bike rides in Pittsburgh.



## My Spot

Anni Matsick

If you've ever thought of using your art as a way to market a new product, this issue will provide terrific inspiration. Members continue to show their talent for

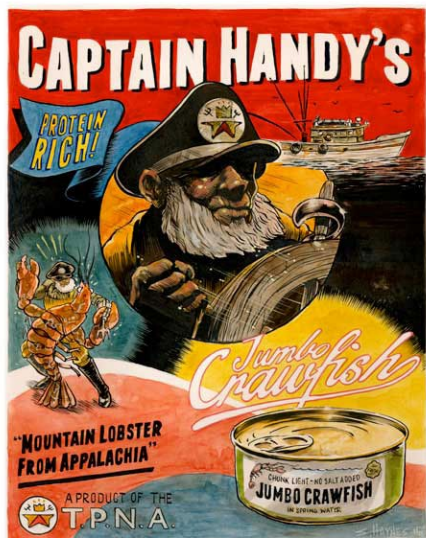
enterprise in a number of different ways that just might lead to your coming up with your own breakthrough. For more along this line, the Spotlight shines on someone whose marketing genius resulted in

numerous opportunities, and a local television appearance telling about her direct way of bringing her art to the public.

The latest Business of Illustration meeting report passes on a lot of the info and wisdom imparted by the evening's featured artist. He generously shared his experience in illustrating for children over several decades. You'll also find images by others working in that genre sprinkled through the pages, including some from one our newest members, whose brief bios appear on page 3. We've added a promising number of new faces in recent weeks, all eager to be included in our active, productive community. If you see one or more of them at a Social, be sure to say, "Welcome to PSI!"



## On Exhibit



**Stephen Haynes** recently finished this piece for *Crayfish*, a show at West Liberty University's Nutting Gallery, curated by Robert Villamagna. The 11'x14" piece is a mix of ink, watercolor and gouache. Stephen says, "It was made clear that to call the critters crayfish, crawfish, crawdads, crawdaddies or otherwise was perfectly okay." The exhibit will run October 28 through November 19, with a reception open to the public on October 28, 5:30-7:00 pm. Stephen sends the alert, "While satisfying the criteria for the show, this piece also helped me flesh out a character and flavor for a comic I have in the works with writer Tony Zilionis, *Captain Handy*, which we hope to have done sometime next year."



The opening reception for *Water Authority: Three Masters of Watercolor* drew a sizable crowd at the Greensburg Art Center **Rowe Gallery** on September 12. Among those admiring the work of **Ron Thurston**, **Bill Vrscak** and Frank Webb were **Kit Paulsen** and **Anni Matsick**. The show is open through October 23. (Photo of the trio by Pam Price)



**Christine Swann's** "Indigent," 21"x13" pastel on Ampersand board, is part of the Pastel Society of America show at the National Arts Gallery in Manhattan, on display September 12 through November.

**Kit Paulsen's** painting shows Toulouse Lautrec and his mother, drinking absinthe in her garden. It was among pieces shown in *Art in the Garden*, the Washington Historical Society's 22nd annual art show and sale on Saturday, September 26. This annual event takes place in Madeline's Garden at the LeMoyne House in Washington, PA. Paintings, sculpture, ceramics, jewelry and fabric art from 53 local artists were available for sale with proceeds benefiting the **Historical Society**.



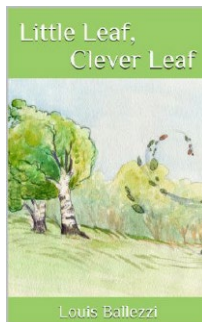
## Out and About

John Manders drew caricatures at **Franklin's AppleFest**, October 2-3-4.

The Upper St. Clair League for the Arts will feature **Yelena Lamm** as its guest speaker at its next meeting, Tuesday, October 6. It will be held at the downstairs conference room of the Upper St. Clair Library, 1820 McLaughlin Run Road, Upper St. Clair, just behind the police station. Business meeting begins at 7:30; presentation begins at 8 pm and is open to the public.

## New Ventures

*Little Leaf, Clever Leaf*, a book written by Louis Ballezzi and illustrated by **Hannah Garrison** is now available online via **Kindle**.



A 5-inch tall 3D version of **Vince Dorse's** Bigfoot character from his Ruben winning online comic, *Untold Tales of Bigfoot* is now available from Blokkio. The figurine was modeled by Pad Lal in collaboration with Vince. You can get up to 20% off by using a discount code and posting on Facebook and Twitter. Information appears at the end of Vince's posting on **Fits & Starts**, a process blog where he tells how the project came together from start to finish. Purchases can be made from **Blokkio**.



Get in on the action for this Kickstarter for a 2-player card game, *Agility*, created by local game designer Brent Povis. The 30-45 minute tabletop game features the work of **Vince Dorse**, whose illustrations of dogs will decorate the 10 to 15 cards planned for the deck. Vince gives a description of his process on the **site**.



**John Manders** has introduced a new web comic, *Gloriana*, at **Glorianacomix.com**. The story is set in the waning days of King Henry VIII, when his young daughter, Lady Elizabeth, apprentices with the Masters of Defense — a martial-arts-sword-fighting guild. After a fiery argument with her father, she is banished to an academy to learn more lady-like skills. As the story ensues, Elizabeth meets an array of characters both fictional and historical. John recommends it "If you like adventure, sword-play, sorcery, sea-battles, treachery, espionage, religious strife, the plague, assassination and adorable kittens."





**Yelena Lamm** designed the package for the new African-American Lammily Photographer Doll, to be released on March 1, 2016. Each Lammily doll comes with a story; this one found a vintage camera, fell in love with traditional photography, and became a renowned photographer. The doll's image and city background were painted separately in water-color, then combined in Photoshop to wrap around the box.



The Photographer Doll's colorful skirt pattern was designed by **Jane Popovich**. The 11" fashion doll is available for pre-order from **Lammily**.



## Worthy Cause

The Pittsburgh Metropolitan Area Hispanic Chamber of Commerce (**PMAHCC**) kicked off Hispanic Heritage Month and a celebration of Roberto Clemente Day with a black tie gala on September 19, at the Westin Convention Center Hotel. Melanie Marie Boyer worked with



PMAHCC to acquire silent auction donations to benefit their scholarship fund. She asked the PSI membership for contributions and was rewarded with donations from her husband, **Joel C. Boyer**, **Kelly Ackerman**, **Danielle Amiano**, **John Blumen**, **George Schill** and **Phil Wilson**, who gave prints, books and original pieces. The event, attended by 280 local business owners, community leaders and politicians raised \$5,000 from the auctions to benefit the PMAHCC Foundation Educational Fund.

## News Flash!

This just in at press time — awards went to works by three PSI members included in Pittsburgh Watercolor Society's 69th Annual Exhibition, *Aqueous Open 2015*, which opened on October 3 at The Spinning Plate Gallery in East Liberty.



The President's Choice Award given to a PWS member went to **Kit Paulsen** for "Can You See My Footprints in the Snow?," The Past President's Award went to **Ron Thurston** for "Walking Archie," and **Bill Vrscak** received an Award of Merit from Creative Catalyst for "After the Rain on Smallman." Juror for the show and prizes was Mark Mehaffy. Other PSI members exhibiting are **Anni Matsick** and **Nicole Renee Ryan**. The show continues through October 27.

## New Members

**Genevieve Barbee**, Pittsburgh  
[theAPCollection.com](http://theAPCollection.com)

Genevieve is a visual artist and illustrator curious about what people do and why they do it. Through podcasting and portrait making, she collects stories via the words of those who lived them. Look for paintings, drawings, and vector based work on her website.



**Susan Reagan**, Cleveland, OH  
[www.susanreaganillustration.com](http://www.susanreaganillustration.com)  
[painted-words.com/portfolio/susan-reagan](http://painted-words.com/portfolio/susan-reagan)

Susan began her career working for American Greetings, where she won Designer of the Year and a place in Society of Illustrators 48. She has since moved on to focus on creating art for children, and her work has been featured in American Girl magazine, Clubhouse Jr., and more. She is the author and illustrator of *Tweet Hearts*, a Valentine's board book. *Slipper and Flipper in the Quest for the Golden Sun* is Susan's debut picture book for Disney-Hyperion.



## New Affiliate Member

**Hilary Schenker**, Pittsburgh  
[www.greencommammedia.com](http://www.greencommammedia.com)

Hilary is an illustrator, animator and designer, owner of Green Comma Media, whose clients include the University of Pittsburgh School of Medicine, The New York Public Library, and Grammy-winner Neela Vaswani. She is the illustrator of *Same Sun Here* (Random House: 2012), earning honors including Nautilus Gold and Parents' Choice Gold awards. Hilary has been passionate about art since high school, when she was selected for the California State Summer School for the Arts (CSSSA) and has continued her study over the years with classes at the San Francisco Art Institute, Columbia University, and Pratt.



## GPAC Membership

PSI has renewed its group membership with the Greater Pittsburgh Arts Council. For those of you not familiar with GPAC, they offer workshops, lectures, art events and grants for people like us! With this renewal, PSI members can now purchase individual memberships at half cost (\$25). Your membership allows you to attend events at no cost or sometimes a discounted rate if there is a fee. As a member you will receive (if you choose) a Weekly Discount (art related) email from GPAC. You can also submit your Weekly Discount to this email as well. Check out their [calendar](#) for workshops and lectures. For grants information, [click here](#).

## Basecamp

PSI President **Pat Lewis** would like to remind all members about a useful tool that is included as part of your PSI membership:

Basecamp is a project management app that functions much like a message board, and it's a great place for members to ask questions, start discussions, post announcements and more in between physical meetings. [Check it out here!](#)

Currently, many such questions/announcements/requests are sent out as mass-emails from **Anni Matsick** or myself, which is time-consuming for us and less efficient for the members involved (some of these emails end up in users' spam folders by accident, and other members inadvertently reply to me or Anni instead of the person actually making the announcement). Instead, posting them to Basecamp starts a real-time discussion, with all replies going back to the topic originator. Please consider Basecamp when you have a message you'd like to get out to the membership at large.

For those concerned about the number of emails received, you can adjust your individual preferences to either receive daily emails about Basecamp activity, or just log in to check it at your convenience. Please contact **Evette Gabriel** ([eve.gabriel.villella@gmail.com](mailto:eve.gabriel.villella@gmail.com)) for information and assistance setting up your Basecamp account.



Illustration: Yelena Lamm

### Life Drawing at Panza Gallery

**Long Pose Monday: Mondays 6-9pm \$10**  
**Life Drawing: Thursdays 6:30-9:30pm \$10**

Coffee, pastries & drinks served.  
 Enter basement gallery on left side of building.

[www.panzagallery.com](http://www.panzagallery.com)

## PSI Worked For . . . Amanda Zimmerman

Thanks to an eblast message from **Phil Wilson** outlining the opportunity, Amanda has accepted the part time teaching position at Douglas Education Center in Monessen, Pennsylvania. She will be teaching Digital Photo Manipulation and Advanced Digital Illustration on Thursdays this semester. Amanda says, "While I have done extensive tutoring, workshops and lectures this will be the first time in a classroom with a grade book, attendance...homework. A new adventure for me and (I hope) a good investment for DEC and their students."

If you'd like to read more about some of the members featured in this issue, look for their interviews and Spotlights in past newsletters, available on PSI's website. Click on a name to open.



Yelena Lamm



John Manders

## NEXT PSI SOCIAL



Photo: Jeff Swensen for The New York Times

**Tuesday, October 13**  
 Beginning at 6:30 pm

**Church Brew Works\***  
 3525 Liberty Avenue, Strip District  
 \*Featured in the *New York Times*

**Free parking! Free appetizers!**

## 10% OFF

all non-sale items with PSI members card

Artist & Craftsman Supply

5603 Hobart Street, Squirrel Hill  
 412.421.3002  
[ArtistCraftsman.com](http://ArtistCraftsman.com)

## SAVE 20%

on non-sale items with PSI members card

Top Notch Art Center

411 S. Craig Street, Oakland  
 412.683.4444  
[TNArtSupply.com](http://TNArtSupply.com)

Save instantly with  
**WEB MATCH REBATE\***

with **FREE Preferred Card**

Utrecht Art Supply

1930 East Carson Street, Southside  
 412.432.1945  
[UtrechtArt.com](http://UtrechtArt.com)

\* If our website has a lower delivered price, then a Web Match Rebate will be provided.

**BLICK**  
 art materials

**Utrecht**  
 Art Supplies



Illustration: Christine Swann

## Life Drawing

North Hills Art Center

6-8 pm Sundays  
 Next session: **October 18**  
 Join us!  
 \$10 model fee

3432 Babcock Blvd, Pittsburgh

Check for updates at  
[www.northhillsartcenter.com](http://www.northhillsartcenter.com)

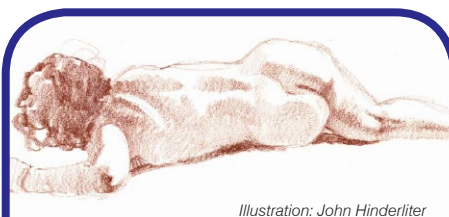


Illustration: John Hinderliter

## Figure Drawing Sessions

Wednesday evenings 7 to 9

\$10 fee

John Pisarcik's studio

Schoolhouse Art Center  
 2600 South Park Road, Bethel Park 15102  
[www.southartspittsburgh.org](http://www.southartspittsburgh.org)



Fred Carlson reports on:

## September BOI Meeting

**John Manders**, the first President of PSI (1998-1999), was the guest speaker at the PSI Business of Illustration meeting on Friday, September 25, at VP Amanda Zimmerman's home/studio. John

began with an outline of his career track that led to his breaking out into the children's book market in the early 1990s. After his education ended at Art Institute of Pittsburgh in 1979 he moved to NYC where he worked at a printer, doing production work. His first design job was Ballantine books promotions, then he freelanced as a designer. After losing a major financial services client, in 1989

he moved back to Pittsburgh where he worked for Prokell Studio for a year. He realized illustration specifically was calling to him and he began specific steps to obtain that work. After Prokell folded, John started freelancing again and teaching at PTI while he first promoted his work to children's books and magazines and other clientele. John used postcards to promote his work to children magazines, specifically four for a "St George and the Dragon" story, from a printer who owed him a favor.

John noted that teaching helped him organize his thinking about solving illustration and design problems, and makes one comfortable before groups. John has a background and love of language, writing, grammar, and research that shine through in his projects. He almost exclusively works in gouache (on Arches hot press), which he states is good for revisions. He also uses acrylics

for painting demos since they dry fast and are impervious to abuse at his demos for children's classes! John showed a dozen children's books, including *The Really Awful Musicians* which he also wrote, getting both sides of the royalty equation. The genesis of his one authorship came from John helping the Renaissance & Baroque Society with annual promotional illustrations, being seriously into culture, and using that reference work for the book he wrote. He noted that only



one time in his career, for *Jack and the Giant BBQ*, was John able to actually speak with an author (Eric Kimmel) and be influential on the process for successful development.

John explained his procedure for illustrating a children's book and showed examples of original manuscripts, showing his doodles in the margins to create a visual flow. Publishers determine budgets, and John's agent Mella at MB Artists reviews contract language. Mella knows sales figures from John's past books, which helps with negotiating. His motto for storyboards: Show the story to 5 to 8 year olds visually with no type and it usually works. John blows up the approved thumbnails on a copier then redraws each in tight pencil on an overlay. Other research for backgrounds and details of import come later. John showed painting studies, done for color relationships across the 32 pages. Color studies also keep the color schemes changing to prevent staleness. John restated that the finished work needs to look like it was done in a few hours, not the 3-4 months it actually takes. Visual freshness is important for the humorous flow in the book that is his trademark approach.

After steady business in this market between 1993 and 2007, John says he is "retooling" his approach. Promotions today include setting up an Etsy site, web blog, and different sorts of promotions through his agent, Mella. The economic fallout of the 2008 stock market crash caused publishers to cut many of John's clients, and challenges arose as the staffs have been rebuilt. Budgets may be only a fraction of the advances given ten years ago. New creatives are younger and not aware of time requirements for doing the work needed for a 32 page PB. An impression in "kidlit" is that digital is cheaper, wrongly assuming it's not as much effort.

John is currently doing school visits — a business requiring his maintaining



relationships with lots of librarians and teachers, rather than creatives — and bookings to draw caricatures. He executes smaller illustration jobs between rarer book assignments. Another challenge is that children's books are beginning to be ideological rather than story driven. Text books already succumbed to this years ago. Now it's trade and children's turn to get rigid, not concerned with stories but quotas. A ray of hope: graphic novels are not "Institutionalized" yet — still allowing for creative freedom in story-telling. John described a recent project he called "The Princess Pirate," which was beaten to publication by a similar project from another author as he was working on a presentation for a publisher. Rather than releasing through a publisher as a "second place finisher", John is doing the work himself by uploading a page or two at a time on his web blog and selling 16 page sections as they are completed to develop a following. Titled *Gloriana*, it involves, as you would expect, royalty, pirates, and reform theology in 16th century Europe. It is hoped that this incremental process will generate income while the project is being completed to graphic novel length of approximately 150 pages.

The 17 attendees were PSI President **Pat Lewis** and VP **Amanda Zimmerman**, Treasurer **Fred Carlson**, former VP **John Blumen**, **Kelly Ackerman**, **Danielle Amiano**, **Hanna Garrison**, **Rick Henkel**, **Vince Ornato**, Joseph and **Jane Popovich**, **Lisa Rasmussen**, **Vi Scarpone**, **Jim Starr**, **Phil Wilson** and new member **Genevieve Barbee** and **Kathy Neiswanger**.

### Next BOI Meeting: October 30

A few PSI members show us their favorite "Digital Tricks of the Trade" in the computer lab at the Art Institute. Members will be able to follow along on the computers in the lab.





## Spotlight on... Ashley Cecil

*Ashley's idea of great summer fun was digging through bird and insect specimens for subject matter at Pittsburgh's treasure troves.*

This past season, the artist we know well as PSI's former veep embarked on a two month long DIY artist residency of fusing art and science. The idea for the self-directed project came about after deciding that doing more outdoor art festivals was not worth the effort, or the time away from her studio. However, she still needed a way to stay out in public view to gain exposure for her work. With a toddler at home and husband often on the road for work, there was no leaving Pittsburgh for a formal artist residency program. So, she started making inroads with staff at several of Pittsburgh's museums and natural science institutions, and eventually got



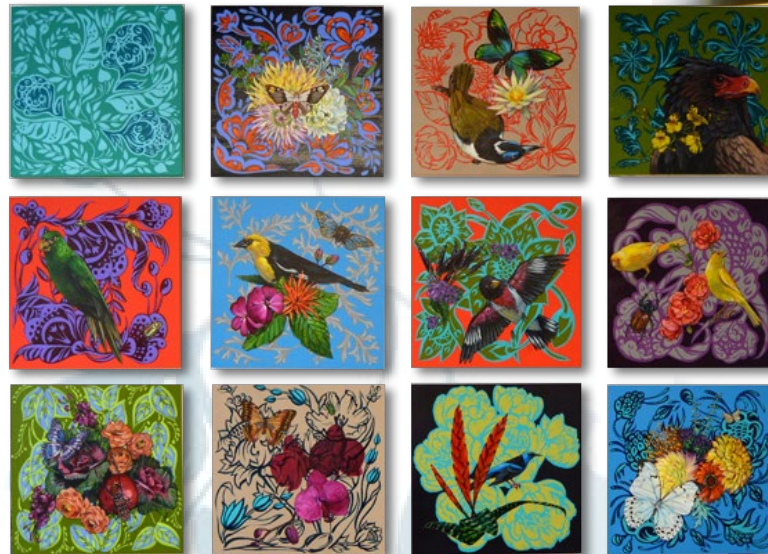
Every week during July and August, Ashley set up a plein air painting station at one of the participating organizations and worked from live birds of prey, taxidermy exotic beetles and colorful blooms. Mondays were spent in her studio painting the patterns in the

public and talking about her work. It even landed her a TV interview on KDKA's *Pittsburgh Today Live with Brenda Waters*.

The best perk of the summer experience was spending time with ornithologists and entomologists selecting from millions of behind-the-scenes bird and insect specimens, which made for a huge boost in Ashley's creative output. She also enjoyed daily lunch breaks with admirers of her work who would meet her on location to see her progress on a given day.

In the end, a series of twelve paintings were finished and many connections made (with artist, museum administrators, scientists and random museum visitors). Now Ashley is preparing for several events where she is presenting about the project and/or exhibiting her work, all of which are listed on her website at [www.ashleycecil.com/events](http://www.ashleycecil.com/events). You can also see daily progress shots of her adventures on her Instagram account at [www.instagram.com/ashleycecil](http://www.instagram.com/ashleycecil).

**Article by Anni Matsick  
Design by Yelena Lamm  
Photos courtesy Ashley Cecil**



the go ahead to paint from live and taxidermy specimens of birds, insects and botany on the public exhibition floors of the National Aviary, Carnegie Museum of Natural Science, Phipps Conservatory and Botanical Gardens, as well as several local florists.

background; Tuesdays at the Carnegie Museum of Natural History painting insects; Wednesdays at either CNMH or the Aviary painting birds; and Thursdays at Phipps or a florist painting flowers. Being in public spaces at each of these venues meant Ashley was regularly interacting with the



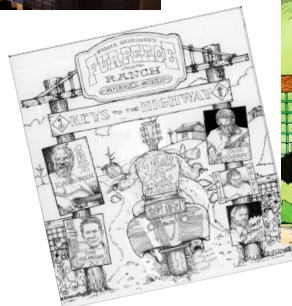




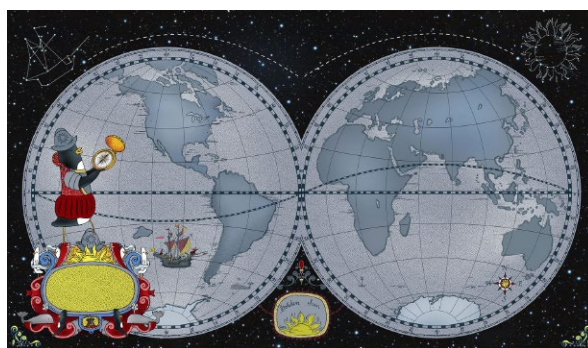
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1. "Building Opus One" is another three-foot-square oil painting on canvas, based on photographs taken by **Kurt Pfaff** on his walks and bike rides in Pittsburgh. (See "Kauffman's Clock" on page 1.) The photo of Kurt with the paintings shows their scale.

2. **Fred Carlson** just completed this whimsical poster/program cover for the recent "Pick 'N Putt: Keys to the Highway" guitar/bass workshop at Jorma Kaukonen's Fur Peace Ranch Guitar Camp in southeast Ohio. Getting the call from his long-time music heroes Jorma Kaukonen and Jack Casady (playing together as Hot Tuna

since 1972 after they left the Jefferson Airplane) made this a special time for Fred working on this assignment. The sketch that was approved and the finished art are shown here. The "Pick N Putt" title comes from guitar pickin' and motorcycle puttin' around the back roads around Pomeroy, Ohio.

3. **Phil Wilson** shares two latest paintings. "Spinosaurus" is shown with its prey, the seven foot shark "Hybodus". "Argentinosaurus", at 75 tons and over 100 feet long, was one of the all-time largest animals to ever walk the earth. A human would have stood only half-way to its knee! Both are 18"x24" and

done in acrylic. Phil says they usually take, on average, five to six days to complete from preliminary sketch to finished painting. The most recent one, "Argentinosaurus," took him only days, due mostly to the minimal background. "I guess the years of working under tight deadlines have really helped to develop my speed in application," he says.

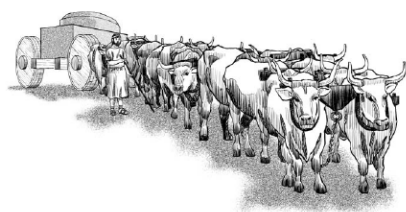
4. This spread is from new member **Sue Reagan's** picture book, *Slipper And Flipper in the Quest for the Golden Sun*, for ages 3-5. It's a **new release** from Disney-Hyperion. The title characters brave the long Antarctic

winter night, then set out on a trek through South and Central America to the fabled Land of the Golden Sun making discoveries and friends along the way.

5. "I will miss it, but I know it is going to a good home!" says **Linda Barnicott** about her newest Santa painting, sold this month to a collector in CT who loves Christmas. The painting is titled, "Santa's Newest Reindeer!"

6. "Picking the Perfect Seat" by **Mark Brewer** appeared in the September 15 issue of the Pittsburgh Tribune-Review.





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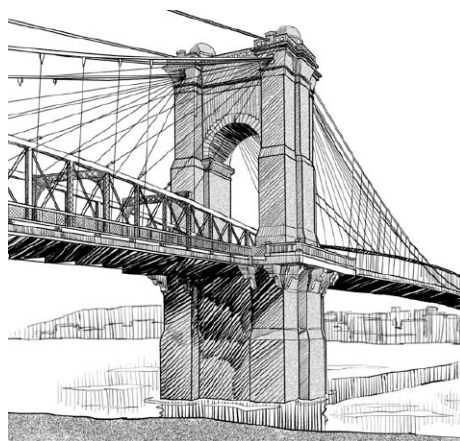
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7. **John Hinderliter** sent drawings of oxen from a book on the Parthenon and of the Brooklyn Bridge from two books he illustrated recently for Penguin/RandomHouse. Each of the books required 80 illustrations.
8. Here are two website illustrations done by John for [CLG.com](http://CLG.com).
9. John did this vector logo character for Cool Cup.

10. This cropped close-up of Michael Jordan and Charles Barkley is the first of six pages of art done for The Stndr's Jordan Issue by **Sean Dockery**. The new men's lifestyle magazine is based in Los Angeles.
11. **John Ritter** shares his art done for features in an upcoming Harper's magazine on US/China trade relations: "Are we trapped?"

12. Here is **Pat Lewis'** latest promo card, now on its way to art directors everywhere!
13. **Hilary Schenker** is pleased to join our talented community. One year ago she launched **Green Comma Media**, offering custom design, illustration and animation. This still is from a recent web design project for the author and grammy winner Neela Vaswani.

- The **short animation** appears on Vaswani's homepage, featuring a pigeon which flies in, a passing subway train, and books by the author. Hilary creates her animation with a combination of original watercolor, digital collage, Photoshop and Flash.
14. **Jane Popovich** illustrated two stories for the new **Lammster blog** recently launched by Lammily.