

PITTSBURGH SOCIETY OF ILLUSTRATORS

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PITTSBURGH SOCIETY OF ILLUSTRATORS

Editor: Anni Matsick  
Design & Production:  
Yelena Lamm

## The Birds

Readers of the Pittsburgh Quarterly will recognize this artwork created by **Ashley Cecil** for their Winter issue.



## Killer Design

"Snake Bite" is just one of the designs **Taylor Gallery** is offering for sale in an online store.

See the handbag version of this design on page 7.



## Kudos

**Bernadette Kazmarski** won the top honor in the 20th Annual Cat Writers' Association Communications Contest this year with her illustration series "Cats After van Gogh", oil pastel sketches inspired by an April 2012 visit to the "Van Gogh Up Close" exhibit at the Philadelphia Museum of Art. Bernadette submitted one of her garden flags as the entry in this category because it has two different images front and back and qualifies as a "series." The garden flags are locally printed on a digital satin usable outdoors.

In December 2011, Bernadette began drawing sketches of her cats as a daily exercise and posting them on her blog *The Creative Cat* promptly without editing. "When I went to see the Van Gogh exhibit and came home with my eyes full of colors and textures and shapes, I looked at Giuseppe and Mr. Sunshine sitting there on the floor and immediately turned them into a new style, using what I'd learned," she says. When the art was judged at the Muse Medallion level the judge's comments

continued on page 2...



## My Spot

**Anni Matsick**

Winter winds signal holiday time, with our own Saturnalia included on the list. Don't miss this annual opportunity to connect with our members at this annual

best-attended event. Check for details on page 5. Meanwhile, see what's happening for many of them, reported here in these pages.

Starting on page one, the Kudos column covers several diverse award winning accomplishments you'll want to know more about.

Page 3 covers details on our last Business of Illustration meeting for the year, ending the series with an impressive speaker from the field of law. If you had to miss it, check for some shared tips.

For those members working in the arena of children's publishing, there's an annual mecca to a regional conference held in Green Tree. An encouraging number of us were there this year, and two were admitted free for their winning illustrations, handed out to attendees. Look for the report on pages 4 and 5.

We had to pull out the jumbo-size spotlight for the report this month on a member who's working super-large scale, leaving a mark you can't miss, seen in some of the city's hottest spots and rolling around its streets. Find out who it is on page 6.

You'll find a lot of the illustrators mentioned in this and past issues of PSInside braving the cold to gather on December 8, so grab your warmest cap and plan to join us!

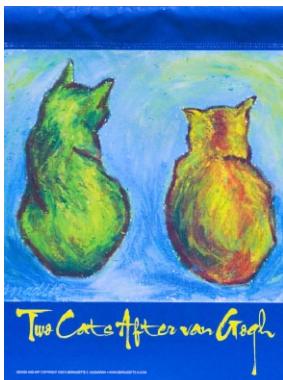


Kudos *continued from page 1...*

were, "A striking nod to Van Gogh. The reverse view of two cats (something the artist does well) is striking and the colors and composition are spot on!"

Entries can be self-published but must be distributed to the general public. They are first judged by peers for Certificates of Excellence within each category. Winners then move on to the organization's judging panel for Muse Medallions. The President's Award is chosen from the Muse winners by the organization's president. For the first time in its 15 years, it was given to a non-writing entry. The awards were announced at the CWA conference on November 2. The award is sponsored by the Cat Fancier's Association which maintains the Feline Historical Museum in Alliance, Ohio, so Bernadette will be submitting this image as well as other art to be consideration for their collection.

Her daily blog, *The Creative Cat*, also won a Muse Medallion in the category of "Blog: Entertainment"; the site previously won a Muse in 2011.



On a recent trip to Hollywood, Florida, **Anni Matsick** entered the October 19 Downtown Hollywood En Plein Air Competition and won the \$150 First Place award in the

Professional category. This is the second time this year Anni has won the prize. Her subject this time was the popular Octopus Lounge on Hollywood Boulevard. She worked in charcoal and watercolor to depict its overall blue-gray front. The contest is sponsored periodically, three times a year, during Hollywood's ArtWalk which occurs the third Thursday of each month. An article on her wins appears on page 29 in November's issue of the *Hollywood Gazette*.



**Christine Swann** and daughter, Corinne, the subject of her pastel painting "Invisible," attended the opening of *Pastels Chicago 2013*, Fourth Biennial National Juried Exhibition on November 8 in Highland Park, Illinois.



Christine's painting won the Armadillo Art Award. Jurors were Richard McKinley and Sandra Burshell. The show runs through January 4. The painting has also been accepted into the International Association of Pastel Society's (IAPS) 23rd Juried Exhibition: Web Show.

## On Exhibit

This painting by **Kit Paulsen** is in a juried group art exhibition hosted by the Associated Artists of Pittsburgh at the FrameHouse Gallery at 100 43rd Street in Lawrenceville. Juror for the show was Liz Reed. The show hangs through January 12.



Two members had pieces selected for the Associated Artists of Pittsburgh's show, *Venus, Eve and Madonna* to be held at International Images in Sewickley. "The Enchantment" by **Jack Puglisi** is 22" x 30", produced in the pointillist technique. **Yelena Lamm's** "Modern Eve" is 30" x 40" oil on canvas. The show runs November 22 through January 17.



**Vince Ornato** is working on a painting for the offices of Harvest Financial, an investment firm on Smallman Street in the Strip District. The owner, Frank Ruscetti is commissioning him to do oil paintings inspired by the history of manufacturing in America. This is the second one and he has purchased two other prior paintings from Vince. The subject is Central Pacific's No. 60, better known as the "Jupiter," one of the trains to form the first transcontinental railroad in America. It met with Union Pacific's No. 119 at Promontory Summit, Utah on May 10, 1869. This one event is arguably the single moment that changed the world the most in human history. Merging two oceans by rail led to an explosion of the ability of goods to be quickly transported to all corners of the continent as well as medicine, educational opportunity and so much more, including military capability. The planet suddenly grew smaller.



To commemorate Children's Grief Awareness Day on November 21, The Caring Place in Warrendale will be presenting an art show presented by the children, families and volunteers at the facility.

**Frances Halley** has been a volunteer with the Caring Place for almost seven years. Her folk art mixed media piece, "Autumn Farm," will be part of the show. Volunteers and staff at the Caring Place often encourage grieving children to express fond memories of the loved ones they have lost through art. The piece, done primarily in cut paper, represents Frances' fond memories of annual fall trips to a family member's farm in Ohio.



**Mary Dunn** has been juried into an exhibit at the Hoyt Art Museum in New Castle for a show with several other pastel artists in April 2014. She was accepted into the Pittsburgh Society of Artists screening in October.

## Books

Artwork by **Stacy Innerst** will be featured in a show opening and book signing with other children's book artists published by Houghton Mifflin Harcourt at Chemers Gallery in Orange County, California, on December 7. The show continues through December 21. Shown is a spread from *The Beatles Were Fab (and They Were Funny)* written by Kathleen Krull.



Pittsburgh author Ellizabeth Segel chose **Anni Matsick** as illustrator for her just-released chapter book, *Duck Dreams*. Set in 1910, the story follows 10-year-old Simon Hirsh in his aspirations to be a farmer. Read the full synopsis on [Amazon](#).

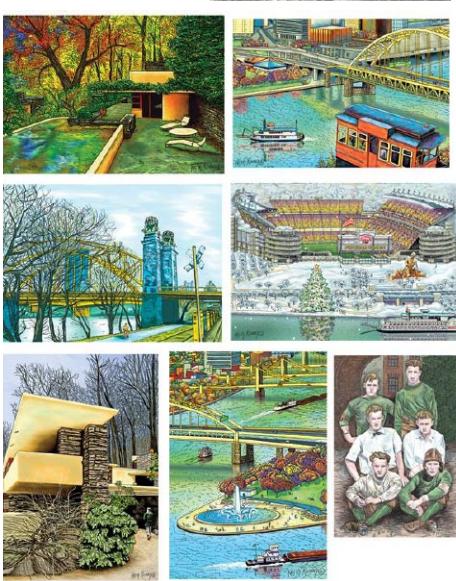
Designer for the project was Todd Sanders of Locusgraphic in Pittsburgh. In a short feature shown on Central PA Live WJAC-TV on November 18, Anni demonstrates how she created the black and white watercolor paintings for the book's interior.



*continued on page 3...*

## Out and About

Shown are eight of sixteen 5" x 7" greeting cards featuring **Kathy Rooney's** Pittsburgh themed artwork that will be sold through the Heinz History Center Museum Shop and at *Books in the 'Burgh:12th Annual Book Fair* on Saturday, December 7, 10 am - 3 pm. Admission to the sale is free. Kathy's cards can also be ordered [online](#).



**Molly Feuer, John Blumen, Rick Henkel and Vince Ornato** (behind the camera) visited the Cleveland Museum of Art in October. The museum is only two hours from Pittsburgh. They are planning another trip to the Van Gogh show opening in March and welcome other interested members to join them. Contact Vince at: [vincetheartist.com](mailto:vincetheartist.com)



**Molly Feuer reports on:**

## October BOI Meeting

The October Business of Illustration meeting held October 25 was titled Freelancing and the Law - the second of a two-part speaker series focusing on better business practices for independent illustrators. The meeting was held at Artisan Tattoo/Gallery on Penn Avenue — a beautiful space with a floor surfaced entirely in pennies! It's worth a visit just to see that amazing detail.

Attorney **Eric Davis** is the Current Managing Partner at Elliot & Davis and an entertaining speaker. His honest, no nonsense approach to educating our group left us all with something to consider.

In addition to the common sense talking points like using good contracts and communicating work terms clearly, Eric discussed a number of strategic business moves that could benefit any small business owner. He explained the importance of protecting our personal assets by keeping them separate from our business by forming an entity such as an LLC. It is easy to do and inexpensive to maintain in Pennsylvania. He also suggested a number of small practices that artists (and all sole proprietors) can put into place immediately to help keep our personal and business finances separate. For example, not using business checks or business credit/debit cards for personal purchases is a good rule of thumb that could make it easier to protect personal assets in the event of a lawsuit.

Eric also touched on an issue relevant to intellectual property that I had not previously considered. Protecting all of the versions of our work that we provide to clients and not just the final deliverable grants us better control over our work and ideas and allows us to maintain ownership of our creative process. Many of us provide multiple conceptual drafts and many phases of a finished work. These works, no matter how preliminary, should be protected in writing and their terms of use clearly stated.

**Fred Carlson** remarked that when he won his last small claims suit in 1986 the legal limit was \$3,000 that could be collected using small claims where you could represent yourself. He was surprised to hear it's now \$11,000 allowable. Plus the PA 1996 LLC rules changes make that so much more attractive than the former incorporation rules and costs which never justified the cost (annual renewals were quite high — over \$600 annually); now the LLC option does not have annual renewals.

After the talk, members enjoyed delicious candy apples and other snacks before heading home. Eric took further questions from members and some of us took the opportunity to catch up a bit before the next social gathering.

In attendance were President **Evette Gabriel**, VP **Ashley Cecil**, new member contact and former President **Fred Carlson, Molly Feuer, Tim Miklos, Frank Harris**, former President **Rick Antolic, Joel C. Boyer, Kelly Ackerman** and **Hannah Garrison**.

This meeting concludes PSI's Business of Illustration meetings for 2013.

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Anni Matsick reports on:

## 2013 WPaSCBWI Fall Conference



Nora, Anni and Vince have the table cornered.

For freelancers who usually spend their work days holed up in private studios, nothing beats a chance to gather in a classy atmosphere for a full day of learning more about a favorite topic, illustrating for children. Eight PSI members were among those attending this year's **western Pennsylvania region Society of Children's Writers & Illustrators** Fall Conference. The familiar annual setting at the Doubletree by Hilton in Green Tree provides a spacious ballroom setting for the main presentations and smaller rooms for the various breakout sessions occurring through the day. PSI members taking it in were **Cheryl Ceol, Vince Dorse, John Hinderliter, Pat Lewis, John Manders, Anni Matsick** and **Lisa Rasmussen**, with Illustrators Representative **Nora Thompson** taking care of technical details to assure all ran smoothly.



The day began with a general address in the ballroom, which included acknowledgement of artwork contest winners. Attendees received bookmarks with **John Hinderliter's** winning design, and another by **Stacy Innerst** whose entry was a close second in the Book Mark



**Challenge.** **Anni Matsick's** design, winner of the Lapel Pin challenge, was worn to hold name tags. John and Anni received free tuition to the event as their prizes.

Major news this year came from Regional Advisor **Pat Easton**, who announced she will retire from her position as of January 1. She will be succeeded by **Marcy Canterna** who has been her assistant for many years. They received

a standing ovation.

Attendees then dispersed to two morning sessions of their choice, featuring the following faculty members:

**Harold Underdown** is an independent editor; he does critiques, helps to develop manuscripts, and provides other editorial and consulting services for individuals and publishers.

**Daniel Nayeri** is an author and the digital editorial director of Houghton Mifflin Harcourt, Children's Group.

**Rachel Orr** is an agent with Prospect Agency, where she represents both authors and illustrators who write everything from board books to YA.

**Stephanie Pitts** is an Assistant Editor at Schwartz & Wade Books, an imprint of Random House Children's Books.

**Jessica Regel** serves as Foundry's Foreign Rights Director for Children's Books, and also represents her own list of authors.

Also presenting a talk was **John Manders**, advising on school visits and how to bring your book to life in the classroom. Attendees were treated to original art from



Harold Underdown picks up postcards at the portfolio display.



John's many picture books, spread on a table for easy viewing. Additional informative sessions included two by **Stephanie Keyes** who advised on using social media and finding your "brand."

After the buffet luncheon, a favorite program ensued in which readings (First Pages) were interspersed with illustrations projected on a screen (First Looks) and commented on by the faculty panel.

Portfolios and promo cards were displayed on tables around the perimeter and all were encouraged to make the rounds and be amazed at the depth and breadth of the talent represented.

### John Hinderliter

said, "Coming from an advertising background I'm always stunned by how encouraging and supportive everyone is at the conference and this year was no exception. It was also great to see such a strong illustrators turnout."



First Looks:  
John Hinderliter

Attending a regional or national conference is essential for anyone wanting to learn the basics or become more informed on the state of today's world of children's publishing. A special effort has been made on both levels to include topics of interest to illustrators and the contests are a way of recognizing and rewarding their talent. Much of the credit is due to

**Nora Thompson** in taking up the illustrator's point of view in planning the content.



First Looks: Nora Thompson

"I learned a lot about publishing that I didn't know," says **Lisa Rasmussen**. "I thought it was especially interesting to hear how from Daniel Nayeri

how an editor approaches the 'orchestration' of the manuscript and the illustrations of a picture book. I wish there had been an opportunity for individual portfolio reviews." **Pat**

**Lewis** had this to say: "I was unsure about attending the conference at first, thinking it would be heavily geared towards writers, and I didn't know how much an illustrator could get out of it. Most of the other attendees I talked to seemed pretty impressed by what I do, though, which felt nice, and it was great to have a little face time with industry professionals — since



Pat Lewis smiles for the camera.

there were so few of us illustrators there, I think we really had a chance to make an impression. There was a fairly broad range of workshops offered, and I was glad I could pick ones that were actually relevant to me. "The Picture and the Words" was a great analysis of how the text and illustrations work together in a picture book, and Rachel Orr's "How Do You Know When You're Ready for an Agent" was really useful as well. If I had known beforehand what a great speaker Daniel Nayeri was, though, I might have tried to sign up for his afternoon session as well. All in all, it was a great time, and I got exactly what I wanted out of it--a handful of information to think about, and a ton of inspiration prompting me to get right back to work."

SCBWI's **Annual Winter Conference** in New York will be held February 21-23, 2014 at the Hyatt Grand Central. It's held over two days with an optional Illustrators Intensive on Friday. This is an exciting opportunity to hear from those involved in the industry and meet writers and illustrators from across the country and abroad!



*Illustrators Representative Nora Thompson instructs the faculty panel on First Words/First Looks.*



*John Hinderliter talks art with Harold Underdown.*



*Vince Dorse greets onlookers at his portfolio.*



*Anni Matsick at lunch with Elizabeth Segel, author of Duck Dreams: City Boy to Farmer Boy.*

## 2014 PSI Dues Reminder

**PSI DUES ARE DUE BETWEEN  
JANUARY 1 AND MARCH 1  
ANNUALLY.**

Anyone wishing to pay dues via PayPal can do so on the link on the home page of our website. The email address for making PayPal payments is [treasury@pittsburghillustrators.org](mailto:treasury@pittsburghillustrators.org) or mail a check payable to "PSI" for the amount due to Gina Antognoli, PSI Treasurer, 439 Lark Tree Circle, Bridgeville PA 15017. If you have questions about your dues amount, contact Gina at [antognolistudio@gmail.com](mailto:antognolistudio@gmail.com) or [gina@antognoli.net](mailto:gina@antognoli.net) or call 412.320.9734.

**FULL MEMBERS PLEASE NOTE:**

You should have received an email requesting your vote regarding board positions and an increase in dues, which, per PSI by-laws, must be approved by a majority vote. Please participate by December 6 via the link provided.

If you did not receive the email, please contact Ashley Cecil, PSI VP, at [ashley@ashleycecil.com](mailto:ashley@ashleycecil.com).

## New Member

**Micah Benson**, Pittsburgh  
[micahwbenson@gmail.com](mailto:micahwbenson@gmail.com)  
[www.micahbenson.com](http://www.micahbenson.com)

Micah is a recent BFA Illustration grad of Syracuse University and works as a designer for Whole Foods. He was art director at the giant Daily Orange Syracuse newspaper when in college. He heard about PSI through **Pat Lewis**.



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## SATURNALIA 2013

### PSI's 16th Annual Crowning Social Tradition set for December 14

This year's holiday revelry will begin at 8 pm on Saturday, December 14 at the home of John Blumen, 25 Sceneridge Avenue (Brentwood area off Brownsville Road), Pittsburgh.

PSI will provide ham, smoked turkey breast and sandwich rolls, hot hors d'oeuvres and an assortment of pop and bottled water. Members are welcome and encouraged to bring your choice of food and NA or alcoholic beverages! Any questions, email John at: [jjblumen@aol.com](mailto:jjblumen@aol.com)

PSI members are encouraged to invite: Clients (existing and future)! Prospective members! Your patrons!

For the musically inclined, John will have a room set aside for those who'd like to jam. Guitars, fiddles and basses are all part of the fun!

Saturnalia is our most-attended event of the year, so mark your calendar and plan to join in!



*Art by Mark Brewer*

## Spotlight on... Dave Klug

Dave is going BIG, with his latest project the size of a box truck!



For most of Dave Klug's career he has done a lot of small spot illustrations, working larger than reproduction size. But recently it's been the opposite, a pencil sketch that started about five inches wide ended up being 78 feet long! Soon after, another measured out at 35 feet and recently he finished one the size of a box truck — literally. "Of course this just doesn't happen by scanning something at 50,000%," he says. "There is a lot time, and I mean a lot, drawing and redrawing and sitting at the computer." Here's the story in his own words.

"The first large-scale project was commissioned by Highmark and installed at the Consol Energy Center. In a section of the arena called Hall of Champions, Highmark advertised on all the wall space with blue hand prints and healthy people. But it was time for a change and they wanted to show how Highmark was a big part in a Pittsburgh panorama. I was contacted by Mullen, a design group with a few locations across the country. The process of securing the job, approving roughs, finalizing artwork, revisions and printing and installing took about six months. I worked on other projects as well, but it was the majority of the time."

It really did start with a five inch pencil sketch, the composition has to work even at a postage stamp size. I enlarged that 200%, redrew it, getting building and river and bridge positions a little better. Enlarge again, redraw again, this time adding a few more details. Combination of photo and map references to get the lay of the land helped throughout this process. The sketch I presented to the client measured almost four feet. I was able to scan it at a FedEx office, saving a pdf file for me and a printout copy for them. A normal amount of changes took place. Then I started the finish. I approached it like any other other illustration, open the rough in Illustrator, add a new layer for the black line work, and start drawing in the upper left hand corner and work my way across. The file was at a 10:1 ratio, so 78" across. But I was drawing with a 1 or 2 point size pen, so a lot of details and zooming in and out. Some things are skewed, like the size of the Highmark building is exaggerated, but heck, they were the



ones paying for it. Color layers were made for everything. Sky, land, buildings, people and logos and such.

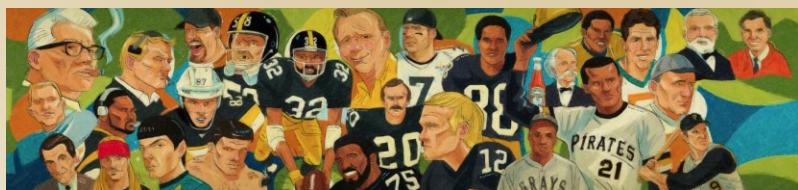
The second project was also a mural, for Primanti's Restaurants in their Oakland location.

I painted the original one in the Strip District twenty years ago and have added to it. But never really liked working on the walls, a bit greasy from food prep and always some condiments splashed here and there to contend with. So this 4' x 35' one I did electronically to be printed and installed on vinyl with a protective clear coat. Same process: pencil sketch, enlarge, redraw, client approval, put sketch into an Illustrator file and start in the upper left hand corner. Line work on one layer, color layer underneath. But in the end they did not like the clean look from working on a computer and a special software, AlienSkin, was applied to create a painted look. It was frustrating to figure out but I am happy with the end result, mimicking my style of painting, even down to the angle of the brushes used.

The most recent started out as a logo character update, used mainly for web and print communications for Colker Cleaning located in the Strip, and working with George Co Advertising. They were the premier sea sponge supplier for window washers on the east coast and had C.C. the Sea Sponge as their mascot in 1974, long before SpongeBob. Once again because of using Adobe Illustrator, I was able to enlarge the artwork with no effects from pixelation. Created not only a new C.C. but new designs for their small fleet of delivery trucks."

Be sure to look for these spectacular new murals in their landmark locations when you're downtown or in Oakland. Extra points if you spot C.C. the Sea Sponge whizzing by!

Check out Dave's portfolio on his websites at [www.daveklug.com](http://www.daveklug.com) and [www.klugworld.com](http://www.klugworld.com)



# BEHIND the BRUSH



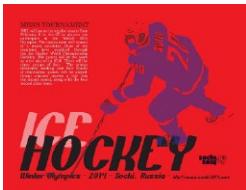
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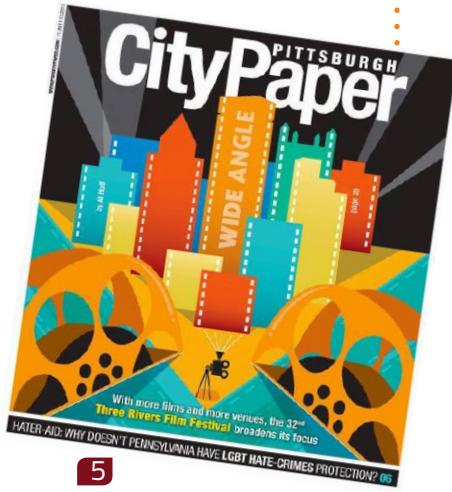
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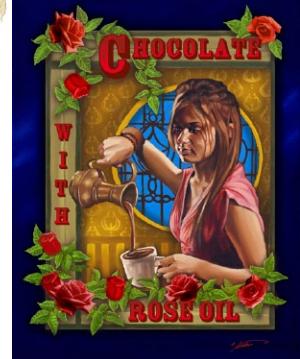
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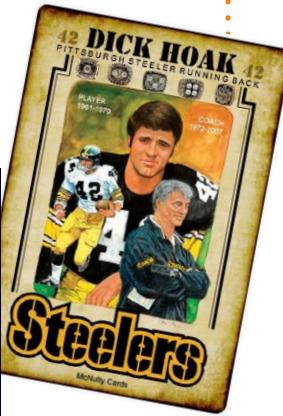
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14

1. **Steve Cup** created this piece for Time Out New York for an article introducing the Welcome to Night Vale podcast. It's a weekly radio series about a town called Night Vale where all sorts of creepy Twilight Zone type things happen.

2. Here's page one of a four-page comic **Vince Dorse** posted on his Tumblr. **The Goat Rider** is another of his experiments in comic storytelling.

3. Bigfoot rescues Scout and the squirrel in the nick of time in the November 13 episode of **Untold Tales of Bigfoot**.

4. Here is **Mary Dunn's** class assignment, the design had to reflect either the winter or summer Olympics sports. She chose ice hockey in Russia.

5. The Three Rivers Arts Festival is the topic for cover art by **Dave Klug** done for the Pittsburgh City Paper.

6. **Dave Biber** did this drawing as a job assignment for a series about accidents and mistakes leading to other problems.

7. Here is **Taylor Callery's** "Snake Bite" handbag mentioned on page 1, for sale online.

8. Since February **David Coulson** has been doing a weekly "fashion" illustration for the King Features Syndicate newspaper column Sew Simple. He is sent a color photo from the sewing pattern featured each week and from that he does a black and white drawing, inking with a brush for the figures and faces, and using Photoshop manipulation for the clothing. "It's quite a change from the stuff I normally do!" he says.

9. **Yelena Lamm** just painted this 15"x30" oil on canvas still life, commissioned by a family member.

10. Here is **Fred Carlson's** finished color piece that was shown in the September issue of PSInside on page 8 as the pencil sketch out for approval. The art depicts Tarek Masoud, Egyptian political expert and resident scholar at the JFK School of Government. Client: Phillips-Exeter Academy, AD: David Nelson

11. Fred did this commission for a private buyer from Australia. He will be using this art of Jimmy Reed to promote his new website featuring his new music images (among many other new assignments) at [www.carlsonstudio.com](http://www.carlsonstudio.com)

12. **George Schill** was commissioned to create apple characters for a packaging project. The characters were used for applesauce flavors – Musselman's Squeezing Packaging For Kids – look for them in your local supermarket!

13. **Rick Antolic** says he's always had

three illustration goals: a movie poster (done!), a wine or other bottle of spirits (done!), and a package for chocolates (not done). "But an illustrator is supposed to promote the art they want to do, so I designed this package for a box of chocolates with rose oil," Rick says. "You actually can buy chocolate with natural flavoring of rose, at a candy store in The Strip district. Oil manufacturers extract the oil from roses and sell that to chocolatiers. When the rose oil is infused into the chocolate, it gives it a wonderful flowery aroma, and a hint of rose flavor!" Using this illustration to garner a chocolate project will be one of his goals for 2014. The original is an 18 x 24 oil on canvas.

14. Here's a portrait of Steelers great **Dick Hoak**, by **Ron Mahoney**. It was done for Art Rooney, Jr.'s private collection.