

PSInside

www.pittsburghillustrators.org



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Editor: Anni Matsick

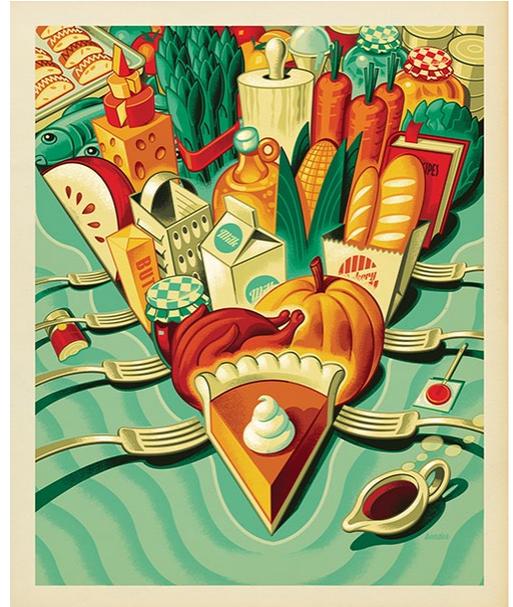
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All in the Cards

Meet Wilbur Whateley, Jack of Diamonds! He is one of the characters in a unique, limited edition deck of playing cards offered by **Rhonda Libbey** as a Kickstarter project, ending September 26. Click to watch the [film](#) to hear more and see Rhonda painting.



Pet Project

This commissioned portrait of "Joey" by new Affiliate Member **Helen Fielding** is 9"x12", done in colored pencil on Bristol board.



Local Geometry

Another cover was recently finished by **Mark Bender** for Pittsburgh Quarterly's Fall issue. "This is my third cover for Art Director Jennifer McNulty. It's always a pleasure to work with her and to create images reflecting Pittsburgh," Mark says. The design challenge was to create an illustration capturing a fall feast while incorporating the city's Golden Triangle. PQ's website posted a [key](#) to the illustration's buildings and symbols.



My Spot

Anni Matsick

Don't yawn and put off reading this issue or you might miss two events coming up this weekend! Aside from being the

usual great get-together, Friday's Business of Illustration meeting will acquaint you with effective methods of marketing your work and a how-to for selling it online.

The presenter is one of Pittsburgh's most familiar artists, offering a tour of her successful website. Find more details on page 2 and plan to take a snack to share!

This month's Spotlight focuses on an annual local event now in its fourth year, significantly due to the devoted efforts of one of our newest members. Her enthusiasm for sharing its offerings will make you want to check it out for yourself, along with the pre-event fundraiser!

Two more new affiliate members are introduced on page 3, and one of them made the cover with a sample of her latest work. Their brief bios describe two more examples of the diverse talent being introduced to our ranks. So when you meet either of them at a BOI or PSI Social, remember to say, "I read about you in PSInside!"

On Exhibit

Two pastel paintings by **Mary Dunn**, "Study in Poppies" and "Deep Purple", have been selected for a juried exhibition at The Saville Gallery in Cumberland Maryland.



"Cape Watch" by **Ron Thurston** will hang in The State Museum of Pennsylvania in Harrisburg with the Pennsylvania Watercolor Society's 35th Annual International Juried Exhibition opening November 8. An opening reception will be held November 16, 2-4 pm. The show runs through February 8. Juror of selection and awards was **Sterling Edwards**.



"Girl in White Hat", a 14"x11" watercolor by **Anni Matsick**, received Third Place in *Artists in Our Midst: Art in Common Annual Juried Exhibition* at the Southern Alleghenies Museum of Art (SAMA) in Altoona. Two more of her watercolors were accepted as well. Juror for selection and awards was Sommer Toffle, SAMA Ligonier Valley Coordinator. Awards were presented at a "Blue Monday" reception September 15. The show, featuring over eighty pieces from more than thirty area artists, will hang through December 6.



Works by PSI members **Ron Thurston**, **Nicole Renee** and **Kit Paulsen** have been accepted for Pittsburgh Watercolor Society's *Aqueous Open 2014: 68th Annual International Exhibition*. Ron



says about his 19"x15" painting, "No agenda": "I was attempting softer edges in this one. One of my class lessons I have been preaching is the blend-

ing of edges because I understand just how difficult that can be in watercolors." Nicole wrote, "I paint very few pictures of specific places or things preferring to mostly rely on my memory and imagination. This piece however was based on the James River, about a half a mile from our

house in Virginia. The sun was so bright it faded the green of the leaves to yellow and then back to a blinding white making the water seem that much more refresh-



ing. A perfect summer morning." Nicole used foam rollers and removed paint to get highlights before layering more paint on top, layering darker and removing more to get an extreme contrast between the cool shade and water and the hot sun. Kit's "La Meridiana Hillside" is 21"x25",



Painted en plein aire in Tuscany. An opening reception will take place Saturday, October 4, 5-8 pm at the Spinning Plate Gallery, 5720 Friendship Avenue in Pitts-

burgh. A painting demonstration by the show's juror, Donna Zagotta, will be held on Sunday, September 28. Non-members are welcome to attend for \$5. The show will run through October 25.

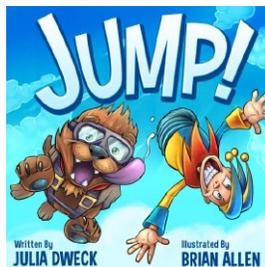
Kudos



Five of **Bernadette Kazmarski's** art/illustration entries won Certificates

of Excellence in the annual *Cat Writers' Association Communication Contest*. The certificates are prestigious awards in themselves, but also qualify the works for the next level, Muse Medallions, and the special awards sponsored for individual subjects. The certificates went to Bernadette's *Feline Style Sampler*, a calendar with one of her daily sketches for each month, two cartoons and an illustration. Bernadette won the top honor President's Award in last year's competition, covered in the **November 2013 PSInside**. Based on the popularity and success of *12 Sketches of Cats and Feline Style Sampler* Bernadette has decided to make them annual issues and is currently designing them with new art for 2015.

Jump!, a children's book illustrated by **Brian Allen** with best-selling author Julia Dweck, was ranked #2 on Amazon in the Free Children's Book and Graphic Novel category during the book's



promotional giveaway. The story is about a Jack-In-The-Box who breaks loose and discovers the outside world. It is available as an ebook, and will be available soon as an animated version.

Nicole Renee was awarded one of four awards for her booth/body of work out of 115 artists at *A Fair in the Park* on Sept 5-7th.



Out and About

Susan Castriota

and Wilson had three book signings for *Wilson and the White House Pups* on Saturday, August 30 in Washington DC at White House Gifts Store and the Smithsonian. The book is part of a series featuring the little dog, written and illustrated by Susan.



"Coloring Outside the Lines," an article on the art of new member **Emily Traynor**, appears in *Manic Magazine's* September/October "Women of Power" issue. It can be found around Pittsburgh (try Shadyside), or click to read the **digital version**.



COLORING OUTSIDE THE LINES
The Art of Emily Traynor

Worthy Causes



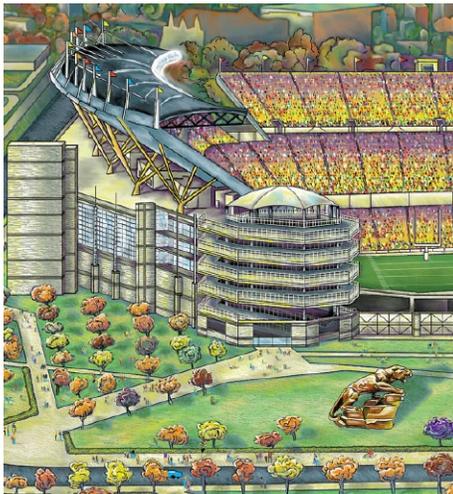
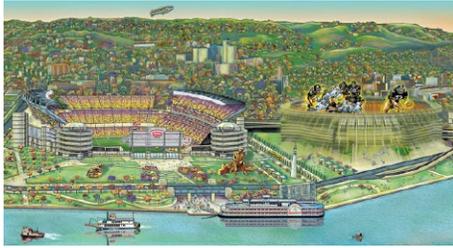
Liz Jones painted pointe shoes in a *Firebird* theme for Pittsburgh Ballet Theater which is celebrating its 45th season this year. The shoes will be up for bid with a variety of other items at their **2014 Pointe in Time Ball Auction** on November 1.

George Schill created this stool for an upcoming November auction fundraiser for the neonatal unit at Magee Women's Hospital.



BOI Meeting September 26

Mark your calendar and plan to visit the studio of **Kathy Rooney** in Mount Lebanon for this informative, do-not-miss presentation on marketing your artwork! Kathy will conduct an online tour of her **Etsy Shop** accompanied by her viewpoint on selling, pricing and marketing prints and original artwork. Shown is "Heinz Field / Three Rivers Stadium," available as a print. Kathy will include a live demo, and Q & A session to follow. Watch for an eblast with driving directions.



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New Affiliate Members

Helen Rose Fielding, Sewickley
dreamhorse@ideasrealized.com
www.ideasrealized.com

Helen has lived in the Pittsburgh area for most of her life. She has been drawing for as long as she can remember, and her favorite subject to portray is horses—which may be found galloping throughout any of her sketchbooks. Helen usually works in graphite or colored pencil, but she recently began exploring other mediums such as pastel and acrylic, and may do more work in those in the future. Helen is homeschooled, currently starting her junior year of high school, and hopes to find time in the busy schedule to take commissions for artwork.



Tammy Thompson, Pittsburgh
vivatam@gmail.com

Tammy is a newcomer to Pittsburgh, having just moved here in August from Columbus, Ohio. For the last eighteen years, Tammy has built a career in Web design, user experience, and project management. Her last ten years were spent at The Ohio State University where she managed a team of designers/developers and contributed her skills to plan and create custom educational and business applications for faculty and staff.



Tammy is an Art of Hosting (AoH) practitioner and especially enjoys participating as a graphic facilitator, visually collecting the essence of the day and contributions from attendees.

Currently, she is inventing her next chapter and, as part of it, is looking forward to diving back into more traditional mediums in addition to expanding her digital background.

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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.



John Hinderliter



Ron Thurston

NEXT PSI SOCIAL



**Tuesday, October 14
Beginning at 6:30 pm**

Church Brew Works,
3525 Liberty Avenue, Strip District

Free parking! Free appetizers!

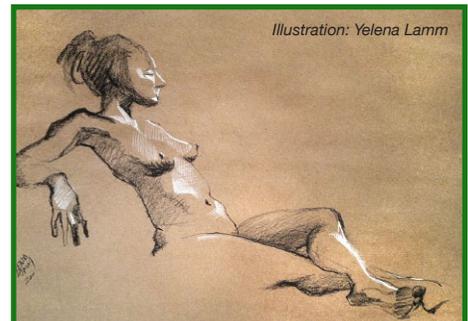


Illustration: Yelena Lamm

Life Drawing at Panza Gallery

Thursdays 6:30-9:30pm **\$10**

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www.panzagallery.com

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Spotlight on... Maggie Negrete

Maggie has been an organizer for the Pittsburgh Zine Fair since its inception in 2011, connecting the public with diverse, unique direct-from-artist publications.

This year's 4th Annual Pittsburgh Zine Fair is coming up Sunday, September 28, 2-8 pm at the Union Project on the corner of Stanton and Negley.

Admission is free. Maggie will be tabling there after a month of indie comics events including the San Francisco Zine Fest and the Small Press Expo (SPX). Shown are two images from books she will be selling, *Reliquary* and *Adventuring Princesses*. Maggie's art also appears on the flyer she designed for the fundraiser mixer set for the evening prior, 7:30-11 pm. Readings begin at 8 pm, with Maggie participating.

Each year, the event gets larger, more refined and adds supportive programming before the actual event. "We start meeting about four months in advance to commit our venue then begin marketing to potential vendors and larger media outlets," Maggie relates. "Personally, I manage the media relations and organize special events like a fundraiser which features musical acts and art auctions as well as a mixer the night before the Zine Fair where vendors are invited to read from their zines and mingle with friends." With an event like this, it's important to have a person designated to handle registration and communications with vendors, someone to handle the website and social media platforms, someone to seek donations, liaisons for food trucks, DJs, printers and artists/artwork. "There is always so much to do that I never believe that we pull it off." Most of the organizers also have tables on the day of the event, so they utilize volunteers to manage an info table and check in with vendors.

There are over fifty vendors in the main hall of the Union Project selling their zines, or self-published booklets, that range in content from comics, to poetry, to photography, to radical journalism. In the atrium of the Union Project, the CLP Zine Collection and Mr. Roboto Project Zine Library are displayed alongside a zine-making activity and local DJs. This year, they will include on-site child care by Yellow Bridge volunteers.



"Our target audience is truly the general public. Because zines are a format and do not dictate content, there is something for everyone whether they be a preschooler, a punk, a senior or an artist themselves," Maggie continues. "The items on sale are usually fairly cheap, so it's a fun place to browse and pick up a few new additions for the bathroom magazine rack."

"Zinesters" will often trade their zines in lieu of buying/selling to attendees. Zines are often between one to three dollars because they are run on copiers with economy stock, but sometimes people upgrade print production for higher quality color and paper stock with binding to resemble chapbooks.

Zine fairs are all about community, Maggie says. "Last year, without any prompting, every vendor tore down their setups, brought their table to the storage closet and some even stayed to help with further cleanup. It was truly magical and everyone was out of the Union Project by 8:30 pm!"

Maggie's own work begins in blue pencil, then lines are inked with Micron pens. Then, "I scan, do a little touch up in Photoshop then prepare my books in InDesign. I take my files to CFL Printers on Penn Avenue for printing then fold and bind myself. I love helping other people format their zines for printing as this can be confusing for first timers." Currently, Maggie is working on the layout for the third issue of *Steer Queer*, an arts and literary zine with a focus on queer authors/artists. Her fans?

"Usually loud-mouth feminists (both men and women) and ten-year-old girls. My artwork can be dark at points so I find success in the metal and punk communities as well as with wiccans or other witchcraft enthusiasts."

Potential vendors should follow the event on Facebook and Twitter and sign up for the email list to be notified when registration is open. This usually occurs around June of every year and runs until they hit capacity. Maggie says, "We keep our table fees absurdly low, \$20 for a full table and \$10 for a half, to entice people of all economic backgrounds to participate."

Next Zine Fair event: **Zine Fair Mixer**, Saturday, 9/27 at the Bunker Project, 8-11 pm.

The **4th Annual Pittsburgh Zine Fair** is Sunday, 9/28 at the Union Project, 2-8 pm.



Zine Fair Mixer



BUNKER PROJECTS
DOORS AT 7:30, READINGS BEGIN AT 8PM. CHILL UNTIL 11PM.

FEATURING READINGS BY ZINESTERS:
Thom Delaty, Jean Tarrow, Niki "The Bar" Harwood, Maggie Negrete, Erica Oh, Natty Soltesz, with Catherine Conley of Steer Queer and Kelly Thomas of Wild App Press.

SATURDAY, SEPTEMBER 27th
DOORS AT 7:30, READINGS BEGIN AT 8PM. CHILL UNTIL 11PM.

THE PUGH ZINE FAIR IS SUNDAY, 9/28 FROM 2-8PM AT THE UNION PROJECT. ALWAYS FREE!

Article by Anni Matsick
Design by Yelena Lamm
Photo courtesy Larry Rippel
Poster art: Andy Scott

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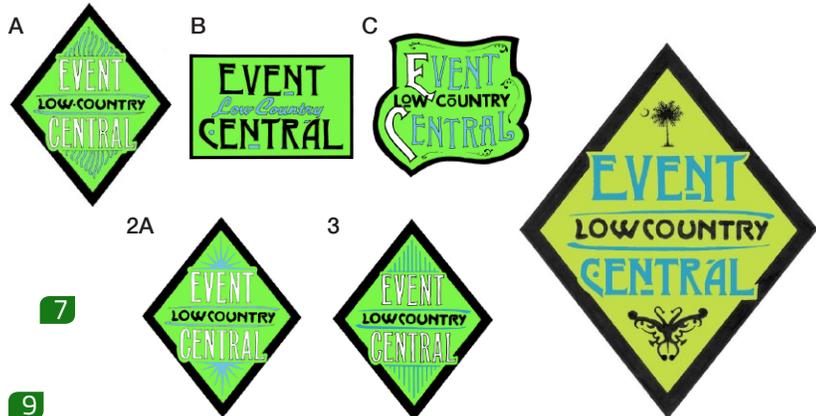
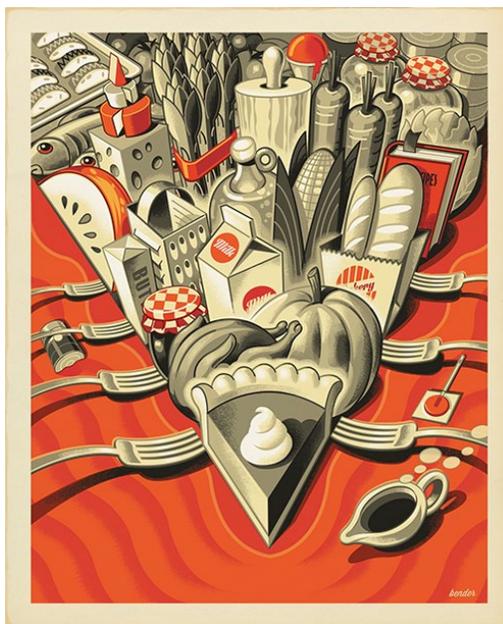


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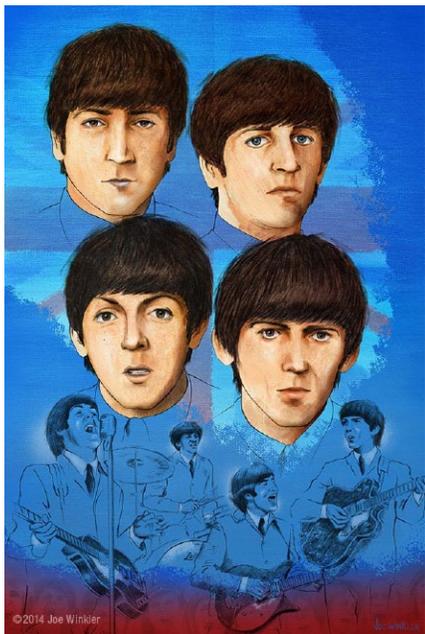
1. **Mark Brewer** completed this assignment for Strategic Finance magazine.
2. **John Blumen** illustrated this front cover for the second book in the series Metal & Lace by Kathryn Rose titled *Avalon Rising*, published by Llewellyn Worldwide.
3. Back to the basics this month is **Jim Zahniser's** latest Icon of Music, featuring the Rolling Stones.
4. "Knowing a few talented Pittsburgh artists has paid off again in the form of UTOB fan art from **Wayno@!**" writes **Vince Dorse** in a weekly posting of his online comic, *Untold Tales of Bigfoot*. "Wayno was kind enough to invite me to join the Pittsburgh Society of Illustrators years ago, and has always been a huge supporter of my work as well as a vast source of comic-making knowledge. His version of Bigfoot and Scout has an organic, off-beat, brushed ink style with a heart and sentimentality that would feel right at home in a Schulz strip. Great stuff!"
5. From **Fred Carlson**, four layouts presented for the new CD package for nationally acclaimed slide guitarist Tom Feldmann, for Magnolia Recordings. "I will show and describe the finished cover that Tom selected and my finished art next month in PSInside! Stay tuned!" Fred says.
6. Here is Fred's recently completed portrait for Phillips-Exeter Academy's Alumni Magazine FINIS column. It depicts student Michele Areas who wrote the essay. This marks the 56th straight issue of this quarterly publication where Fred's work has illustrated the FINIS and Table Talk columns, dating back to the Fall 2000 issue.

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- Shown here are five logo proposals Fred presented to the client, Event Central Lowcountry of Beaufort South Carolina, an entertainment and recreation vendor services access website (AD: Michele Barker). The website business connects all manner of entertainment, event planning, wedding, banquet, concert services for the Lowcountry South Carolina region. The first file is the final hand drawn logo scanned into photoshop and finessed and colors dropped in. Logos A, B and C were the first set shown to customer. 2A and 3 were shown next in development. Final is the finished high res treatment.
- Here is a limited-color version of **Mark Bender's** cover art for Pittsburgh Quarterly shown on page one, which he is "still fond of."
- It was 50 years ago this month The Beatles played the Civic Arena. To celebrate, **Joe Winkler** made available this 24"x36" mixed-media montage on his [Fine Art America](#) site.
- John Hinderliter** has been very busy illustrating book interiors for Penguin/Random House and has just started a seventh within this year. He just finished line art for a story about Stan Lee, another about Mount Rushmore, and is in the middle of one on Mount Everest. The drawings are samples from each.
- "Fawn" is John's most recent painting, 12"x24", oil on panel.
- New Affiliate Member **Tammy Thompson** is introducing the membership to her work with this framed piece.