

PORTFOLIO

THE PHILADELPHIA SKETCH CLUB · FOUNDED IN 1860

JUNE 2004

Dinner Meeting June 11th

For our Dinner Meeting on June 11th we plan a special surprise guest. A distinguished and greatly respected gentleman you will all be happy to see again... so be absolutely sure to attend! – **Donald Meyer**, Program Director

Menu from John-Nicholas Caterers, Inc.

- SURPRISE!

Announcements

The Treasurer is looking for a Club member to take over and do the one person payroll of the Sketch Club. A PC and printer are necessary. Experience with an accounting program is helpful but not crucial. This would be of great help to the Treasurer and the Club. Please call **Bob Mezey** at 215-735-5646.

From the Mailbag

The newest addition to ArtNetwork's "101" marketing series, [Selling Art 101](#) teaches all the essential skills you need to sell art. For most artists, selling art is a skill that needs to be learned. Available online at www.artmarketing.com or from the publisher at ArtNetwork, P.O. Box 1360, Nevada City, CA 95959; 800-383-0677; info@artmarketing.com. The book is \$22.95 + \$4.00 shipping.

continued on page 4 – Mailbag

ART MATTERS

Marta Bartolozzi will be in Tuscany this July on a solo painting trip in the Chianti region. Ciao a tutti. See you in September!

John A. Benigno's photograph "No Name Butte, Monument Valley" was in the Philadelphia/Tri State Artists Equity Association exhibit at the Berman Museum, and was awarded the Rubenstein's Art Department Award.

Ben Cohen will be showing at Medford Leas for the month of May. He also has been invited to show in "Seniors Celebrate the Arts" at the Art Institute of Philadelphia, 1622 Chestnut St., May 3 to 28, 2004.

The Plastic Club awarded its Gold Medal to **John Kogel** for his oil "Rock and Trees" at its 2004 Members Medal Show. The Zeigler Prize was awarded to **Jeanne Coryell** for her gouache "Memento Mori." Honorable Mentions went to **Laura Zito** for her digital print "Fantastical Day in Merion" and to **Jack Gerber** for his pastel "Park Scene." Other Sketch Club members in the show included **Elizabeth MacDonald, William H. Campbell, Dorothy Roschen, Paul Clement, Leon Graff, Mary Beaumont** and **Alan Klawans**. The exhibition ran from May 2 through May 28, 2004.

Eric Fowler was one of two artists in the Altered Skylines exhibition at the Radclyffe Gallery, 5806 Route 202, Lahaska, PA. The show

opened with a reception on May 22nd and continues through June 15, 2004. For information call (215) 794-9225.

Dick Goldberg was juried into the Philadelphia/Tri-State Artists Equity 55th Anniversary Exhibition "To Be An Artist" at the Philip & Muriel Berman Museum of Art at Ursinus College, Collegeville, PA. The show will run from June 1 to September 5, 2004. He also received an award.

The exhibition *Sam Maitin: Collaged Color* is currently on view at the Main Line Art Center, Old Buck Road & Lancaster Ave., Haverford, PA. The exhibition features a gallery full of artwork by PSC member and Philadelphia icon **Sam Maitin**. The exhibition continues through June 18, 2004. For information call (610) 525-0272.

Alan Klawans' Digital Images will be part of a two person exhibition at the Artists' Gallery, 32 Coryell Street, Lambertville, NJ. The exhibition has an Artists' Reception on Saturday, June 12th,

Welcome!

ACTIVE

Sy Hakim
Thomia Jones
Shan Ju Lin

FRIEND

Randy M. Birer

from 4 to 8 PM. It continues through July 5, 2004. For information call (609) 397-4588.

Two paintings by **Desmond McLean** were honored by The Camden County Historical Association Exhibition Committee during the 2004 Annual Painting Juried Exhibition. Both paintings received a 'Special Honors Award' with one of the paintings receiving a 'Honorary Grant.' Dr. John Gianotti of Rutgers University was the jurist for the exhibition. The show was held in Hopkins House Exhibition Memorial, Camden County Park, Cherry Hill, NJ.

On Friday evening June 4th from 5 to 9, come to a reception for **Donald Meyer's** solo show at Sunset Hill Fine Arts Gallery at 23 N. High

Musings from the Club Office

Due to some first hand experience, I have a whole different response to the question "Why should I join the Sketch Club?" If you are an artist the answer is this simple: Moral Support! Last month I was very taken by the amount of support fellow Sketch Clubbers showed by attending my exhibition. I have seen this support by the membership for other members as well. This support is beyond helpful; it is uplifting and soothing at a time that is often very stressful. Making art can be such an isolated experience. As a Sketch Club member, you need not be alone during the making of the work, nor during the celebration of its completion! – **Diane Podolsky**, Executive Director

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Diane Podolsky

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Robert Jackson

Michael Kunceвич

(Graphic workshop)

PORTFOLIO

Editor/Designer

Susan Hutton DeAngelus

Illustration

Al Bowe

Contributing Writer

Bruce H. Bentzman

UPDATES

Archives

Thanks to **Diana Capaldi** who joined our devoted **Donna Ostroff** for continuing to work on the many tasks in the PSC Archives. Also we are most pleased that **Ellen Grenell**, a new active member, has joined one of our Saturday work parties. The work parties meet on Saturday mornings twice monthly and anyone may join our group. Those wishing to help can come anytime. We do not

require a permanent commitment. Call Donna Ostroff (215-755-5068) for the specific meeting dates and times.

Development Report

We have received a \$5,000 grant from the Lenfest Foundation towards our capital projects and \$2,500 from LA Weight Loss for general operating costs associated with our mailings. To recap for the year, 21 foundation and government grants have been submitted,

three were funded, seven were declined, and 11 are pending. As you can see, grant money does not come quickly or easily. Thank you to those members who wrote to City Council about the cut in Arts Funding. – **Diane Podolsky**, *Executive Director*

Exhibitions

REMINDER: There will be an open meeting of the Exhibition Committee on Friday, June 11, beginning at 4PM. All are invited. – Thanks, **Marta Bartolozzi**, *Acting Exhibition Chair*

continued on next page

WHO'S THAT? Ed Letven *Veteran ~ Illustrator ~ Art Director ~ Painter; May 30, 1933*

Ed Letven was born in the Strawberry Mansion area of Philadelphia, May 30, 1933, and later moved to Logan where he graduated from Olney High School. He attended the University of the Arts in Philadelphia on a four-year Board of Education scholarship and graduated with a degree in Advertising Design in the mid-50s.

After graduating art school, he volunteered for the draft and served in Korea, first as a photographer and then as director of information presentations for the UN Command in Seoul.

After military service he returned from Korea, married and attended post graduate classes in literature and sociology at Penn while beginning his career as an advertising designer.

He met his future wife Sheila Roseman while the two were art students. Sheila transferred to Moore Institute; graduating with a degree in fabric design and worked in New York until Ed returned from the service. The Letvens have four children and four grandchildren. Two of their daughters are artists/designers. Art runs in the family. Ed's mother, father brother and sister, aunts and uncles are artists.

From 1962 until 1964, Ed was an art director for W.B. Doner, Philadelphia. He then began to freelance as a general designer/illustrator and at the same time was active in fine arts pursuits, creating paintings, ceramics and large welded steel sculptures which were commissioned or purchased by corporate customers such as Sun Oil Company.

In 1968 he wrote and illustrated an original children's book about dolphins which was approved by Woods Hole Oceanography Institute. "Little Blue Jack" was published to critical acclaim and may still be found in libraries. The book sold out and is long out of print.

That same year he founded a design studio focused on corporate identity work, which eventually employed 60 people and grew to become one of the largest advertising firms in this region serving national accounts. Television commercial became a major adjunct to the corporate identity campaigns. Sheila Letven who is now a member of the Philadelphia Sketch Club served on the board of directors for many years until their daughter Susan joined it. Sheila left the board of the agency to become a very well exhibited printmaker and painter.

Ed also founded a PR firm – Tattar Cutler and both firms were managed as a consolidated marketing business.

During his years as CEO and Creative Officer, he remained privately an active painter of landscapes and seascapes in watercolors and continued his work in stoneware ceramics.

His work resides in the art collections of Coors Brewery, Sun Oil Company, Temple University, Dentsply International, Hitachi, Graphic Packaging Corporation and many other private collections.

In 1997, he sold his business interests to his partners and left to pursue his lifetime passion for landscape painting and stoneware ceramics.

During his 30 year career as an agency executive, he chose not to exhibit his work publicly. In late 2000 he joined the Philadelphia Sketch Club and showed his fine work again after 30 years. His first service to the club was serving as Chairman of the Watercolor 2000 show. He also participated in Doris Brandes' book and subsequent shows "Artists of the Rivertowns" and as of February 2002, has sold 27 paintings. In 2003, he served as Adjunct Professor at Temple University.

Biography as provided by Ed Letven.
June 2004 PSC Portfolio

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William Penn Exhibition

The William Penn Exhibition is scheduled to be taken down on Tuesday, June 15th. You can pick up your work at the club after that date. If you are coming from a distance, you should call Diane at 215-545-7140 to make sure she is in the office. *All work should be picked up from the club by July 1, 2004.*

Workshop Show

The opening for the show will be Sunday, June 6 from 2-4pm, and we invite everyone to join this celebration of work that has been done throughout the year. Following the opening, the show will be open to the public from 1-5pm on Fridays, Saturdays and Sundays through June 27. However the Gallery will not be open on Saturday June 12 as that is the opening for the Members Show at the Newman Gallery. All work must be picked up by Friday, July 16th, because of electrical work scheduled to be done at the Club during the summer. Since there

are no drawing and painting workshops during July and August, do call the Club before you come to pick up your work to make sure that someone will be there to let you in. Questions? Call **Kitt Mitchell** at 215-732-2282.

Workshops

The next Wednesday evening Dinner and Workshop session with **Bob Jackson** will be held on Wednesday, June 16 at 5:00. Please RSVP to Bob or Diane before June 15th. *Don't forget, Workshop is held EVERY Wednesday at 6:30 pm.*

Message from the Chair

I have enjoyed being Workshop Chair during this year, but have decided to step down from that position at the end of the summer. (I will continue to run the Thursday Portrait workshop.) We are very fortunate that **Bob Jackson**, in addition to running the Wednesday evening workshop, has agreed to be Workshop chair starting in September. – **Kitt Mitchell**, *Workshop Chair*

Art Natters

continued from the cover

St. in West Chester. Entitled "The Mark and Its Metaphor" the show will feature 50 or so panels in egg tempera with commentary.

Deborah Riccardi will be showing "Thy Kingdom Come", a black and white photograph at Art of the State: Pennsylvania 2004, from June 12 - September 12 at The State Museum of Pennsylvania, 300 North Street, Harrisburg, PA 17120-0024. The opening Reception will be on Saturday, June 12th, 7:30 - 9pm.

Laura Jean Zito has work accepted into Tri-State

Artists' Equity's 55th Anniversary Exhibition "To Be An Artist," opening at the Philip and Muriel Berman Museum of Art at Ursinus College Sunday, June 13, 3pm-5pm as well as in "Art of the State 2004" at the State Museum of PA, the William Penn Foundation juried exhibit, and in a CAN exhibit at ETS in Princeton from June 17 through July 23, 2004. She was the judge for the non-professionals in the Merchantville Art Show and took First Prize in the professionals division. She won an Honorable Mention in the Plastic Club All-Media show with her first digital photograph.

Election Results

Congratulations to the Officers and Board for the 2004-05 season.

President:

Alan J. Klawans

Vice President:

Donald C. Meyer

Secretary:

Susan Hutton DeAngelus

Treasurer:

Robert Mezey

BOARD MEMBERS

Marta Bartolozzi*

John A. Benigno*

Robert R. Jackson*

Gregory Lewis

John D. Lucey, Jr.

Elizabeth H. MacDonald

Tom McCobb

Ronald D. Osborne*

Michael W. Schantz

Thank you to Terry Newman, Arthur Ostroff, William Patterson II and Brian Siegel for two years of terrific service on the board.

* Elected as of May 14, 2004.

How To Make A Dinner Reservation

1

Call the club phone number (215) 545-9298.

2

After the introduction, press 2, listen to the instructions, wait for the tone, then speak clearly.

3

Leave your name and dinner reservation information. The information must be put on the answering system. Please spell out your name to ensure accuracy.

Reservations can be made ANY DAY after 3PM except Wednesday on which you may call any time during the day up to 6PM. These hours have been established to avoid disturbing the workshops in progress.

**Sunday – Tuesday;
Thursday – Saturday**
Call after 3PM

Wednesday
Call anytime until 6PM

THE CUTOFF TIME FOR CALLING IN YOUR RESERVATION IS 8PM ON THE TUESDAY PRIOR TO THE MEETING NIGHT

The cost for the dinners are:
PSC Members dinner - \$18.00; Guests: \$20.00.

Registered Attendees: You need only to call if you are cancelling or bringing guest/s. We must know how many guests. If you fail to show, you will be billed for the cost of the dinner/s.

Unregistered Attendees: You must make a reservation each time you come to dinner stating the number of guests you are bringing. If you fail to show, you will be billed for the cost of the dinner/s. Note: If you wish to be registered as a regular attendee, you must do so with the Treasurer. Please do not let this deter you from attending the meeting. Every effort will be made to accommodate you.

New members: Monthly dinner meetings include a social hour at 6PM, dinner at 7PM and an after dinner speaker.

CALENDAR

JUNE

6

Opening Reception for Workshop Exhibition
2 to 4 PM

11

June Dinner Meeting

12

Opening Reception for Members' Exhibition at Newman Galleries
1 to 4 PM

19

PSC Paint-In at Pete Renzetti's
(see enclosed flyer)

21

June Board Meeting

JULY & AUGUST

No Dinner Meetings!

19

July Board Meeting

23

August Board Meeting

PORTFOLIO

The Philadelphia Sketch Club
235 South Camac Street
Philadelphia, PA 19107-5608

ADDRESS CORRECTION REQUESTED



News for the Portfolio?

To submit information or announcements for the *Portfolio*, please use the following as a guide:

Via e-mail (preferred):
sketchnews@yahoo.com

Via regular mail:
Susan Hutton DeAngelus
Editor, The Portfolio
235 South Camac Street
Philadelphia, PA 19107-5608

– or –
950 North 5th Street
Philadelphia, PA 19123

For all other information, please contact the appropriate committee chairperson and they will submit the item with their reports.

*July/August issue
deadline: July 22nd,
Noon.*

Mailbag

continued from the cover

Call for Entries

Direct Art #11

Competition for Direct Art #11 publication awards over \$22,000 in value including covers and feature articles. Open to all artists working in any media. Entry deadline is October 30, 2004. For prospectus, e-mail: DirectArtMag@aol.com or print from the web at www.slowart.com/prospetus or mail a SASE to SlowArt Productions, P.O. Box 503, Phoenicia, NY 12464.

Gallery International All Media Juried Competition & Show

Competition is open to all artists in all media. Fifteen awards including one-person and group shows with representation. Submission deadline: July 24, 2004. For prospectus, please send SASE to: Gallery International, 523

North Charles Street (Lower Level), Baltimore, MD 21202 or visit the competitions section at our web site: www.galleryinternational.com.

Painted Jay Publishing has two new books out: [Pricing Your Artwork with Confidence](#) (\$23.95) and [Creatively Unblocking Creative Blocks](#) (\$27.95). Both are currently available through www.paintedjay.com. Pricing Your Artwork with Confidence was the book-of-the-month at www.artistscareertraining.com.

FOR SALE

Genuine blackboard slate for chalks (schoolboard slate blackboards). Large sizes, suitable for children's playroom, studio, bulletin board, kitchen, workroom. \$50 each. Several available. Remember: this is 'real' slate (may be wet down; will last forever – as we know it.)

UPCOMING EVENTS

Fisher Fine Arts Library of the University of Pennsylvania, Arthur Ross Gallery
Café Nothing
July 9-August 9, 2004

Moore College of Art & Design, Levy Gallery
Philadelphia Selections 5
June 17– September 3, 2004

Moore College of Art & Design, Goldie Paley Gallery
Dilovan Amin: Explosions
June 17– September 3, 2004

The Pennsylvania Academy of the Fine Arts
The Sixth Annual Altoids Curiously Strong Collection
July 10 - August 15, 2004

Philadelphia Museum of Art
Jacques Lipchitz and Philadelphia
June 27 - August 22, 2004