

SDA-NP July 14, 2021

Sue Gale conducted the meeting, which was attended by two guests, Diane Rupp and Holly Barnes, and the following members: Annie Karl, Evette Allerdings, Barbara Houshmand, Steffany Neuschaefer, Cynthia LaRouge, Pat Herkal, Donna Lee Dowdney, Carol Olsen, Erica Iseminger, Caryl Fallert-Gentry, Leslie Dickinson, Jeri Auty, Liisa Fagerlund and Linda Carlson. Our meeting place: the new Sequim quilt shop, A Stitch in Time.

"Rhythm of Light"

This show was hung at the Pacific Northwest Quilt & Fiber Arts Museum in La Conner last week, and will be open through Oct. 7. Sue and Leslie reported much enthusiasm about the exhibit by the museum staff, which they found extremely knowledgeable and helpful in the hanging process. The new mannequins were described as great in displaying the clothing items. The gift store manager also expressed praise for the submissions, although not all could not be accepted due to lack of display space. Caryl has created a PDF virtual tour:
http://www.bryerpatch.com/news/2021News/SDA_LaConner/Rhythms_Installation.pdf

"Farm. Fresh. Art."

This show will be hung starting at 10 a.m. Aug. 6 at Wilderbee Farm's Meadery by Debra Olson, Leslie and Sue. Volunteer help is needed for three-four hours. Because there are only two walls for large pieces, it's important that everyone submitting for this exhibit send photos and dimensions of their pieces to Debra, Leslie and Sue as soon as possible. Remember that submissions can be farm-related OR "fresh" OR art. They need not be more than one. More information is forthcoming. Pat has the "Art Show Today" sign for use on the Meadery's open days.

Fiber Habit Window

The current display, which includes a preview of Farm.Fresh. Art., will be taken down Aug. 1. New lighting is being installed Aug. 4 and Evette will hang "Asian Inspired" on Aug. 9, after her husband completes a rear wall that can accommodate nails. It will run through September. Contact Evette with photos and dimensions of what you're submitting. She will pick up submissions about Aug. 3 (or provide drop-off info).

Reminders:

- The SDA-NP sign remains in the window.
- Do not apply tape to the window or use any cleaner (e.g., Windex) on the interior: this will damage the newly-installed film.
- When in the window, remove your shoes and use the drop cloth to protect the floor.

Fiber Habit: Holiday Window

Jeri Auty, with Evette's assistance, is curating this window, which will be up October-December. Send her photos and dimensions for your submissions soon. "Art as Gifts" is the tentative title for this exhibit, which requires that all pieces be for sale. Jeri, with the help of Cathie Wier, is determining how to use QR codes in the display to direct prospective customers to our website and the websites of exhibiting members. Other questions include how to handle delivery of sold items and how to replenish the window when sold items are removed. Jeri and the leadership team are meeting with the Port Townsend Farmers Market leaders regarding a complimentary table at the market, which is open on Saturdays through Dec. 18.

How to promote the overall window and individual artists was also discussed. One possibility is a sheet listing contact information for all participating artists that could be distributed at the Farmers Market. Linda offered to write brief

profiles---200 to 250 words---about each artist and submit them to both local media and social media, one (or possibly two) each week through early December. Each week's profile could also be displayed at the Farmers Market table and on an easel in the window.

Members were reminded of the importance of using their own social media to supplement the publicity we obtain in the local papers. Linda (lindacarlson@earthlink.net, 360-504-3498) will meet with any members who desire help setting up or enhancing their information on Facebook, NextDoor, websites and blogs. She also encouraged members to pursue publicity through such media as the newsletters issued by HOAs and other groups you belong to---in the case of the holiday window, even your personal contacts and holiday card list. (Research other options such as church and alumni media, too: Linda's grade school has its own FB page!) For an overview, check "Publicity: Document by Linda Carlson" on our website, sda-np.com/professional-resources. More information about tailoring general information for the holiday window is attached.

New Business:

- Caryl described the Latimer Quilt & Textile Center in Tillamook OR, where she has a show hung, and will apply for an SDA exhibit there. She was also contacted by someone who suggested we apply to the Vashon Art Center.
- Our informal conversations with Nicole Driggs, the owner of A Stitch in Time, our meeting place for the day, suggest that she would welcome an exhibit and demonstrations by us, possibly during Sequim's monthly Friday art walks. Whether we could sell pieces at that time, and if she would require a commission were among the questions raised.
- January-February Fiber Habit window: do you have suggestions for a theme? Contact the leadership team.
- What we learned from "Rhythm of Light" will be a topic for the August meeting. It was suggested that this include a report from the museum gift store manager.

Show and Tell

Liisa showed small pieces in her Fort Worden embroidery series, most made with cheesecloth over felt as the base, or with Timtex.

Linda showed prints made with 1940s magazine illustrations that she wants to transfer to fabric. Caryl recommended Spoonflower, which she says has significantly improved the color quality of its fabrics with recently-installed equipment. Caryl also advised that images to be sent to Spoonflower have a higher than usual color saturation.

Annie showed a vintage tea display box that she has used for a shadow box displaying vintage buttons. She also showed a pastel chalk drawing of a lighthouse.

Diane Rupp, who moved from Bend to Port Townsend a few years ago, introduced herself as a quilter, with experience including work for Jean Wells at The Stitchin' Post in Sisters.

Holly Barnes, also a Port Townsend resident, showed a lap quilt made partly with Kaffe Fassett fabrics.

Barbara, who said she is primarily using scraps of kimono these days with sashiko, showed a banner with a leaf print made for Farm.Fresh.Art.

Steffany shared a birch tree image made with an eco-dyed background and leaves of thread with some padding.

Cindy displayed a fabric collage with a cardboard base (USPS Flat Rate boxes) and a book, *The Fiber Arts Book of Wearable Art* by Katherine Duncan Aimone.

Pat showed a flamingo made with pink fabrics and beads and said she is working on similar three-dimensional pieces of a puffin and an octopus for an August show at the PT Gallery, where she will be one of two “artists of the month.”

Donna Lee has a painting that she’s considering sending to Spoonflower for printing so that it can be quilted and beaded.

Carol said she has had Spoonflower print fabric with images of her paint pours.

Erica showed several projects made with stitch resist, both with hand- and machine-stitching. She also passed around rocks wrapped with dyed cane.

Caryl shared her Quilt National catalog and showed three projects: her cabbage art quilt for Farm.Fresh. Art., another fabric print in her “circles and zigzags” series, and a newly-arrived fabric print of husband Ron’s macro image of a columbine blossom. She also reported she recently was able to visit with the elderly doll artist Elinor Peace Bailey, <https://www.facebook.com/elinor.peacebailey>.

Addendum: Publicity for the Fiber Habit Holiday Window and Other SDA-NP Projects

By Linda Carlson

What we create has value for readers of our local papers and listeners to our local radio stations. But these media, with limited and/or volunteer staff, rely on us (that’s ALL of us) to identify what is newsworthy and to get the information to the media. What’s key:

- What’s local (local residents, local exhibits, or both)
- What’s timely (it’s coming soon, or it’s open now)

Much as I would like to claim that exquisitely written announcements are more important than which media you contact, that’s not true: what’s far more important is contacting the right people at the right time. Below you will find suggestions for creating awareness of an exhibit/popup sale/whatever well in advance of it. Once you have a “media distribution” list, all you need to do is follow these guidelines for “you-specific” publicity. At a minimum, I hope you will always modify our standard press releases to notify your media distribution list of your part in an exhibit.

What follows are two things:

- a standard announcement of the La Conner show, with examples of how it could be modified for one artist; and
- a to-do list for your promotion of the Fiber Habit holiday window, regardless of whether you participate in it.

The standard announcement, which included each participating artist by hometown:

More than a dozen textile art and surface design techniques from 24 artists are represented in an exhibit opening July 7 at La Conner’s Pacific Northwest Quilt & Fiber Arts Museum.

Both traditional arts such as quilting, sewing, embroidery, applique and weaving and such contemporary techniques as fabric dyeing, painting, printing, collage, beading, and felting are seen in the 58 two- and three-dimensional pieces displayed by 24 members of the Surface Design Association’s North Peninsula chapter. Many of the exhibited pieces are for sale; SDA members will also have cards and other pieces available in the museum gift shop. For an online preview of the show, “Rhythm of Light,” see <https://sda-np.com/rhythm-of-light>. To visit the exhibit, open through Oct. 10, see www.qfamuseum.org for schedules and capacity guidelines.

Exhibiting Artists

Bainbridge Island:

Donna Lee Dowdney

Chimacum:

Erica Iseminger

Mary Tyler...[and so on]

Possible personalized versions (revised to acknowledge the exhibit is now open):

- (1) Bainbridge Island artist Donna Lee Dowdney is one of 24 members of the Surface Design Association's North Peninsula chapter participating in an exhibit that runs through Oct. 7 at La Conner's Pacific Northwest Quilt & Fiber Arts Museum. Both traditional arts such as quilting, sewing, embroidery, applique and weaving and such contemporary techniques as fabric dyeing, painting, printing, collage, beading, and felting are seen in the 58 two- and three-dimensional pieces. Many of the exhibited pieces are for sale; SDA members also have cards and other pieces available in the museum gift shop. For an online preview of the show, "Rhythm of Light," see <https://sda-np.com/rhythm-of-light>. To visit the exhibit, see www.qfamuseum.org for schedules and capacity guidelines.
- (2) (*For your own FB page, blog or notes to friends*) I am among the 24 artists represented in an exhibit open through Oct. 7 at La Conner's Pacific Northwest Quilt & Fiber Arts Museum. Both traditional arts such as quilting, sewing, embroidery, applique and weaving and such contemporary techniques as fabric dyeing, painting, printing, collage, beading, and felting are seen in the 58 two- and three-dimensional pieces. Many of the exhibited pieces are for sale; I and other SDA members also have cards and other pieces available in the museum gift shop. For an online preview of the show, "Rhythm of Light," see <https://sda-np.com/rhythm-of-light>. To visit the exhibit, see www.qfamuseum.org for schedules and capacity guidelines.

To-do list for creating awareness of an event, both in advance and during it, using the holiday window as an example:

- Announce starting now that the window is planned, with SDA specifics such as date, price range, everything available for sale, and tie-in to farmers market. For example:

"Think art! Think local! Think holidays! Plan now to visit the Fiber Habit walk-by window at the corner of Tyler and Lawrence in Port Townsend, where a holiday gift exhibit opens in October..."

Or:

"My Surface Design Association chapter is creating a holiday gift exhibit in Port Townsend starting in October, with prices ranging from \$10 per item for one-of-a-kind art created by Jefferson, Clallam and Kitsap county artists. When you're visiting the Port Townsend farmers market, stop by our Fiber Habit window at the corner of Tyler and Lawrence for both the current exhibit and what's coming soon..."

Or:

"My Surface Design Association chapter is creating a holiday gift exhibit in Port Townsend starting in October. I am excited about this opportunity and hard at work on several projects including..."

- Add a photo of one or more of the projects you're working on. This can be an in-progress snapshot.
- Add details as they become available, such as farmers market tie-ins, and "meet the artists." For example, "Remember me enthusing about my Surface Design Association holiday sale starting in October in our Tyler and

Lawrence walk-by exhibit? We've just learned that each Saturday during the farmers' market, a different participating artist will be in the window from [time] to [time] to answer questions, sell her work and maybe even demonstrate..."

- Re-post our press releases, edited to put your name first if you're participating
- Publicize even if you're not participating with comments such as, "Excited to see the dozens of projects for sale by my SDA colleagues..." or "If you're visiting the farmers market, I hope you'll stop by the SDA exhibit at Tyer and Lawrence..."