

Notes from the August 2021 Meeting

The August 2021 meeting of the North Peninsula chapter of the Surface Design Association was Aug. 11 at Chetzemoka Park in Port Townsend . Attending were members Evette Allerdings, Jeri Auty, Leslie Dickinson, Donna Lee Dowdney, Liisa Fagerlund, Caryl Fallert-Gentry, Sue Gale, Pat Herkal, Erica Iseminger, Annie Karl, Steffany Neuschaefer, Carol Olsen, Debra Olson, Janice Speck, Joyce Wilkerson, Erika Wurm and Linda Carlson.

The Sept. 8 meeting will be at A Stitch in Time Quilt Shoppe, Sequim.

“Farm. Fresh. Art.” is up at Wilderbee Farm’s Mead Werks, and open to all ages on Saturdays and Sundays. Leslie, Sue and Debra reported that it was an easy show to hang, and that both large and small pieces were accommodated. All of the pieces submitted are on display. Publicity has already appeared on both Facebook and NextDoor. Linda has submitted press releases to the Peninsula Daily News, Port Townsend Leader, Sequim Gazette, Port Ludlow Voice and Bainbridge Review. The story and a photo of one of Liisa’s pieces appeared in the online version of the Gazette on the 11th:

<https://www.sequimgazette.com/life/ae-briefs-aug-11-2021/>.

“Asian Influences,” the new Fiber Habit window, resulted in rave reviews for Evette, and several of us reported seeing people viewing the window when we stopped by. The labels on each piece and the detailed list of pieces, artists and prices have already resulted in inquiries, including a prospective sale for Linda. We thanked Evette for her work and that of her husband in window maintenance, and she brought up the question of whether the code to the real estate-agent style lock box should be readily available to members for access. Barbara Ramsey will be asked to discuss this with the owners. The exhibit will be up through Oct. 8.

“Rhythm of Light” at the Pacific Northwest Quilt and Fiber Art Museum in La Conner continues, and several members have visited it. Some expressed surprise that purchase information is not readily available; labels do not include prices, and Caryl suggested that might be due to the difference between a museum and a gallery or other retail space. One of Pat Herkal’s pieces has sold to a longstanding fan of hers. For the next meeting, Sue hopes to have information regarding gift store sales.

SDA Services: Cindy LeRouge was unable to attend, so Caryl briefly noted that she and Cindy have a Zoom meeting with Michelle Lee of the SDA board scheduled for Sept. 2 to discuss what services the national can provide our chapter. Another topic is the grant we received a few years ago, for which the expiration date was extended due to Covid.

“Art as Gifts” is the holiday Fiber Habit window/pop-up sale being organized by Jeri. She provided a detailed information sheet to get us started with logistics of set-up, staffing and publicity. Among the topics discussed:

Items to display: Everything must be available for sale. Jeri suggested very high prices on items you wish to display but prefer not to sell. Pieces need not be new.

Canopy: The Farmers Market will provide the canopy for our complimentary nonprofit table. We must provide the table and chairs. We will need a canopy for by the window. Janice has a 10 x 10 canopy with sides that can be picked up from her garage each week and returned there for storage. The question is whether it's too large. Leslie has a longer, narrower canopy that does not have sides.

QR codes: Cathie Wier will generate the QR codes for each item. The codes will link to a website page with information about the piece, the artist, the price and contact information.

Publicity: Caryl has agreed to do photo shoots the first week of September for at least some participating artists. Linda will interview artists when they're at Caryl's and create brief promotional profiles for each one. General press releases listing all participating artists should be issued no later than Oct. 13 so that publicity might appear in Oct. 20 editions of the weekly papers, and thus attract prospective buyers to our Oct. 23 Farmers Market kick-off. Linda has contacted the Seattle Times regarding whether it will do a holiday gift/event guide, and if so, what the submission deadline is. It could be as early as September. Followup: Caryl and Linda discussed Aug. 31 as a possible date for the photo shoot/interview session. They are considering one-hour time slots per person, with 30 minutes for the photo shoot and 30 minutes for the interview. This would accommodate a maximum of 10 people in the one day.

Additional information: see end of minutes for Jeri's initial outline. She emphasizes that this is tentative, with many revisions and additions expected.

Website/Email issues: Carol Olsen has offered to assume the webmaster role that Cathie is ready to transfer. There was discussion regarding the importance of getting updated information on the website, and members making better use of the website for such questions as submission deadlines and meeting venues.

Use of sda-np@googlegroups.com: Besides using the website for routine inquiries instead of this email, members were reminded to respond to individuals instead of to the group as a whole. If you receive an inquiry via googlegroups.com that asks you to respond to one person (e.g., Jeri re: Art as Gifts), you must remove sda-np@googlegroups.com from the "to" line (because that's the default) and insert the name of the person you wish to contact. To preserve the string of emails, you can also click on "forward," and type in the name of your intended recipient.

Drop Dead Dates: Several members emphasized the need for announcing deadlines and for members observing them. This is especially important for exhibits, when labels and info sheets must be created and available space/pedestals/mannequins/etc. compared with pieces. It is also important for publicity. Because we submit to weekly papers, which publish our information as space permits (rather than on our preferred schedules!), we typically need to submit our press releases at least a full week prior to the desired publication date: e.g, for our Sept. 8 meeting, a release should be sent Aug. 25.

Show-and-Tell:

Evette showed a length of vintage kimono silk she has dyed, possibly for a banner in "Art as Gifts."

Donna Lee announced the Bainbridge Island Modern Quilt Guild has an event Sept. 11. Submission deadline is Aug. 31. See <https://www.bainbridgequiltfestival.com/> for details on this non-juried celebration of quilts open to everyone.

Liisa showed the bag she made in David Owen Hastings's iPad bag class, and the two similar ones she made as handbags. Besides having such fun creating the color combinations for these, she said they provided the opportunity to use swatches she had created as samples for previous projects. For assistance with zippers, she consulted Marla Varner, a former member, who recommended the book, That Handmade Touch, and a video by the author, <https://www.youtube.com/watch?v=vTcwf2awmJE>.

Leslie followed with a display of her rice bags, traditionally made from scraps of kimono and everyday clothing by the Japanese and filled with rice to leave at a temple. Hers are slightly larger than traditional but use the traditional closures of drawstrings through tabs. She also showed fabric dyed with smoke bush and eucalyptus using vinegar rather than a harsh mordant. And she's exploring the use of a heat press.

Debra also showed a rice bag, the result of a "how-to" session with Leslie.

Pat reminded us she is artist of the month at the Port Townsend Gallery, with several of her beaded figures on display.

Steffany showed free-motion machine embroidery that she's finished as a pillow and also a piece inspired by mushrooms.

Erika showed a collage with images of a buck (familiar to all of the PT residents!) and the Hastings Building on a hoop.

Joyce is using dyed linen and fabric with her own jacquard design for a vest in progress.

Caryl showed "Splendor in the Grass #4," a quilt featuring vivid direct-scanned images of dandelion blossoms and leaves arranged using the Fibonacci sequence, https://en.wikipedia.org/wiki/Fibonacci_number . Her fabric was printed by Spoonflower, which she reported has been purchased by Shutterfly. See <https://craftindustryalliance.org/spoonflower-acquired-by-shutterfly-artists-are-apprehensive-and-hopeful/>

Linda showed another Spoonflower project, her "Faces of the 40s," featuring images scanned from 1940s issues of Saturday Evening Post, Colliers, and similar magazines. The fabric is intended for a shirt that may go to "Art as Gifts."

Addendum by Jeri : "Art as Gifts"

Fiber Habit window

Oct. 9 - Dec. 31, 2021

The vision for this window is to fill it with our handmade, one of a kind art pieces and offer them for sale to the public as gifts for the holidays. The only requirement is that the items are for sale.

What's new since last meeting

1. Farmer's Market - non-profit space for up to 6 Saturdays from 10-2 before Christmas
2. Table outside window to promote and sell art and deliver items sold
 - Galeim and Business Guides have agreed to the table
 - Business Guides will promote window in their newsletter

* Do we need the table when we have the booth?
3. 5 people have signed up to participate so far

Sales Process

- Connect customer with the artist via email or website. Provides opportunity to sell additional items
- QR code links to SDA-NP website page with info, photos, artist contact
- Signage with art info and artist contact details in window
- Flyers to hand out in Market and at table outside door
- Artist makes the sale and collects money OR -
- Sale is made on a Saturday - process TBD

Fulfillment

Artist confirms sale and that the money has been received with Debra and/or Jeri, arranges for customer to pick up art at the window on a Saturday between 10-2 or makes other arrangements directly with Debra or Jeri who will have keys. Artist will fulfill items sold off their own websites.

Replenishment

Debra can hold replenishment stock to replenish window as needed

Press

- Press release
- Social media and personal websites promotion
- Mini-profiles of artists participating to send out each week of the holiday window display. The goal: to elicit more interviews and photos of our art and the window. Ideally, we would each post the profiles on our social media and personal websites. Photos/interviews with artist including representative work will happen the first week of September.

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Info on piece(s) needed - Deadline Sept. 27

- Description of piece
- Price
- Artist contact information
- High quality photo of a group of your like items or individual pieces
- Artist information/business cards attached to each item

* Above information will go into group website and flyer

Schedule

August 31 - commitment to participate in mini profile press activities

Early September- interviews and photos for mini profiles

September 20 - final commitment to participate, supply basic description

of product(s) with approximate size so we can start planning the display

September 27 - photos and art/artist information for flyer and website due

Sept. 30-Oct.9 - drop off or pickup of items - TBD

October 9 - window installation

October 13 - final sign up to staff window table and Farmers Market booth

Farmers Market booth staff needed - 2

- Oct. 23 and 30
- Nov. 13 and 27
- Dec. 4 and 18

Table outside window staff needed 1 if we have the booth, 2 if we don't

- Oct. 23 and 30
- November 6, 13, 20 and 27
- December 4, 11 and 18

Early January, tear down