

SAQA
PO Box 572
Storrs, CT 06268-0572



Art & Excellence

SAQA@20 Conference 2009 focuses on Art & Excellence with intriguing workshops and panel discussions. Improve your artistic and marketing skills. Mingle with today's leading quilt artists and collectors.

SAQA@20 Conference 2009
Join us for our 20th Anniversary
May 18-24, 2009 • Athens, Ohio

SAQA
Studio Art Quilt Associates

Pre-conference workshops

3-day workshops, Monday – Wednesday, May 18 – 20

(\$305 each, includes lunch each day)

Minimum 7 students; maximum 15 students

1. Shibori *with Christine Zoller*

This class is a comprehensive study in the use of shibori techniques on all types of 100% natural fabrics. Many examples will be produced using fiber reactive dyes, acid dyes and fabric paints. We will also explore devoré (burnout), discharge, and chemical resist as they pertain to shibori. We will start with the basics using fiber reactive dyes and traditional methods of tying, wrapping and stitching cloth. We will also cover unusual materials, such as paints, to see how the media used affects the outcome of the process.

Christine Zoller earned her Bachelor of Science in textile design from Buffalo State College and a Master of Fine Arts in textile design from the University of Georgia in Athens, Georgia. She is an associate professor and textile area coordinator at East Carolina University in Greenville, North Carolina.

2. Photoshop for Artists *with Deidre Adams*

Learn how to give your photographs more visual excitement and experiment with special effects. Explore the mysteries of photo montage, including selections, masking, layers, and blending modes. Understand the basics of resolution and how to prepare your photographs for digital submissions and printing. Some computers may be available at the university, but bring your own laptop with Photoshop installed if possible.

Deidre Adams is a painter, photographer, and mixed media fiber artist. Deidre's experience includes teaching Photoshop and graphic design courses at Arapahoe Community College in Littleton, Colorado. She also teaches a course in Principles of Design & Composition for the Art Quilter/Fiber Artist.

3. Complex Design *with Leslie Gabriëlse*

You will learn how to create complex designs from your own simple drawings in an easy and straightforward method. We will also explore how to use paint in surface design to give your work more dimension and interest. An important part of this is the range of possibilities created by playing with positive and negative shapes and space. Throughout the workshop, you will see how the principles of design and color apply to your work, and you will be amazed at how much this information will open up your mind to new ways to approach art quilting.

Leslie Gabriëlse is a full time artist living in Rotterdam, The Netherlands. He frequently teaches in other countries, including the U.S.

Conference

Thursday – Sunday, May 21 – 24

(\$275, includes Friday and Saturday lunch, Saturday BBQ dinner)

Schedule

Thursday, May 21

The board will meet from 9:00-4:00. Regional representatives will have a special training session from 1:00-4:00. Both groups will join together for dinner.

- 6:30 pm Conference opening remarks
7:00-9:00 Artist "speed dating"
bring a small piece or a postcard of your work to share

Friday, May 22

- 8:45-10:00 1st mini-workshop
10:00-10:30 Break
10:30-11:45 2nd mini-workshop
11:45-1:15 Lunch break in the food court
1:15-2:30 3rd mini-workshop
2:30-3:00 Break
3:00-4:15 4th mini-workshop
5:00-7:00 Quilt National opening at Dairy Barn Cultural Arts Center
7:30-10:00 Quilt National Banquet at Baker Center with auction of Art Gallery in a Box IV
(separate registration and payment options will be e-mailed at a later date)

Saturday, May 23

- 9:30-11:30 • Mentoring sessions
• Trunk show
• Small group meetings
- 11:30-1:30 **Catered lunch with keynote:**
To Promote Your Art, Just Click Here
Alyson B. Stanfield of ArtBizCoach
- 2:00-3:15 Choice of panel discussions:
Jurying process for Quilt National '09
OR
What's Next?
- 3:30-4:45 Panel presentation:
SAQA's first 20 years and beyond
- 5:00-6:30 **Closing Keynote:**
Contemporary Art and Studio Quilting:
A Museum Director's Perspective
Don Bacigalupi, Director of the Toledo Museum of Art

Sunday, May 24

- 10:00-12:00 Traditional brunch hosted by Friends of Fiber Art International
(\$18 for FOFA members; \$22 for nonmembers and guests. See registration form.)

Keynote Speakers

Dr. Don Bacigalupi is President, Director, and CEO of the Toledo Museum of Art in Ohio. Bacigalupi has also served as the executive director of the San Diego Museum of Art, director and chief curator at Blaffer Gallery, the art museum of the University of Houston (1995-1999), Brown Curator of Contemporary Art at the San Antonio Museum of Art (1993-1995) and chief curator and advisor for The Whatley Collection in Austin, Texas (1990-1993). He received his Ph.D. in art history from the University of Texas, Austin (1993).

Alyson B. Stanfield, founder of ArtBizCoach.com, is an artist advocate, art-marketing consultant, and author of *I'd Rather Be in the Studio! The Artist's No-Excuse Guide to Self-Promotion*.

Trunk Show

Saturday morning from 9:30-11:30

\$50 for a 6-foot table to display your wonderful creations for sale to your fellow artists

Mini-Workshops

Friday, May 22

All mini-workshop presenters will be available during the mentoring sessions on Saturday morning from 9:30-11:30. Choose 4 mini workshops plus an alternate (see registration form). You will receive a schedule in your welcome packet.

7. Approaches to Critiquing Quilt Art *with Sandra Sider*

For this workshop you should bring one completed quilt or a work in progress and be prepared to give a brief explanation of what you hope to accomplish in the quilt. Then, in a friendly and supportive atmosphere, we will closely examine several aspects of each quilt, critiquing it as a piece of contemporary art within the quilt genre. Each critique lasts 8-10 minutes.

For more than two decades, Sandra Sider has written about fiber art, especially quilt art, for Fiberarts Magazine and other journals. Sandra has served as curator and juror for several exhibitions of contemporary quilt art, most recently for the 2007 Transformations show sponsored by SAQA. She holds a Ph.D. in comparative literature and an M.A. in art history and teaches art history.

8. Digital Image Preparation *with Patricia Gould*

In this workshop, we will cover terminology/formats, preparing images in photo editing programs such as Photoshop Elements/Paint Shop Pro. Included will be: sizing for exhibition entries, web sites, publication, sharpening, cropping, saving, and naming the file.

Patricia earned a BA in art history & studio arts and has been sewing since the age of 8. Her award-winning art quilts are in public and private collections in the U.S. and Europe.

9. Photographing your Own Artwork *with Gregory Case*

The difference between a professional photographer and a casual shooter is consistent results. Learn how to avoid common pitfalls and to enhance your chances of admission to juried shows.

*Gregory Case specializes in quilt and textile photography. He is the Photography Guy for **The Quilt Show**. Photographs of his clients' artwork have been published in over 50 publications.*

10. Pricing, Sales, and Commissions *with Carol Taylor*

We will discuss various formulas to price your quilts, where & how to market them, using galleries, websites or other methods to reach your buyers, and whether commissions are for you.

Vibrant colors, use of value, and machine quilting distinguish Carol Taylor's quilts. She owned her own business recruiting sales reps for 22 years and has used that business experience to market the 485 quilts she has made since 1993.

11. Time Management *with Gwyned Trefethen*

Time management occurs when you focus on what is important, let go of the irrelevant, and set a comfortable pace. In this interactive workshop Gwyned Trefethen will share both her philosophy and tools for taking charge of each day.

Gwyned Trefethen has transitioned from insurance executive to artist. She is a SAQA PAM and Fiber Revolution member.

12. Self Publishing *with Carol Ann Waugh*

Do you want to write a book to share your art techniques? Has your book proposal been rejected from "traditional" publishers? In this session, you will learn what is involved in publishing and selling your own book. Topics include developing your publishing plan, estimating initial costs, pricing, getting from your ideas to printed copies, selling to art/craft/quilt stores, and an outline of a marketing plan.

Carol Ann Waugh was the publisher of a \$30 million library publishing company in New York before starting her own marketing consulting company in 1986. She has started and sold two publishing companies, written three books on quilting, one on roller-skating, and one on catalog marketing.

13. Digital Designing with Layers

with Deb Cashatt and Kris Sazaki, the Pixeladies

Explore the wonderful world of Photoshop layers and add a new design tool to your repertoire. Layers are like sheets of paper in a stack: draw on them, manipulate them together or separately, even blend them to make new creations!

Deb Cashatt and Kris Sazaki, the Pixeladies, are long-time friends who are pursuing their dream of creating art that combines their love of the computer, fabric, and collaboration. They have been using their Photoshop skills in designing and teaching for over ten years.

14. Marketing Outside the Box

with Lisa Chipetine and Michele Hardman

This is a marketing brainstorming session, encouraging out-of-the-box tactics to get your work noticed, published and sold in today's marketplace. Topics include specific target marketing, innovative email campaigns, utilizing viral marketing (word of mouth) to its best advantage, the dos and don'ts of blogs/websites, and effective print-based marketing. We will be looking at the type and topics that your artwork includes and making specific suggestions.

Lisa Chipetine is the vice president of SAQA, chair of the SAQA-U development team, and chair of the marketing committee.

Michele Hardman is an art quilt collector. First exposed to art quilting in London, England she now collects to surround herself with both beautifully crafted art while supporting charitable causes and promoting the idea of Changing the World—One Quilt at a Time.

Panel Discussions

Saturday, May 23

2:00–3:15 (choose one)

The Jurying Process

Katie Pasquini Masopust, moderator, and Ned Wert

The panel of judges for Quilt National 2009 will openly discuss the decisions and challenges involved in selecting one of the finest art quilt exhibition venues in the world. Each juror will offer personal insight into the judging process.

Fiber artist Katie Pasquini Masopust has traveled all over the world teaching contemporary quilt designing. She has changed her style over the years, starting with traditional works, next creating Mandalas, followed by dimensional quilts. She then moved on to landscapes, fracturing them and adding transparencies and color washes. Her most recent work is based on her acrylic paintings.

Ned Wert is a Professor Emeritus at Indiana University of Pennsylvania where he taught painting for 18 years before becoming its University Museum director. He is a producing, exhibiting and award-winning painter and has exhibited widely in the USA and Europe for more than 40 years.

What's Next?

Wendy Huhn, moderator, Sally Sellers, Susie Shie, Dominic Nash, and Darcy Falk

Have you reached many of your artistic goals: solo shows, major exhibitions, received awards & grants? Are you looking to further your career? Join us as we reflect on the past and look into the future.

Wendy Huhn works full time as a studio artist when she is not gallivanting around the country teaching and lecturing. She has long been fascinated with various methods of transferring image, design and pattern to cloth and has worked extensively for the last 25 years.

Sally Sellers has been creating art quilts since 1989. Although primarily known for her use of the house image, her recent work has become more abstract. She is currently experimenting with the use of beads as an integral portion of the design rather than as embellishment.

In Susan Shie's work, politics and world events intertwine with small daily events in her up-close experiences, the personal is political and vice versa. She focuses on peace and healing of all things related to the Earth, incorporating astrology and tarot into her work. From 1989 through 2004, she founded and led the Green Quilts movement, which included artists from all over the Earth.

Dominic Nash is a full-time fiber artist maintaining a studio in Washington, D.C., where her passion is dyeing and printing the fabrics she uses in her fabric collages. Her work has been exhibited and published internationally and is included in several museum and corporate collections.

*Artist and writer Darcy Falk has been making artwork and exhibiting in shows and galleries for over twenty years. Her essays and articles have been published in **Threads**, **Fiberarts**, and **ArtQuilt Magazine**.*

3:30–4:45

SAQA's 20 Years and Beyond

Judith Content, moderator, Yvonne Porcella, and Katie Pasquini Masopust

Join us in a celebration of what we have accomplished in twenty years of dedication to promoting art quilts. We will discuss the founding of SAQA, the goals of the organization, its history, and its volunteers. Judith Content is SAQA's current president. Her shibori-dyed silk wall pieces have been exhibited nationally and internationally and are represented in numerous museum, private and corporate collections.

Judith Content is SAQA's current president. Her shibori-dyed silk wall pieces have been exhibited nationally and internationally and are represented in numerous museum, private and corporate collections.

Yvonne Porcella is the founder of SAQA, past president 1989-2000, artist, author, teacher, and juror. Her quilts are in major U.S. museum collections. She's in the Quilters Hall of Fame and has served on several boards of quilt-related organizations.

Fiber artist Katie Pasquini Masopust served as SAQA's president from 2000 through 2007.

Conference lodging options

Ohio University Inn & Conference Center, 331 Richland Ave. Athens, OH 45701
Phone: 866-593-6661, Fax: 740-592-5139, e-mail: gm@ouinn.com
\$95.00 + tax/night

Baymont Inn (formerly Amerihost Inn), 20 Home Street, Athens, OH 45701
Phone: 740-594-3000; Fax 740-594-5546, www.baymontinns.com
\$65.00 + tax/night 2.5 mi. from the Dairy Barn

Ohio University dorm

To make a reservation contact Judy Martin of Ohio University Conference Services at 740-566-9700 or conferences@ohio.edu. Mention that you are with SAQA when making reservations to ensure rates.

Fenzel House, South Green, 122 South Green Dr.

Double rooms: includes linen and towel service, two twin beds, mod-style living with shared community, community bathroom/shower, microwave/refrigerator, telephone with free local service, an Ethernet connection, and desk. \$26.15/night + tax

Single Rooms: includes linen and towel service, a twin bed, mod-style living with shared community lounge, community bathroom/shower, microwave/refrigerator, telephone with free local service, an Ethernet connection, and desk. \$39.45/night + tax

Bromley Hall (Uptown, 35 S. Congress St.)

Standard rooms: includes linen and towel service, two twin beds, semi-private bath, microwave/refrigerator, telephone with free local service, Ethernet connection, and desk. \$52.00/night + tax; \$265.00/week + tax

VIP Rooms: includes linen and towel service, queen bed, TV, arm chair, private bath, microwave/refrigerator, coffee pot, iron/board, telephone with free local service, Ethernet connection, and desk. \$90.00/night + tax; \$400.00/week + tax

Suites: includes linen and towel service, queen size bed, TV, sofa bed, arm chair, private bath, kitchenette, microwave, refrigerator, coffee pot, iron/board, telephone with free local service, Ethernet connection, and desk. Available only to guests staying at least 2 nights. \$100/night + tax; \$435/week + tax

Registration Form | Art & Excellence

SAQA@20 Conference 2009 • May 18-24, 2009 • Athens, Ohio

Name _____ Phone (____) _____
Street address _____ E-Mail _____
City _____ State/Province _____ Zip/Post Code _____
Country _____

Membership fees *Must be a current member of SAQA to register. Membership Fees if NOT a current member:*

\$ _____ \$50.00 SAQA 1 year membership
\$ _____ \$25.00 SAQA 1 year Student membership *(must include a copy of Student ID)*

Pre-conference workshops 3 days, Monday – Wednesday, May 18–20

Choose one (\$305 each, includes lunch each day)

\$ _____ 1. Shibori with Christine Zoller
\$ _____ 2. PhotoShop for Artists with Deidre Adams
\$ _____ 3. Complex Design with Leslie Gabriëlse

Conference

\$ _____ Conference registration (\$275, including Friday and Saturday lunch, Saturday BBQ dinner)

Mini workshops – 2 Friday morning, 2 Friday afternoon

Choose 4, plus an alternate *(mark with an A)*

- 7. Approaches to Critiquing Quilt Art with Sandra Sider
- 8. Digital Image Preparation with Patricia Gould
- 9. Photographing your Own Artwork with Gregory Case
- 10. Pricing, Sales, and Commissions with Carol Taylor
- 11. Time Management with Gwyned Trefethen
- 12. Self Publishing with Carol Ann Waugh
- 13. Digital Designing with Layers with Deb Cashatt and Kris Sazaki, the Pixeladies
- 14. Marketing Outside the Box with Lisa Chipetine and Michele Hardman

Choose one panel discussion Saturday 2:00-3:15:

- The Jurying Process*
- What's Next?*

\$ _____ Friends of Fiber Art International brunch (\$18 for FOFA members, \$22 for nonmembers and guests)

\$ _____ **Trunk show table rental** (\$50)

\$ _____ **Total enclosed (membership + registration fees)**

Payment Method (US Funds Only)

Check made out to SAQA

Visa Master Card

Card Number: _____ - _____ - _____ - _____

Expiration date _____ 3-Digit verification code _____

Signature of cardholder _____

Print name on card _____

Billing address _____

if different from above _____

Completed forms may be faxed (231-271-2281) or mailed to Desi Vaughn, 5900 S. Calle Court, Suttons Bay, MI 49682

Questions? Contact Desi at 231-409-2581 or desiree.vaughn@elkrapidsnet.com