

August 11, 1989

Dear Artist,

After the exciting opening of Quilt National 1989 in Athens, Ohio, a group of participating artists met at Nancy Crow's studio. A dialogue was begun among those present and ideas were shared concerning developing a market for quilts. The responsibilities of the artists and the galleries was discussed and also how to encourage collectors to consider investing in quilt art.

An important quilt event will take place in Atlanta, Georgia the first weekend of October. The High Museum at Georgia-Pacific Center will host the Quilt National 1987 show and a Quilt Colloquium will take place October 6, 7 and 8, 1989. In conjunction with the Atlanta quilt related events, the Signature Gallery will show Deborah Felix quilts, the Atlanta Historical Society will hang a quilt show and Great American Gallery will be hosting an invitational quilt show.

I am acting as curator for the Great American Gallery "Americana Enshrined" exhibit which will have an evening reception October 5, 1989, and I will give the Keynote address at the Southeast Quilt Colloquium on Friday evening, October 6.

An opportunity to continue the conversation which began at Nancy Crow's in June will be available for artists who would care to join me in Atlanta on October 6. Martha Connell from Great American Gallery has offered to arrange a space for us to have an informal dialogue on Friday morning.

If you are interested in joining me please let me know so we can make plans. I think it is time for studio quilt artists to discuss forming an organization for the purpose of promoting the sale of art quilts. This organization would need funds to operate and if you are interested, please consider we will need money for mailings, information services, possible executive secretary, etc. I know we all are short of funds but even 25 pennies would put a stamp on an

YVONNE PORCELLA

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envelope.

Let me hear from you soon and I hope to see you in Atlanta in October!

Sincerely,

A handwritten signature in cursive script that reads "Yvonne Porcella". The signature is written in dark ink and is positioned above the printed name.

Yvonne Porcella

YP/jr

YVONNE PORCELLA

3619 SHOEMAKE AVE. • MODESTO, CA 95351 • (209) 524-1134

STUDIO ART QUILT ASSOCIATION

Dear Artist,

A meeting was held in Atlanta, GA on October 6, 1989 and those attending were: Therese May, Sally Broadwell, Jane Burch Cochran, Yvonne Porcella Janice Rhea, Deborah Felix, Martha Connell, Holley Junker, Chris Wolf Edmonds, Nancy Erickson, Judith Larzelere, and Shirley Edidin.

For your information we are enclosing a copy of the agenda which was used at the meeting. We have added a few notes on the agenda that were the result of the discussion. Those attending were willing to lend their name and support and to work together to formulate the organization.

Criteria for membership was discussed. It was suggested that at this time we limit it to United States artists only. Although no decisions were made, we did discuss membership criteria i.e., selection by jury, or levels of membership such as professional artists, emerging artists, collectors, appreciators, consultants.

Again, it was discussed, although no decision was made that there will be a Board of Directors and it was strongly suggested that a paid Executive Secretary be hired in the future. Most of those attending agreed that this Executive Secretary would more than likely be a non-artist but someone with business skills. Four of the attendees volunteered to be on an interim Board. We felt it was premature to close the possible board membership to only those at the meeting. One of the important future decisions would be to fill the remaining positions on the board.

It was agreed that we tentatively call the group the STUDIO ART QUILT ASSOCIATION. All aspects of the name were discussed and it was decided to include the word quilt although this does not mean that we are all "quilters". Although we all follow the historical tradition in that we embellish, piece, stuff, tie and layer in creating our art, we do not all traditionally hand quilt the finished product.

Because of the historical significance of the quilt as art, one of the goal of the organization is to educate the public to the fact that we studio artists are creating art quilts instead of functional quilts.

It was also decided that a temporary address be established and that a bank account be opened in the name of STUDIO ART QUILT ASSOCIATION.


This second letter is being sent to those artists who responded to the original mailing. We are asking for your input, suggestions and show of support and we are asking that each of you send the association \$20.00 which will act as seed money until such a time when we are ready to convene the First Annual Meeting. Please feel free to call any of those who attended the meeting or more specifically those who volunteered to be board members.

It is hoped that a newsletter will be the vehicle for communicating with all the members. The focus of the newsletter will be to inform artists on the issues of professionalism, marketing, etc.

Perhaps this group will grow into a diverse organization to include emerging artists and patrons of the art and someday will have an archival center.

Again it is perhaps premature to say that one of the possibilities of the organization is to have regional groups which would provide support and critique on an individual level.

Sincerely,



Yvonne Porcella

Yvonne Porcella

YP/jr

FINANCIAL REPORT TO DATE:

Receipts: \$145.00

Disbursements: \$97.59

Balance: \$47.41

STUDIO ART QUILT ASSOCIATION
P.O.BOX 287, SALIDA, CA 95368

March 2, 1990

This letter will serve as an update on progress in developing the Studio Art Quilt Association. To date we have received seed money from 34 artists and regional art quilt groups.

We have another board member to announce. Roderick Kiracofe has offered to be on the interim board. He has expertise in antique quilt collection, contemporary quilt research, publishing, and he is a board member of California Heritage Quilt Project.

A meeting was held in January with Holley Junker, Roderick Kiracofe and Yvonne Porcella and it was decided that we should pursue attaining organizational status. We are researching the possibility of forming a non-profit organization. We have consulted the California Lawyers for the Arts and we are collecting data on all possible aspects of organizing.

It was further decided we should prepare a press release for national magazines stating our purpose and proposing interested parties contact a board member.

We are also preparing a letter to be sent to collectors, patrons, and new members to educate a wider base of people in the goals of our organization. The interim board feels that without financial support, this emerging organization will die, so we need funds to operate and become viable. We are anxious to establish a base of patrons and collectors of contemporary art quilts. Please send a list to Studio Art Quilt Assn., P.O.Box 287, Salida, CA 95368 of all patrons who have purchased your art quilts. We will be developing a mailing list to send information about our organization.

One of our goals is to have a newsletter which will offer pertinent articles to help develop professionalism among art quilt makers. The interim board would be greatly interested in a volunteer who would act as editor for this newsletter.

An annual meeting is also being planned where members can adopt the Articles of Incorporation and approve other business items. No date or place has been selected at this time. We are open to suggestions.

We would also like to publish an informational brochure to have available at every Art Quilt exhibit.

The interim board would be grateful for volunteers who would fill the positions of secretary, treasurer and newsletter editor. We are also looking for someone who may be interested in what we are trying to organize but is not personally a selling artist, who has skills to help our fledgling organization and would act as Executive Secretary.

To become a legal organization is an expensive and complex job. We currently do not have the money to pay for legal and accounting services. If you know someone who would be able to help in either of these matters, please let us know.

We have opened a bank account and have a permanent address which are positive steps in forming our organization. Now we need your help and committment to make this work. Please offer to help.

Sincerely,



Yvonne Porcella, Temporary Board President

Interim Board Members: Martha Connell
Holley Junker
Jude Larzelere
Roderick Kiracofe
Yvonne Porcella

YP/jr

STUDIO ART QUILT ASSOCIATES
P.O.Box 287, Salida, CA 95368

September 27, 1990

Dear Artist:

This is to update you about the formation of Studio Art Quilt Associates. Good news! We are making progress.

1) We are very close to incorporation as Studio Art Quilt Associates, a not for profit organization. It has been decided to have a 7 member board: 4 from California and 3 from other parts of the country. This can be changed at such time as we can convene a General Meeting of the members, but for now, our lawyers suggested that at least a quorum of the board be within reasonable distance of each other. As it is the 3 of us on the interim board here in California have a 3-4 hour round trip just to get together.

We are filing Articles of Incorporation as a Tax Exempt Corporation with the State of California. Since the majority of the board is in California, this helps us implement formation of SAQA as quickly as possible.

Even though there may be a perception that Studio Art Quilt Associates might become a California "thing", or an Ohio or New York "thing", or another regional "thing", we are committed to becoming an organization serving the professional needs of our members no matter where they live.

2) We have been very fortunate to have obtained pro bono legal services from a major Bay Area law firm; however, initial filing fees will be \$840 with a portion returned after tax exempt status is given.

The money in the treasury will not cover filing fees or anticipated printing costs: about \$1,000 start-up money was generated in 1989 and expenses have been \$520. We have a bank balance of \$640.

3) When the filings are complete we can convene a meeting of the Board of Directors, and at that time will set policy, membership structure, goals, and annual dues.

4) We are beginning design on a brochure which will solicit and state levels of membership.

An ongoing effort is being made to identify prospective members and so far this includes studio quilt artists as well as gallery owners, collectors, museums, patrons, designers and consultants - anyone interested in our art form.

5) After reading the cards and letters you sent when this idea was proposed a year ago, the following tentative goals have been developed:

A. To encourage research, critical writing, and publication of papers and articles that discuss the evolution of the contemporary art quilt in the context of quilting tradition, 20th Century craft and contemporary art;

B. To make "enabling" materials available to critics, curators, educators and curriculum designers, students of fine art and art history, and those involved in the marketing of art such as gallery owners and consultants for use in discussing the contemporary art quilt with their various publics (see above critical writing, possible speakers bureau);

C. To provide artist members with a forum through newsletters and symposia for the fostering of professionalism and to provide access to SAQA resource materials for promoting their artwork;

D. To identify collectors and patrons of contemporary art quilts, seek their support for SAQA, and foster their interest through the sponsorship of regional symposia with studio visits in addition to making other resources of SAQA available to them (newsletter, published materials from above critical writing, speakers bureau, artist registry);

E. To encourage quality exhibitions with documentary catalogues and critical review.

We have wonderful goals outlined and the time is right to make a commitment to letting the world know we are professional studio quilt artists interested in selling our work.

We are all swamped with the necessity of creating artwork, marketing it and keeping our heads above water. To take on much else, particularly establishing this organization, in terms of our professional time and financial expenditure means we cannot make this "thing" float without some help. Please read the following and give serious thought to it:

* We need grants, donations, and (eventually) dues. An additional need of the organization is to have enough funds to hire an Executive Secretary who would be responsible for the business aspects of the organization.

* Do you know anyone who would donate part or all of the printing costs for the brochure?

* Can you do layout?

* Can you write?

- * Will you send the names and addresses of prospective members?
- * Where would you recommend our brochures be distributed?
- * Will you please talk this up among your colleagues or pass our letter along to someone who might be interested?

With sincere thanks,

Yvonne Porcella, Interim President

A handwritten signature in cursive script that reads "Holley Junker". The signature is written in dark ink and is positioned above the typed name.

Holley Junker, Interim Secretary