

# CONNECTIONS

NEWS FROM WISCONSIN DESIGNER CRAFTS COUNCIL, INC

spring 2011

## PRESIDENT'S MESSAGE



Website, Email, Facebook, Twitter, Flickr, LinkedIn, Blogs, Etsy, Ipad, Iphone, Ipad, Apps.... oh my!!!

It is enough to make your head spin. We need it fast and we need it now, and we need to share it with everyone. Technology...love it or not, it is here to stay and we all are trying to find our comfort level within the choices.

Now, in addition to the designing and creating of the work, the options for getting the word out and sharing and marketing your work have exploded. Get ready to put on another hat, strap yourself in and try not to get sucked into the black hole of time computer work seems to present.

Using this technology and social media gives artists the potential to market beyond geographical boundaries. With so much competition for attention on the web it becomes even more important to effectively present yourself and your work both visually and verbally. Great work, great photos and telling "the story."

In an ideal world all these tools will work together as a well oiled machine, linking together to present a complete picture and reach an optimum number of consumers. Hopefully, the selections you make and the time you spend will reap rewards for you and your business.

With that said, as craftsmen and artists, it is comforting to know that no matter how slick the image, or clever the posting, the actual contact with the art and it's maker can not be replaced. You are the value added component!

LOL  
Barb Chappell

## WDCC Annual Meeting

Our Annual Meeting was held on March 11, 2011 at the Museum of Wisconsin Art in West Bend.



Mindy Brooks, Faythe Levine and Tom Lidke.

These are changing times in our world of professional crafts, and that presents challenges and opportunities for the WDCC. Will the next generation of "makers" be interested in joining in organizations like ours? What steps should we take now to insure our relevance in the future?

Faythe Levine, a Milwaukee resident who has been traveling the world to discuss her book and documentary *Handmade Nation*, fielded those questions and more during her presentation at the annual meeting on March 11. Not surprisingly, she stressed the use of social media and the web as key tools for bringing our organization to the attention of a younger audience. She encouraged us

to make better use of our web site and our Facebook page to increase our appeal to this next wave of craftspeople.

Faythe talked about the challenging economics of the DIY community, citing her experience with her annual fall show, *Art vs. Craft*. She also covered the contemporary philosophy behind the recent resurgence in crafting, both in the US and abroad. In so many ways, everything Faythe said about this emerging craft movement--its focus on reuse and recycling, the push back against mass-produced goods, and the political side known as *craftivism*--reminded me of the sixties and seventies, another era of significant participation in the crafts world.

Mindy Brooks, Program Chair

# WDCC MEMBER SPOTLIGHT

Please keep us informed of your accomplishments. Submit information to WDCC, 3900 W. Brown Deer Rd., Suite 130A, WI 53209, or fiberwood@aol.com

## West Bend Museum of Wisconsin Art Hosts the 81st WDCC Exhibition The Best of Contemporary Craft

WDCC was pleased to bring back the long standing tradition of an "annual" gallery exhibition of WDCC members work. Our show ran from January 5th through March 13th 2011 at the Museum of Wisconsin Art in West Bend. [www.wisconsinart.org](http://www.wisconsinart.org)

It was great to see so many new and long time members exhibiting and networking at The Opening Reception on January 9<sup>th</sup>. Thanks to Show Chair Shelly Culea for her efforts in organizing this show and to everyone at the Museum for hosting us. What a great venue! We hope to continue this tradition on a bi-annual schedule, so plan to enter the 82nd show in 2013.

45 WDCC members entered the show which was juried by Graeme Reid and Hazel Wheaton. Congratulations to the following awards winners, selected by Museum Director, Tom Lidke

### Best of Show \$500.00

Kristen Gereau (Royal scarf)

### 2nd place \$250.00

Pat Kroth (Pathways)

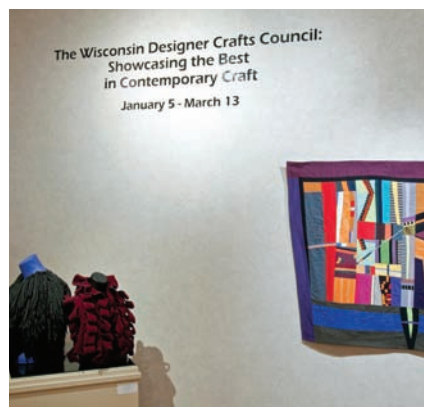
### 3rd place \$100.00

Richard Bronk (Pig Iron Shrinescape)

### Museum of Wisconsin Art Awards of Distinction

Jef Raasch (Kitty) \$200.00

John Whitney (Pendant #3) \$200.00



## Introducing our Newest Board Members

### Laura Livermore Membership Chair

A WDCC member since 1999. Laura specializes in silk painting. She also has a new line of nautical hand painted silk scarves. Laura is excited about her new position as membership chair for WDCC. "If it wasn't for this organization's heaven-sent Bruce Baker seminars early in my career, and the generous voice of experience from the other artists... I would have been lost. I'm happy to have a chance to give back to a group that has given me so much."

### Conny Karman Director at Large/ Facebook Administrator

After leaving her architectural career to care for her children, a friend invited her to a bead party where she had an "A-ha..." moment. Metal working classes soon followed. "Making metal jewelry is like designing and building an architectural piece on a much smaller scale. I don't have to worry about human psychology or OSHA requirements...it's purely art and fun. I choose metal because it acts so similar to steel as a building material." Recently, her architectural inspired neckpiece was on exhibit in the WDCC Best of Contemporary Craft Show.

### Della Wells Director at Large

Called one of the leading African American folk artists in the country by the Hurn Museum of Contemporary Folk Art. A self-taught artist, her work is an extension of her commitment to storytelling and folklore, through colorful narrative collages, pastels, drawings, dolls, assemblages and quilts. She has exhibited throughout Europe, Canada and the United States. Della is also the founder and president of the artist advocacy group ABEA.

# An Update on the 38th Annual Morning Glory Fine Craft Fair

Jurying is complete and artists have been notified of the results for the 38th annual Morning Glory Fine Craft Fair. Save the dates..August 13-14, 2011. We are very excited about the addition of many new artists as well as those returning exhibitors. If you are interested in volunteering to help at the fair, or silent auction let us know. We can always use the help. Email [president@wdcc.org](mailto:president@wdcc.org)

This years jurors included:

**Michael Imes** is a clay artist who has been teaching ceramics at Carroll University since 2000. He has also been a studio artist (since 1972) and a Waldorf teacher. He earned his MFA, from Southern Illinois University, in Carbondale and has a BA from Iowa Wesleyan College.

**Carol Chase Bjerke** is an artist and educator whose photographic works, handmade books, and multi-media installations have been exhibited nationally and internationally. She has an MFA in Photography, and a BA in Graphic Design, both from Central Michigan University.



**Claire Pflieger** has a BFA and MFA from UWM and taught at UWM and then Cardinal Stritch University and Milwaukee Area Technical College for 25 years. Her work has been shown in the WDCC shows for many years Claires work uses the manipulation of metal into sculptural forms which have been inspired by her love of nature.

**Terri McCarthy** has been a jeweler for 23 years. Her work was sold in galleries, retail stores and at fine art fairs. She taught Jewelry Construction Techniques, Jewelry Casting, and Metal Techniques at the Milwaukee Area Technical College, Mequon Campus. In 2004, Terri McCarthy Studios LLC was opened in Grafton, WI teaching studio classes as well as offering master classes with guest artists year long.

## Member News

Congratulations to Ceramic Artist **Jesse Schroeder Voss** on the opening of her retail gallery in Muskego. <http://www.mytablegallery.com/Muskego.pdf>

**Reid Schoonover** (Working Man Studio) has just accepted a contract to show with Schaller Gallery at both their Benton Harbor, MI gallery and their virtual gallery @ [www.schallergallery.com](http://www.schallergallery.com).

The work of WDCC Members, **Mike Note**, **Debbie Radke** and **Cliff Matyszczyk** was featured in the marketplace at the Art in Bloom show at the Milwaukee Art Museum this month.

For Sale: Thought Products Loom. 40" Barbara V Loom for both fabric and upright tapestry weaving. \$950.00 OBO. Contact Barbara Zaharris for more information. [casadebobo@wi.rr.com](mailto:casadebobo@wi.rr.com)

Would you like to conduct a workshop or give a studio tour as part of programming for 2011-2012? Contact Program Chair Mindy Brooks if you are interested and for more information.

WDCC and Morning Glory Gallery on Facebook  
Morning Glory Fine Craft Fair facebook page coming soon!



## 2011-2012 WDCC Board of Directors

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### DIRECTORS AT LARGE

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Larry Sanders  
Della Wells  
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# CONNECTIONS

## Morning Glory Gallery To Celebrate Five Years!



They say time flies when you are having fun, and nothing could be more true than the upcoming celebration this summer of the Morning Glory Gallery's five-year anniversary. It seems like only yesterday - instead of the summer of 2006 - when we first opened the Gallery doors. WDCC's dream of managing its own gallery to showcase and support the work of its talented membership was made possible by the Marcus Center's generous offer of partnering with us on this amazing business venture. Thoughtful leadership on the part of the WDCC Board of Directors helped lay the foundation for this unique and successful gallery concept. Over the years, the Gallery has sold work by more than 140 WDCC members - and twice yearly, we jury for new member artists and add their work.

The handsome Gallery space inside the lobby of the Marcus Center in downtown Milwaukee is a destination for upscale shoppers who appreciate one-of-a-kind fine crafts. Most customers are season ticket holders to the Milwaukee Symphony, Milwaukee Ballet, Florentine Opera and the Marcus Broadway series who stop by the gallery before a show or during intermission.



Plus, regular hours on Thursday, Friday and Saturday from 12-6 p.m. also attract other shoppers who are fond of fine crafts and want to support local artists.

Along with providing an ongoing revenue stream for our members, the Gallery also acts as an important marketing tool for the WDCC organization, as well as the annual Morning Glory Fine Craft Fair. Since relocating the Fair to the Marcus



Center grounds almost a decade ago, WDCC and the Marcus have forged a vital partnership between visual arts and performing arts to benefit our members, theatre goers, shoppers and all of Milwaukee.

Please join us in celebration of five extraordinary years of the Morning Glory Gallery. Plans are underway for special summer festivities to be held in conjunction with Gallery Night in July and the Morning Glory Fair in August.

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**WISCONSIN**  
**DESIGNER**  
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**COUNCIL**  
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CELEBRATING EXCELLENCE IN CRAFTS  
SINCE 1916

VISIT OUR WEB SITE AT  
[WDCC.ORG](http://WDCC.ORG)