

A MENU OF IDEAS FOR USING “WHY QUILTS MATTER” AT QUILT GUILDS

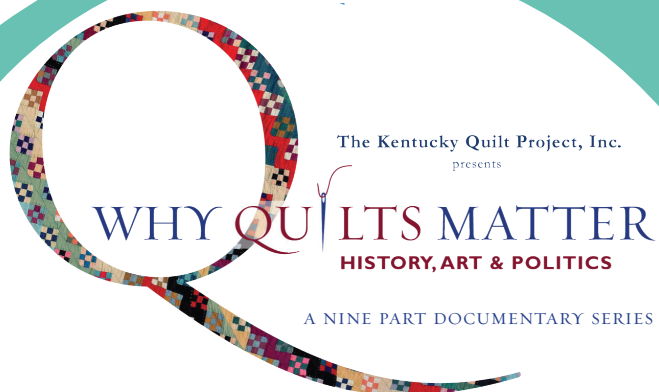
Use at Events

Guild Shows

- Set up a location where people could hang out and watch the episodes for a while. We also have an 8-minute preview loop available.
- Your Guild could sell the DVDs. We would work out a special consignment and wholesale arrangement with you.
- Depending on location and timing, Executive Producer Shelly Zegart could come to host a discussion around an episode.
- We could donate a DVD for a silent auction.

Other Venues

- Think about classrooms or local art centers who might have interest in hosting a program about quilts. Your Guild could offer the series as part of the programming.
- If your Guild has events lined up in your community, use an episode from the series to enrich the event.

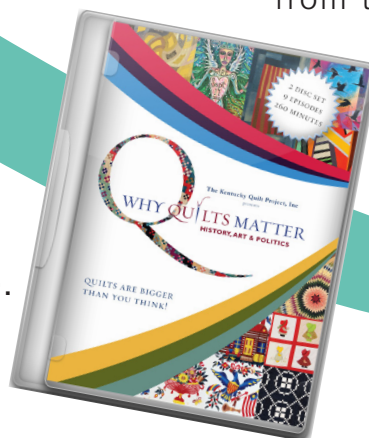


Share “Why Quilts Matter” with your Guild! From special pricing to exciting programming ideas there are plenty of ways your Guild can take advantage of the fresh new 9-part video series “Why Quilts Matter.” Whether you use individual episodes or the whole series; you will quickly understand the vital role quilts play in our lives from art and history to politics.

www.whyquiltsmatter.org

Take Advantage of Special Deals

Guild members can purchase 4 or more copies of the DVD for a 40% discount plus shipping (retail \$39.95, guild price \$23.97). To take advantage of this offer, send an email to contact@whyquiltsmatter.org.



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Guild Meetings

Build special programming around specific episodes from the series.

Quilts: “Up All Night” – an after-hours screening of series over two weekends with refreshments plus conversation.

Trash or Treasure night – a yard sale for quilters to find fabrics from worn out clothes, blankets or towels to make your own Gee’s Bend quilt. Pair with Episode 5 “Gee’s Bend: “The Most Famous Quilts in America?”

Invite a guest speaker to speak on women’s rights. Pair with Episode 7 “Empowering Women One Quilt at a Time.”

Partner with a local arts group/club to hold a panel discussion. Pair with Episode 4 “What is Art?”

Have members come up with a square that represents the modern woman vs. the traditional Sunbonnet Sue. Pair with Episode 7 “Empowering Women One Quilt at a Time.”

Join Our Team

Exciting new news - *Continuing the Conversation* guides: We are developing guides to accompany the series. The episodes are terrific on their own but will be even better and easier to use with the guides and can provide 9 months of guild programs (like a book club). They will also contain a section on how to host a group discussion.

Become a WQM “correspondent.” Your guild’s “correspondent” will help link “Why Quilts Matter” and your guild up with local events in your area and report what is going on back to the WQM team. Once we hear from you we will send whatever you need to enable our joint programming efforts (brochures, video loops, table top sign, etc.).

Need more ideas?

Visit the Events section of our site (<http://www.whyquiltsmatter.org/welcome/events/>) to see what others have been doing to develop programming around the series.

Learn more about all the featured images in our Image Resource Guides (<http://www.whyquiltsmatter.org/welcome/image-resource-guides/>). They are complete catalogs of all the quilts and photographs featured in each of the nine episodes. Download them to your laptop or print them out. Then you can follow along as you watch each episode.

Preview the series at www.whyquiltsmatter.org and a clip and description of each episode.

■ The series is copyright protected, independently produced and funded by The Kentucky Quilt Project, Inc., a 501(c)(3) not-for-profit organization. It is illegal to copy or distribute the series.

■ Contact us at contact@whyquiltsmatter.org or phone 502-897-3819

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EPISODE DESCRIPTIONS

Ep. 1: Quilts 101 - Antique and Contemporary Quilts What is a quilt? This episode introduces the audience to the brave new world of the American quilt, where that question has many different answers. If a 'real' quilt is a three layer fabric sandwich sewn together and folded over a bed, how do we define the quilt that is an amalgamation of fabric, photography, print making and other media, and hangs on a gallery wall? Our experts contribute varying perspectives, setting the stage for the complexity of the series' larger topic: Why quilts matter and how they relate to history, art and politics.

Ep. 2: Quilts Bring History Alive We all wonder how people dressed, traveled, and behaved in generations past, and we need only to look to quilts to find out. Since quilts were made—not by artisans—but by ordinary women whose lives they closely reflect, they are fountains of information about the people and periods they represent. In this episode we will explore the quilt's unique ability to preserve, not only our own family histories, but the history of America beyond the reach of memory.

Ep. 3: The Quilt Marketplace The marketplace for quilts has always been a bit of a mystery. It's hard to understand why some quilts are so much pricier than others, and why some old quilts aren't worth anything at all. And how can an artist ask \$10,000 for a brand new quilt...and get it? Discover why one 19th century quilt was worth \$264,000 and how a quilt can go from \$150 to \$20,000 as it passes from picker to dealer, up the ladder of expertise. Find out how artists price their quilts in the contemporary market and how technology is changing the playing field forever.

Ep. 4: What is Art? You think you know art when you see it, but this episode of "Why Quilts Matter" may make you think again. Turns out the quilt is the perfect test case for a dozen theories about what makes art, well...art. Take the art vs. craft debate: As a domestic object made by women for a practical purpose the quilt falls squarely into the 'craft' category, and a humble one, at that. But do some quilts become 'art' when exhibited, like paintings, on a museum wall?

Ep. 5: Gee's Bend: "The Most Famous Quilts in America?" In 2002 the art world was rocked to its foundation by a group of unusual, abstract quilts made by African American women from an obscure hamlet in southern Alabama. People lined up around the block to see them. Join us as we trace the journey of the quilts of Gee's Bend from the clotheslines of the South to the exhibition walls of the country's greatest museums.

Ep. 6: How Quilts Have Been Viewed and Collected It's now been nearly a century since quilts were first collected and exhibited. In this episode of "Why Quilts Matter," we trace their slow incursion into museum collections, watching as they finally make the leap from tester bed to gallery wall. Finally, we explore the lure of quilts for private collectors...who's got to have them and why.

Ep. 7: Empowering Women One Quilt at a Time In this episode we look at the quilt's historical and current roles as an avenue of personal expression, a sly medium of social and political opinion, and a building block of financial security for women. Curators, quilt makers, and scholars discuss the surprising number of ways in which the quilt has been and continues to be, woven into the histories and psyches of our mothers, our sisters, ourselves.

Ep. 8: Quilt Nation: 20,000,000 and Counting! "Quilt making," as one quilt maker says, "is the greatest mass movement nobody ever heard of." The population of the American quilt world outnumbers those of many small countries, and yet most outsiders remain unaware of its size, diversity, and economic clout. In this episode "Why Quilts Matter" goes inside this unseen world, meeting its participants, attending its events, analyzing its businesses, periodicals, support services, and technological advancements. Our experts also provide a bird's eye view of the politics, as various festivals, artists and quilters struggle for the heart and soul of Quilt Nation.

Ep. 9: Quilt Scholarship: Romance and Reality The history of quilt scholarship in America is more relevant—and far more interesting—than some might think. To begin with, there was once a time when it wasn't very scholarly at all. Turns out that the quilt was so beloved, so central to the myth of American life, that many scholars failed to debunk the legends and folk lore it had engendered. Today the field has grown into a serious discipline generating material of interest—not just to the quilt world—but to a dozen other important disciplines from material culture to sociology. The quilt is central to them all.