



## Episode 3: The Quilt Marketplace

### Introduction

- The Contemporary Quilt Marketplace
- The Antique 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? In this episode of *Why Quilts Matter: History, Art & Politics*, host Shelly Zegart takes you behind the scenes in the quilt marketplace—past and present—where you will meet its players, learn its unwritten rules, and penetrate its secrets. Discover why one 19<sup>th</sup>-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.

Featuring appearances by Shelly Zegart, Susan Parrett, Pat Garthoeffner, Susan Kramer Hunkins, Rod Lich, Caryl Bryer Fallert, Gerald Roy, Karen Musgrave, John M. Walsh III, Mariya Waters and Ricky Tims.

*Image (page top):* Quilts: An American Romance. May 12 - 17, 1980. Somerset Mall, Troy, Michigan. Courtesy Shelly Zegart.