

The Kentucky Quilt Project, Inc.
presents

WHY QUILTS MATTER

HISTORY, ART & POLITICS

A NINE PART DOCUMENTARY SERIES

Get ready to add exciting dimensions that will enrich the exhibition experience and encourage your audience to make return visits. “Why Quilts Matter: History, Art & Politics” is a dynamic film series that explores quilts’ roles in society. It’s not a how-to piece but rather a thought-provoking documentary that raises questions about quilts in the art world, quilts as political statements and how quilts have empowered women. Divided into nine segments, the series is as flexible as you need it to be, whether you use individual episodes or the whole series.

EXHIBITION PROGRAMMING OPPORTUNITIES

This documentary is just the beginning of a conversation that is the buzz on the streets, at museums, with guilds, individuals, and more. See what conversations it sparks during your exhibit and watch the dialogue that will continue long after the series has been seen and the exhibition is over.

A Snap Shot

Use our 8-minute preview loop throughout the day to spark the conversation.

Run the Series

Let the whole series play throughout the day from inside the quilt exhibition, to a lounge area, to the gift shop.

Host a Discussion

Organize a panel discussion to follow a screening of one or two episodes. Invite artists whose work is featured in the exhibition to be on the panel.

Make it a Series

Give people a reason to keep coming back. Featuring an episode each week is ideal for getting people back in the door, engaged and excited!

Increase Sales

Copies of the "Why Quilts Matter" DVD can also be sold in your gift shop or at your show. We can provide wholesale and consignment arrangements as well as brochures and a stand up counter sign.

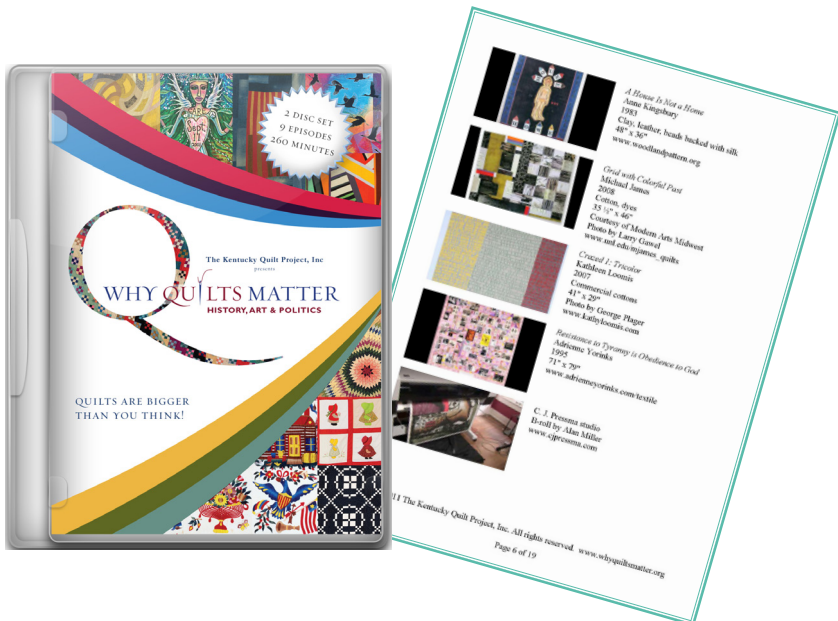
Need more ideas?

Visit the Events section of our site to see what others have been doing to develop programming around the series.

You can also preview the series at our site www.whyquiltsmatter.org to see clips of each episode and a description of who is featured. From there you'll be able to determine which episode fits best with your exhibit.

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.

You can also use the IRGs to search for people in the series or for people who lent us images that live in your area. You can also search online to contact the quilt organizations who might help you obtain speakers.



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.

For further information and discounted DVD purchases you can reach us at contact@whyquiltsmatter.org or (502) 897-3819.

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 fonts 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.