

CANADIAN QUILTERS' ASSOCIATION  
ASSOCIATION CANADIENNE DE LA COURTEPOINTE

**SO YOU ARE GOING TO HAVE A SHOW?**

1. What kind of show will you have? Will pieces be chosen for the show:
- a) By Jurying – Pieces are chosen from slides or entries. All pieces hung are winners.
  - b) By Judging – Pieces are judged according to a criteria established by judge(s) or in agreement with both show committee and judge(s). Prizes or ribbons are awarded and all pieces are usually displayed.
  - c) By accepting and hanging all pieces. Nothing is judged or juried out. (Note that jurying and judging may be done by members or by outsiders depending on the feeling of the membership or the show committee. Jurors and judges are usually paid an honorarium or a fee).

**CRITERIA**

Does your show have a theme?

- a) Are pieces traditional or original?
- b) What do you wish to emphasize, craft or originality, or both?
- c) Will you accept kits, patterns, pre-printed panels (cheater cloth) magazine projects or duplicates of items made by others?
- d) Will you accept mixed media, i.e. dyeing, screening, etc.?
- e) Are there size criteria?
- f) Are some items not welcome, i.e. pot holders, toys, clothing?
- g) Define your criteria and timetable; let your submitting audience know.

**PLACE**

Where will you hold the show?

- a) Does it have suitable space, public access, parking?
- b) What will it cost? Is there a donation requested, or rent to be paid, or is it free?
- c) Is it secure?
- d) Does your insurance cover the show?
- e) Does your insurance need upgrading?
- f) Who is responsible for liability, insurance, fire and theft, security, hanging, damage, the opening, and supervising the show?
- g) What dates and times will it be open?
- h) Can you charge at the door?
- i) Can you sell raffle tickets?
- j) Can you sell quilted items?
- k) Do you have the pertinent permits for the raffle, sales, wine for the opening, should you opt for this?

## HANGING THE SHOW

- a) How will you do it? Do the quilts need sleeves? Tell you membership exactly what you want and make it part of the criteria for acceptance.
- b) Dowels for hanging... Do you have to borrow or buy? How will the dowels be hung? Is it possible to suspend them?
- c) If you can't use dowels, how about racks, room dividers, furniture?
- d) Do not nail, tack, or damage pieces in order to display them.
- e) If pieces may walk, tack them very carefully to a base, or to each other, or to be safe, place in a glass cabinet, or in a cordoned-off area.
- f) Are you cordoning off the display so no one can touch? This is safer. Stands and ropes may sometimes be borrowed from your municipality, other galleries or art groups, or perhaps rented. In a pinch, you can make your own post and rope system.
- g) Many people touch. Do you have plenty of no touching signs in prominent places and for those who are allowed to touch, do you provide white cotton gloves?
- h) May photos be taken? Will the owners of the pieces allow their pieces to be photographed? Make sure you ask. Then post a sign at the entrance indicating your wish.
- i) If you have hostesses, they should be distinguishable from the rest. Use aprons, princess sashes, vests, whatever, but remember it should be noticeable.

## INFORMATION

- a) Do you have a list of all the pieces and thier makers?
- b) Do you have a program for each visitor?
- c) Do you have a list of items that are for sale and thie price list?
- d) Is each display tagged so that you know a little about it?

## OPENING

- a) Are you having an opening?
- b) Who will M.C. it?
- c) Will you invite someone to open it?
- d) Who is included on your guest list? Have you included the municipal head, your MLA, the art crowd, the quilters, and anyone else who is important or interested in the show or in quilting?
- e) Have you arranged for someone to act as hostess and take over the opening refreshments, if you have them?
- f) Have you considered making up name tags for all the important people and your show committee?
- g) Invite the press, but you should also have someone there as back-up as they don't always turn up and you will want photos for you album.
- h) Are there awards or presentations? Have everything prepared and the presenter(s) aware of their duties, so that this portion runs smoothly.

## PUBLICITY

- a) You need 7 –8 months notice to quilt magazines
- b) You need 6 – 8 weeks notice for local magazines
- c) You need 4 – 6 weeks for invitations
- d) 3 weeks for T.V., radio, newspapers, in the “Coming Events” column. If you want an article or a large spread, you must send out a Press Release earlier with some kind of an interest hook.
- e) 2 weeks for local channel cable rollers. Check to find out how many lines and how many letters per line they will allow you and then send it in all ready to be typed in directly.
- f) Posters: what size and for whom:
  - ◆ Large posters for windows and street boards if applicable
  - ◆ Regular sized posters (9”x11”) for tack boards, libraries, schools and fabric shops
  - ◆ Small ½ sized posters for individual pick-ups at shops, at markets, at craft markets, antique shows, etc.
- g) P.R. can be sent to art councils, schools, colleges, antique shows and shops, hotels, tourist centers, etc.

Use your group to move it out. Publicize your group and next event at this show. Also check the CQA publicity sheet for information.

## AFTER...

- a) Take-down should be done after the public has gone and only by members of the committee or gallery.
- b) See that all the pieces are returned.
- c) Announce in the newspaper who won the quilt if you had a raffle.
- d) Write up your reports. Include number attending the opening, the show, tickets printed and number sold, costs of all items etc. List what worked and what you suggest be changed next time. Prepare the slides, marking down information and indicating right side and top. Re-store all items not needed and return those not belonging to you.

This show is finally over. Are you planning the next one yet?

D.E. Snow, May 1988