

PUTTING ON A QUILT SHOW

KATIE BURFORD



We wanted something different. Something cost affordable. Something inclusive.

Finding a location was the biggest challenge. We looked at the local canal, farmers markets, park spaces, and venue rentals. For our first show we actually considered "quilt bombing" a parking garage – which in hindsight seems like a terrible idea. We preferred outside to inside. Our two venues included:

- Cultural Trail – which had pillars to hang quilts from. We did have challenges with quilt show people interfering with trail people, as well as the structural soundness of large quilts hanging on long long clothes lines.
- Broad Ripple Park (Shelter 1) We utilized the beams of the structure to weave clothesline in and out and provide good support. We then hung quilts on big binder clips from the clothesline. Each quilt was tagged

FUNDING

We actually had a member give us a donation for the majority of the funding. However, we needed to keep costs down as our operating budget was low and we didn't want to spend it all on the show. We utilized resources that were low cost – binder clips to hang, clothes line/rope hung on an existing structure, safety bins for tags etc. We printed the tags on home printers. The biggest portion of the budget in our show this year went to the structure rental.

OUTREACH

We did flyers at local shops, and business. We sent briefs to local news media, we went on a local style show, and sent notice to the other local guilds. Additionally, social media outlets – Facebook Event, Instagram notices etc

VOLUNTEERS

Utilize your membership body to create a pool of volunteers. Volunteers were needed for talking with attendees, set-up/tear down, outreach, photography, transit, and organization of quilts.

PARTNERSHIPS

Utilize other events to generate traffic. Find a partner or another local show. Or a local community event. On our first show we teamed up with First Friday on Mass Ave and we had additional people going from art show to art show that stopped by to see our quilts.

TEST IT

Try hanging your quilts at your location prior to the event. Use this opportunity to determine if the hanging structure will work. If you need a different type of rope/structure.



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