

**American Tapestry Alliance, Inc.
Annual Report
2022 – 2023**





AMERICAN TAPESTRY ALLIANCE

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Cover Image: *Lialia Kuchma* 1st Place Teitelbaum Awardee, American Tapestry Biennial 14
"JASO"

Board of Directors



Left to right, top to bottom:

Shelley Socolofsky, Director at Large (President); John Paul Morabito, Director at Large; Barbara Heller, Director of Education; Susan Gangsei, Director of Promotions; Claire Most, Director of Membership (Secretary); Janette Gross, Director of Finance (Treasurer); Kennita Tully, Director of Volunteers; Murray Gibson, Director of Awards; David Heustess, Director of Exhibitions

Staff



Maggie Leining, Administrative Manager

Board News

New & Retiring Board Members

Many thanks go to retiring Board members **David Heustess** and **Murray Gibson**. We are grateful for their dedicated contributions, their enthusiasm, and their willingness to share their knowledge and expertise as Director of Exhibitions and Director of Awards. We wish them the very best in their next pursuits.

ATA recruits new Board members almost every year. This year our Nominating Committee was chaired by John Paul Morabito and Maggie Leininger.

We welcome our newly elected and appointed members: Judy Newland, Director of Exhibitions and Hadeyeh Badri, Director of Awards.



Judy Newland comes to ATA with years of university exhibition experience with a focus on Museum Studies in Anthropology and Art. Judy is currently an ATA member and comes to us from the state of Washington.

"Culture and the environment are the two main topics I address in my textile art. I have been working in textiles for more than forty years as a maker and later as a textile historian. My background in textile history and museum anthropology allows me to bring a deep cultural engagement to everything I produce. I don't just dye fabric in an indigo blue dye pot, I look in the dye pot and see world history, science, fashion, medicine, ritual and your latest pair of jeans! It's an entire world to explore and share. I concentrate on weavings that spring from cultural ideas and process. My research includes archaeological textile fieldwork in Peru, weaving in the Southwest and indigo dye processes

and cultural practices around the world. I worked in the museum field for over 20 years at a variety of university museums, including art and anthropology, specializing in the design and development of exhibitions and teaching museum courses. These classroom experiences engaged and challenged students, while instilling in them a deeper understanding of world cultures through textiles."



Hadeyeh Badri (1988) is a UAE-based designer and fiber artist. Her work is a nod to the legacy of the Jacquard loom in the invention of coding while also using language to call upon a trope in pre-Islamic poetry, al-wuquf 'ala al-atlal ('standing by the ruins'), in which a poet visits a site of mourning. Hadeyeh works as a Senior Adult Learning Coordinator at the Sharjah Art Foundation. Previously, Badri taught at the College of Art, Architecture, and Design at the American University of Sharjah. In 2010, Hadeyeh and two of her contemporaries, Riem Hassan and Hala Al-Ani, founded Mobius Design Studio. This Dubai-based studio utilizes design as a tool to instigate social change. Badri obtained an MFA in Studio Practice (concentration in Fiber and Material Studies) from the School

of the Art Institute of Chicago in 2019.

In 2021, Hadeyeh was one of the eight finalists for the 6th edition of the Jameel Prize, nominated from over 400 applications to exhibit at the V&A Museum in London. Recently, Hadeyeh was commissioned by Qasimi, the London fashion house, to produce over ten meters of handwoven digital tapestry for their Autumn Winter 2023 collection. Hadeyeh created five original tapestries that underpin the collection, featuring bougainvillea flower embroidery and printed words from Egyptian novelist Radwa Ashour's *Atyaf*.

Hadeyeh lives and works in the United Arab Emirates.

Membership

We are pleased to report that the membership count continues to be robust, with 122 new members joining ATA this fiscal year. Claire Most, Director of Membership, and Maggie Leininger, ATA's Administrative Assistant, continue working to streamline the renewal process. With the refreshing of our website, a current Directory publication is underway with a new Membership Module being added in the coming quarter.

People join ATA for many reasons, and we have programming that addresses the needs of this broad membership.

986 members

23 countries represented

14% of our members live in a country other than the United States

20% of our members join at the Studio Circle or higher level

Benefits of Membership

The benefits provided to our members continues to be a priority. New members especially express their interest in using ATA to gain knowledge in tapestry, enjoy the exposure to contemporary tapestry, find fulfilling inspiration in design and technique, and appreciate ATA as a great resource in connecting them with other tapestry weavers across the globe.

While we carry on the fabled tradition of ATA's newsletter *Tapestry Topics*, the Board of Directors has been working diligently this past year to provide ATA increased visibility and programming. The goal to promote awareness through exhibitions and education globally is one major pillar within ATA's Mission Statement. Informed by this guiding principle, we are thrilled to have introduced two standout lecture series this past fiscal year through our new *Ambassador Program* and *Speaker Series*. Each program is unique in its mission, yet both articulate ATA's overall goals of promoting awareness and appreciation for tapestry globally while also establishing a wide network of tapestry practitioners from a diverse and inclusive web.

This year, Administrative Manager, **Maggie Leininger**, has worked hard to refresh the ATA website, fixing broken links, consolidating areas that make navigating more seamless.

One new member only benefit this year is the *Membership Meetups*, an online meeting taking place quarterly and organized by Maggie Leininger featuring members who want to share their skills with other members. This online platform offers members an opportunity to meet together for learning, discussing a range of topics; ask questions of one another and connect and network together. In 2023, we hosted **Molly Elkind**, **Susan Gangsei**, **Tommye Scanlin** and **Lialia Kuchma**. Each session has over 100 registrants, so we know this is a very popular program and look forward to hosting future *Meetups*.

ATA's Social Media spotlights grew again this year with Facebook visits up **54.4%** and Instagram visits up by **21.3%**. These spot promotions drew from our tremendous volunteers, and from our Studio Circle members who have Artist Pages or teach tapestry.

Most exciting, we are back live and in person with workshops! ATA sponsored two successful tapestry workshops, both held in person during Convergence 2022; Handweavers Guild of America's biennial conference, hosted this year in Knoxville, TN. A very special thank you to **Terry Olson**, our former Director of Education for her willingness to continue the prep work she had begun for these workshops prior to her retirement from the Board. Terry oversaw worked tirelessly to provide the visiting tapestry teachers gracious hospitality, oversaw the Presidents report and artist lectures provided prior to the workshops, and offered up her knowledge and experience, making these workshops a truly successful venture.

Concurrent to Convergence was our all members non juried exhibition *Tiny but Mighty*, installed at The Emporium Gallery in Knoxville, TN. The exhibition was accompanied by a beautiful catalog. Special thanks to **Betty Hilton-Nash** for her role as committee chair, along with **Tommye Scanlin**, **Susan Gaire** and **Mary Alice Donsel**, for assisting in the coordination and organization all of the moving parts. Special gratitude needs to be mentioned as well to the catalog design committee with Lindsey Marshall at the helm with assistance from **JoEl Logiudice**, **Matthew Lord**, **Debbie Shoenberger** and **Jessica Ostrow**. Thank you volunteers for your invaluable time and energy!

ATA members participated in another successful round of the *Postcard Exchange* this year. A wonderful presentation of the woven postcards was presented at Convergence. Enormous thanks to **Susan Gangsei**, Director of Promotions, and **Maggie Leininger**, ATA Administrative Manager, for their efforts in this project.



Merna Strauch
Rothko Squared

Artist Pages



Sonja Miremont "Seeds of Life"

Another popular member benefit for Circle level members is the Artist Pages program, a personalized webpage highlighting tapestries of the member accompanied by a short statement and bio. Open to all visitors to the ATA website, the Artist Pages offers publicity to each artist and exhibits the high quality and diverse range of tapestry work being woven today. Thanks to **Jeane Vogel** for volunteering to manage the Artist Pages this year.

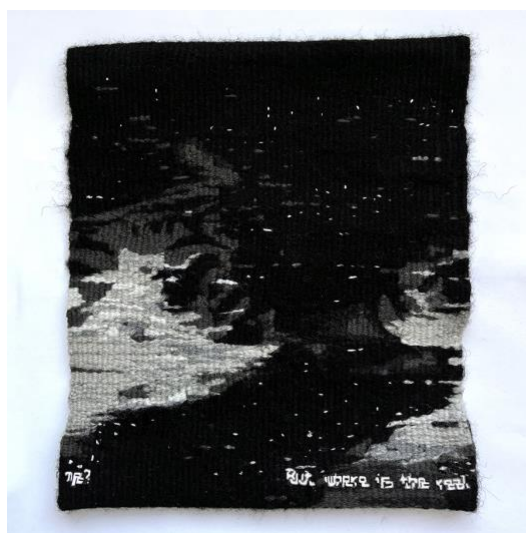
Awards

Supporting excellence in tapestry and encouraging educational opportunities in the tapestry field are cornerstones of ATA's mission. Director of Awards, **Murray Gibson**, managed the following awards that provide recognition and/or financial assistance to fulfill these goals and encourage tapestry weavers at all levels.

International Student Award

This award encourages the study of tapestry in a college program at the undergraduate or graduate level. This year's award, in the amount of \$750 and a complimentary one-year membership to ATA was granted to:

Noor Kirkukli, Alberta University of the Arts. Thanks to the jury committee **Barbara Heller**, **Jenny Heard**, and **Ellen Ramsey**.



Noor Kirkukli

But where is the real me? (Frame 3), 2023

8 in x 8 in

Seine twine warp, wool and cotton fibers for weft, transfer paper for text

Award for Excellence

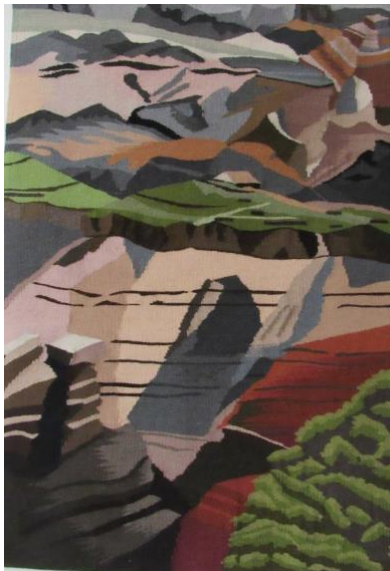
The Award for Excellence recognizes tapestries that an exhibition juror selects for achieving excellence in design, creative imagery, technical execution, and the use of color. The criteria for this Award was amended this year to make it clear that nominations can be received from jurors who are judging online shows. This year's awardees are:

Patricia Armour - *Creative Fibre 2023 National Exhibition*, Pātaka Art + Museum, Porirua 5022 New Zealand, Jurors: Robyn Parker, Carol Hault and Anna Hicks.



Patricia Armour, "Beyond Reach"

Nancy Dugger - Chattahoochee Handweavers Guild, *Transformations*, Hudgen's Art Center, Duluth, GA Juror: Tommye Scanlin.



Nancy Dugger, "Grand Canyon"

Weaving the Future

This grant is designed to support weaving opportunities for youth and to provide tapestry training to teachers who will, in turn, teach tapestry weaving to children. This grant is open to non-members and members alike. There were no recipients this year.

Painter Brown Scholarship Fund

This scholarship is for study in the field of tapestry; it is awarded based on artistic or scholastic merit. Criteria have been amended to make it clear that online workshops/courses are eligible.

The applicant pool was strong this year. Two awards were given in the amount of \$500 each to:

David van Buskirk for a workshop with Rebecca Mezzoff

Olga Owczarek for a 2-year program study in tapestry at West Dean

Thank you, jurors: **Shelley Socolofsky, Jennifer Sargent** and **Deann Rubin**

Emerge Award

This membership award program recognizes university students who have a strong interest in tapestry and are recommended by their professors.

Four recipients received this award this year:

John Fifield-Perez – Kent State University, nominated by John-Paul Morabito

Annalee Hanson – Kansas City Art Institute, nominated by Pauline Verbeek

Alec Judelson – Maryland Institute College of Art, nominated by Kristine Woods

Annabelle O-Reilley - Massachusetts College of Art and Design, nominated by Judith Leeman



John Fifield-Perez, "The Whale", 2022. 27 in x 396 in. Wool, hemp.



Annalee Hanson, "Fractured Nostalgia", 2022. Handwoven Jacquard. 18 in x 26 in



Alec Judelson, "I Keep Looking Down", 22 in x 28 in Cotton, Wool, Acrylic and Climbing rope Mounted on a sawhorse.



*Annabelle O'Reilly, "Unraveling", 2022, 43 in x 60 in
Cotton, Wool, and Acrylic Yarn, driftwood*

Communications

Communication is the heart of every organization. ATA remains strong in its commitment to communication whether it's through providing links between members, or as a platform for sharing the latest news and reviews in tapestry. At the core of this network lies our tri-annual publication *Tapestry Topics*, our well-loved and very readable newsletter. Bolstering this publication are the ongoing and ever far-reaching shares of the many compelling images created by members and posted on a multitude of social media platforms. ATA's network spans globally which is a core principle of our mission.

Tapestry Topics

ATA's newsletter is rich with inspirational essays and images on curated topics. Published three times annually, *Tapestry Topics*, investigates a variety of thought-provoking articles dedicated to the process, practice, theory, and design in tapestry.

This year saw a thorough indexing of past issues of *Tapestry Topics* which are now linked on ATA's website. Immense thanks to **Kim Mumbower** this work.

Three issues of *Tapestry Topics* were published and made available to members. The range of topics covered in these issues were distinct and compelling, providing members a wealth of inspiration and fresh perspectives. These diverse themes included the exciting world of collaboration within the tapestry, scale and design issues in tapestry providing strategies for thinking through woven interpretations, to the showcasing of men in the tapestry and fiber art field. A very special thanks to **Kristie Strasen, Robbie LaFleur** and **Leslie Munroe**.

Issues

49.1 *Working Together: In Collaboration*, theme coordinator **Kennita Tully**

49.2. *Scale and Format in Tapestry*, theme coordinator **Kathe Todd Hooker**

49.3. *Caution! Men Running with Scissors!*, theme coordinator **David Heustess**

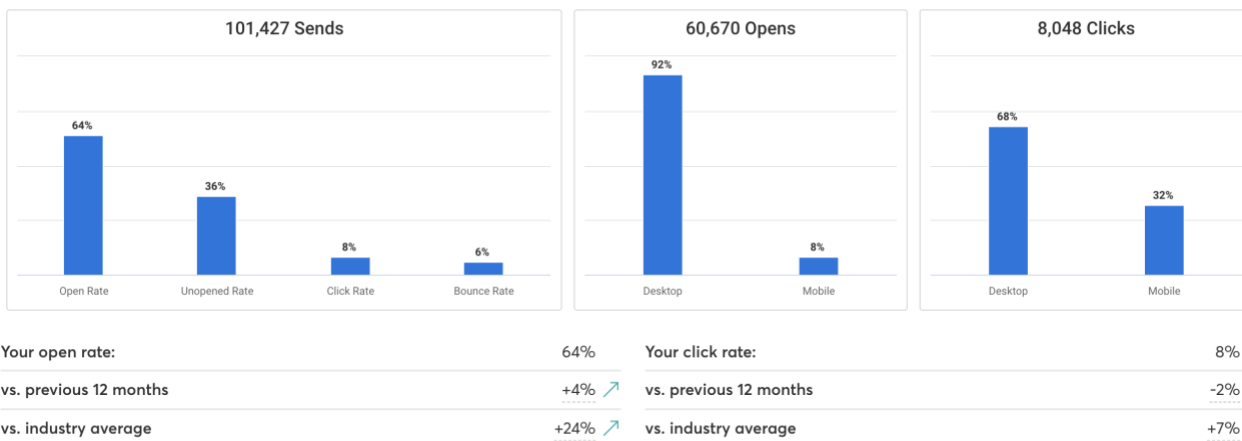
eNews and eKudos

An active resource for keeping members up to date on tapestry workshops, classes and exhibitions, these ongoing blasts keep us current on the tapestry happenings. Programming is now being augmented to include both hybrid and in-person events in this post-pandemic year. Both **eNews** and **eKudos** are seeing a huge response rate in participation, linking us to outside marketing resources and advertisers. These sites were used this year, especially to bolster promotion for ATA's exhibition news, membership survey request, and Postcard Exchange. We thank **Maggie Leininger** and **Gina Taylor** for their ongoing work with these items.

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promotion for ATA’s exhibition news, membership survey request, and the Postcard Exchange project.

Below is a graph showing the number of emails sent via Constant Contact (which includes membership renewals, special forms of communications related to events, and regular communication). ATA’s open rate is 64%, approximately 24% higher than industry average open rates, and shows a growth of 4% of information sent to our members.



Let’s Talk Tapestry

ATA’s private Facebook group for members, **Let’s Talk Tapestry** now has **783** members, up from **682** this time last year. The group was created in June of 2018 to provide a means for members to discuss and share tapestry related topics among each other. **Katie Ellis** aids in soliciting topics and administering the group and **Kristin Kelley-Munoz** is a co-moderator. **Maggie Leininger** coordinates requests from members to join the group ensuring that those requesting to join the group are up to date with their membership.

Website

Maggie Leininger worked closely with Washington Media this year to create a refreshed and easier to navigate website. This was a huge task and lengthy process and required some additional volunteers to help with the transfer of the wealth of ATA’s online documents. Hundreds of pdf files, tutorials, and historic pages are housed on the ATA website. The rich history of ATA; from back issues of *Tapestry Topics*, historic articles of ATA’s inception, thousands of images of tapestries, Artist Pages and links, an immense wealth of information available to anyone visiting the site is astounding.

The process of transferring the many pages and pdf files required downloading, then re-uploading pdf files, or creating new links off site for easy navigation. Broken links were/are being discovered and fixed. Some editing is still underway, and we thank you, members, for your patience. We also wish to thank **Adia Olguin**. And we are looking forward to the new membership module that will be added by the end of the year.

Education

One of ATA's strongest assets is our commitment to education in tapestry. We do this through programming that is geared specifically to members, while also offering educational opportunities to the general public. Barbara Heller, Director of Education, oversees a few different programs to reach these goals.

Workshops

ATA will host a tapestry workshop this August with Kathe Todd Hooker. The workshop will be held at the Evanston Art Center in Chicago, Illinois. To keep current with competitive pricing of instructor fees, plus inflationary costs of travel costs, we have increased our workshop prices this fiscal year. While not ideal, we value the quality of our instructors which is reflected in their compensation.

Ambassador Program

The Ambassador Program provides an opportunity for ATA members to engage with and learn from tapestry weavers who are from cultural and/or professional backgrounds currently under-represented in ATA's current membership.

The Ambassador Awardees each receive compensation for their engagement with ATA through a Lecture about their work along with a one free year membership.

This year ATA sponsored **Wlodek Cygan** from Lodz, Poland. Cygan's virtual lecture was well attended, providing an overview of his inspiration, history of tapestry weaving, and offered inspiration to members in experimental techniques and materials. **Meghann O'Brian** rounded the program as our second Ambassador. O'Brien is a Northwest Coast weaver working in the traditional of basketry, Yeil Koowu (Raven's Tail) and Naaxlin (Chilkat textiles). Her work is distributed between public and private collections and Indigenous collections for ceremony and dance.

Mentoring Program

The Mentoring Program pairs a member (mentee) with a volunteer ATA instructor (mentor). They work together to design an individualized learning plan for the mentee. This is an excellent way for members to receive training and mentoring in traditional tapestry weaving and design. A very special "thank you" to Linda Disosway for her management of this productive program.

Exhibitions

ATA sponsored exhibitions provide opportunities for our members at all levels. For those interested in developing their professional practice, ATA provides members with artists best practices through learning to document and submit artworks to juried exhibitions. For our members just beginning their tapestry practice, the opportunity to enter our non-juried exhibit is the first steps in developing a professional exhibition practice. ATA sponsored exhibitions help to garner national and international acclaim, support the networking of tapestry artists across borders, and highlight the work our members are undertaking in their studios.

Tiny but Mighty

ATA's non-juried exhibition was held at the Emporium Gallery in Knoxville, TN installed in collaboration with Complex Weavers and the handweaving guilds of Tennessee. The installation was tremendous in scope as was the cataloging and shipping of catalogs and tapestries. A special thanks is extended to **Betty Hilton-Nash**, committee chair, along with **Tommye Scanlin, Susan Gaire** and **Mary Alice Donsel**. ATA also wishes to thank the Design Committee, chaired by **Lindsey Marshall**, for her graphic design work with support from volunteers **JoEl Logiudice**, editor, **Matthew Lord**, editor, **Debbie Shoenberger** and **Jessica Ostrow** for mailings and inventory.

American Tapestry Biennial 14

ATA's standout biennial was held this year at the Appalachian Center for Craft in Smithville, TN. Juried by Rena Wood, department head in the Fibers Program. The catalog for this exhibition was designed again by **Lindsey Marshall, JoEl Logiudice** and **Matthew Lord**; editors, with image and video documentation by **David Heustess**, ATA's Director of Exhibitions. This year ATB did not travel to a second venue, though works were presented online through ATA's social media and posted on members blogs and through the ATA website.



Liliana Crespi, ATB 14 Artist
Prickly Pear, 2020
46 in x 36 in

Postcard Exchange

This fun and collaborative program for ATA members took place again this year with **Ila McCollum** chairing the event. This collaborative program provides members a unique opportunity to create and connect with a partner. The delightful woven 'postcards' are woven, then exchanged with the fabulous results presented online on our website. Thanks so much for the support of **Maggie Leininger**, ATA's Administrative Manager, and **Janette Gross**, Director of Finance, for their assistance in making this program run smoothly.

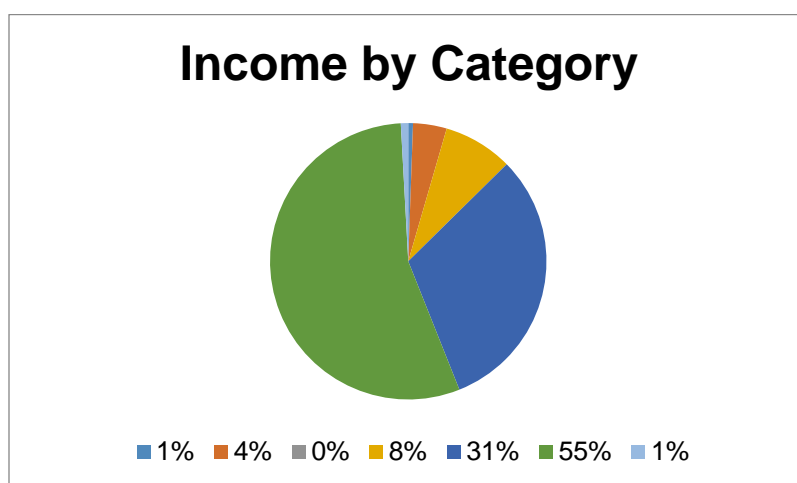


Finances

Finances are healthy and enable ATA to offer many benefits to members. Over the last fiscal year, ATA's bookkeeping has continued to mature and grow with the organization. Treasurer, **Janette Gross** and bookkeeper, **Amy Fincher** have expanded on the hard work of former treasurers and have insured that ATA follows best accounting practices per GAAP (Generally Accepted Accounting Principles).

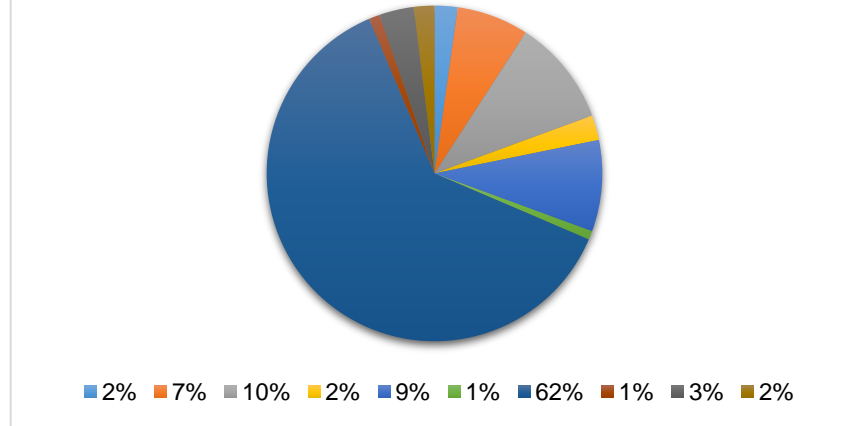
Through the generous support of our members, ATA has a sizable amount of funds in savings. After careful analysis, the Board has decided to use a portion of these funds to support the new programs and exhibitions contained within ATA's 5-year plan. A portion of the savings has been used to create a significant reserve fund (held within a high yield account), which could support operations for at least one year if all income decreases dramatically. Monies from savings outside of the reserve fund will be used to support our new and exciting agenda.

If you would like additional information about ATA's financial records, please contact ATA's Director of Finance and Treasurer, **Janette Gross** at [treasurer\(at\)americantapestryalliance.org](mailto:treasurer(at)americantapestryalliance.org).



Income Category	% of Income	\$ Amount
ADVERTISING	1%	374
CATALOG SALES	4%	2,668
EDUCATION	0%	0
EXHIBITS	8%	5,505
FUNDRAISING	31%	21,234
MEMBERSHIP	55%	37,370
OTHER	1%	585
	Total Income	67,736

Expense by Category



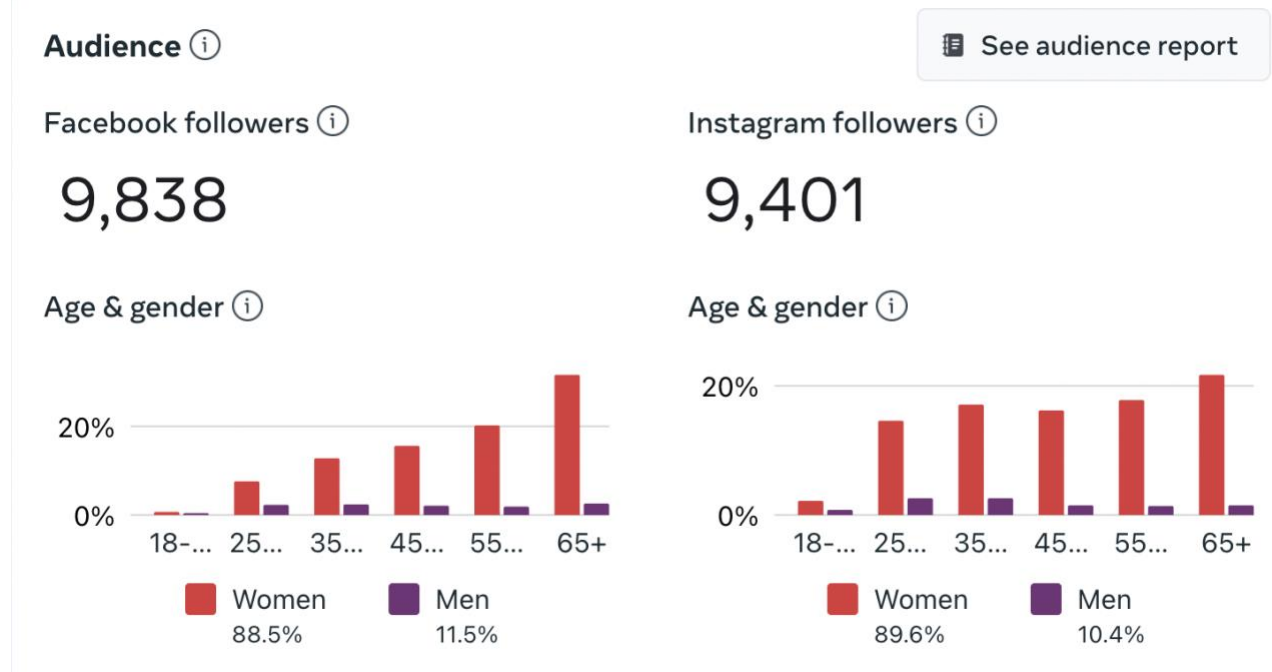
Expense Category	% of Expense	\$ Amount
AWARDS	2%	2,304
CATALOGS	7%	7,205
EDUCATION	10%	10,666
EXHIBITS	2%	2,494
FUNDRAISING	9%	9,162
MEMBERSHIP	1%	860
OPERATIONS	62%	64,685
OTHER	1%	1,089
PROMOTION	3%	3,462
SPECIAL EVENTS	2%	2,066
	Total Expense	103,993

Fundraising

In addition to ATA's yearly **Valentine's Day Appeal**, the Board of Directors has hired a contractual development consultant to assist with obtaining grants to fund the various programs that ATA has to offer. The goal is to continue to expand and support the work that ATA is doing in promoting tapestry as a contemporary art form through exhibitions, lectures, workshops, and awards. We look forward to reporting strong results in the next fiscal year.

Promotions

Susan Gangsei, Director of Promotions, publicizes the activities and programs of ATA throughout the digital and print worlds. Followers on social media continue to climb, with over **9k** followers on Facebook and Instagram. Posts of daily contemporary tapestries, along with postings of the tapestries selected into ATB14 directly correlated with recent boosts as the promotions team integrated various methods to expand each post's reach. Advertisements for ATA programming and membership continue to be placed in national fiber arts publications.



Volunteers

ATA's extensive programming would not be possible without the skills and commitment of volunteer members who are responsible for every exhibition, artist lecture, workshop, project, and initiative. **Kennita Tully**, Director of Volunteers, manages the invaluable volunteer's operating across the departments with the Board of Directors. Currently ATA's volunteers number over 70. Tully manages numerous projects involving volunteers each quarter, along with updating the skills survey spreadsheet within our membership, putting together volunteer Search Committees for various projects, and implementing the new Board of Directors orientation process. This year saw the transferring of two Board of Directors positions with the retirements of **Murray Gibson**, Director of Awards, and **David Heustess**, Director of Exhibitions.

**We thank each and every member, especially our volunteers,
whose deep commitment to tapestry makes ATA a strong, professional, and
productive organization.**