



Surface Design Association Annual Report, 2015

Mission and Vision Statement

Vision: Inspire creativity, encourage innovation and advocate for artistic excellence as the global leader in textiles, fibers and new materials.

Mission: Promote awareness and appreciation of textile-inspired art and design through publications, exhibitions and conferences to the international art and craft community.

Organizational Goals:

- To provide opportunities for learning,
- To foster collaboration and meaningful affiliations
- To mentor and support emerging artists, designers and students
- To inform members about the latest developments and innovations in the field
- To recognize the accomplishments of our members
- To encourage critical dialogue about our field
- To inspire new directions in fiber and textiles
- To raise the visibility of textiles in the contemporary art world

Surface Design Association

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A Letter from SDA President, Astrid Bennett

The unprecedented 2014 Capacity Building Pledge Campaign and show of support by SDA members allowed the organization to plan for strengthening SDA's core operations and priorities in 2015. These were accomplished through a comprehensive survey of members in early 2015, plus strategic planning by the Board.

Financially, \$150,000 in pledges were fulfilled to the tune of \$125,000, considered excellent. In addition, the organization mounted a successful financial review for 2014 with Allman & Associates of Austin, TX. Because of the large campaign a year previously, a small Annual Appeal was mounted at the end of 2015, with development of a larger, ongoing fundraising plan scheduled for 2016.

SDA's Executive Director Diane Sandlin announced plans for stepping down in late 2015, completing a three-year stint as ED that she discussed when initially hired in 2013. Out of a broad candidate pool assembled through national postings and outreach beyond the organization, SDA's Search Committee mounted a successful search for a new Executive Director. Danielle Kelly, former Executive Director of the Neon Museum in Las Vegas, NV, started her tenure on October 12, 2015. At this time, Board President Jeanne Beck also stepped down in order to enable current Vice President Astrid Bennett, to cultivate a close working relationship and mentorship opportunity with Kelly.

Please see additional information on following page

SDA 2015: OTHER HIGHLIGHTS



Journal

In 2015, as planned, SDA published three Journals plus the *Materialities Exhibition Catalog*. Journal themes included *Warp Speed*, focused on weaving; *Wax & Fiber*; and *Made / Aware*. In addition, the Digital Edition of the Journal launched on MAZ, free to members and at a public purchase price on Apple iTunes and other online platforms.

Operations

The website committee researched and developed plans for a new website and standalone CRM software. RFPs were created, with a completion date in 2016. Social media engagement expanded, with the additional social media platforms established (Twitter and Instagram, plus current Facebook accounts.)

Conference and Exhibitions

SDA's biennial conference was reimagined as a smaller-scale event that was more economically feasible for the organization and matched current attendance patterns. *Made/Aware: Socially Engaged Practices, SDA Craft & Concept Intensive 2015* was held in October 8-11 at Arrowmont School of Arts and Crafts in Gatlinburg, TN, and drew excellent reviews by the 160 members who attended. Speakers included Namita Gupta Wiggers, curator of *Materialities: Contemporary Textile Arts*, plus featured speakers Laura Sansone, Mary Fisher, Rowland Ricketts, Charlotte Kwon and Carole Frances Lung. Afternoon sessions offer a menu of programming options designed to maximize the *Made/Aware* intensive experience and were led by conference presenters as well as practitioners from the SDA community. Topics include up-cycled clothing, natural dye processes, panel discussions on current practices for growing dye plants, skill sets for community-based projects, creativity and more. This event demonstrated a timely collaboration between two respected nonprofits: Surface Design Association, and Arrowmont, which handled registration, housing and all meals. SDA met its budgetary goals for this event.



Made / Aware major speakers, left to right: Mary Fisher, Rowland Ricketts, Laura Sansone, Charlotte Kwon & Carole Frances Lung.

Concurrent with Made/Aware, SDA mounted *Materialities: Contemporary Textile Arts, Surface Design Association's 1st International Juried Members' Exhibition*, on view August 29 - October 31, 2015, in the Sandra J. Blain Gallery, Arrowmont School of Arts and Crafts, Gatlinburg, Tennessee. Juror was Namita Gupta Wiggers, curator-at-large and Director of Critical Craft Forum. For a comprehensive print catalog, Wiggers selected 108 works from 91 artists that provide meaningful answers to the question: *What do textiles/fibers and their associated processes offer artists that cannot be achieved in other media?* Of these, 69 artists were invited to exhibit selected works at Arrowmont. Works span a wide range of textile media, subject matter and presentations. Selected artists are from the US, Canada, Hungary, Iceland, France, Germany, Norway and the UK. The event met its budgetary goals, with more entries than expected, catalog sales and jurying fees. Forty print catalogs were mailed to museum professionals, some of who responded with kudos.

The **2016 SDA Juried Members Exhibition, *Transgressing Traditions***, was held June 3-August 21, 2016 at the Schweinfurth Memorial Art Center, NY. Jurors are Dorie Millerson, Karen Hampton, Donna Lamb (Executive Director, Schweinfurth).

Continuing with assistance by the **Members Resource Team**, newly minted in 2014, several SDA Regional Groups hosted regional meetings and exhibitions, including the launch of *The Edge of the Forest*, the all-Canada traveling SDA exhibit; and additional ones in British Columbia and Connecticut.

SDA Grants & Awards

The Grants & Awards Committee selected the following individuals for grants and awards in 2015:

Creative Promise Awards

Recognizing excellence by one undergraduate and one graduate student in the field of textile media:

Molly Koehn
Lauren Mleczko
Kathryn Shinko (honorable mention)

Personal Development Grants

Supporting SDA members' creative development, scholarship and research:

Catherine Reinhart
Kristi Kuder
Kelsey Leib
Kimberly Becker
Anna Chupa

Socially Engaged Practices Grant

Promoting the use of art & design skills to advance positive social change that benefits underserved communities or demographics:

Stitch Buffalo, Dawne Hoeg and Shelby Deck
Lizzy Cross
Mandisa Smith

Small Event Grants

Awarded to various state and regional SDA groups or others who stage events in the field of fiber and textiles.

Outstanding Student Awards

Rewarding innovative work in textile media by students nominated by their instructors:

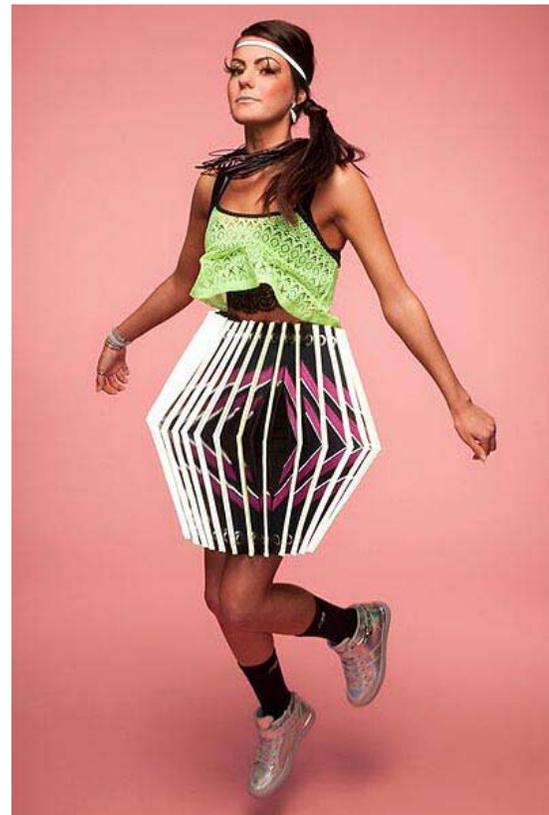
Jennifer Stone
Molly Eno
Michelle Chen
Kristin Edelbrock
Christie Suchomel
Yeonhee Cheong
Meredith Morrow
Jenna VanFleteren
Amelia O. Gage
Marikue Vang
Kelly Kye
Madison Bergen
Armen Keuchguerian
Genevieve Moisan
Jennifer Cooke
Jennifer Bennett
Michelle Selwyn
Lexie Abra Johnson
Laura Tietjen
Sarah Westrup
Wen Ye
Mai Vang
Sara Madison

2015 SDA Board of Directors*

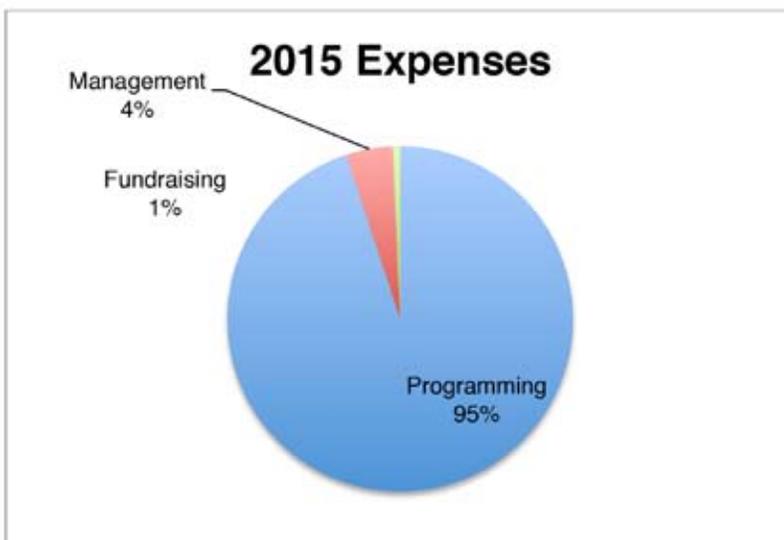
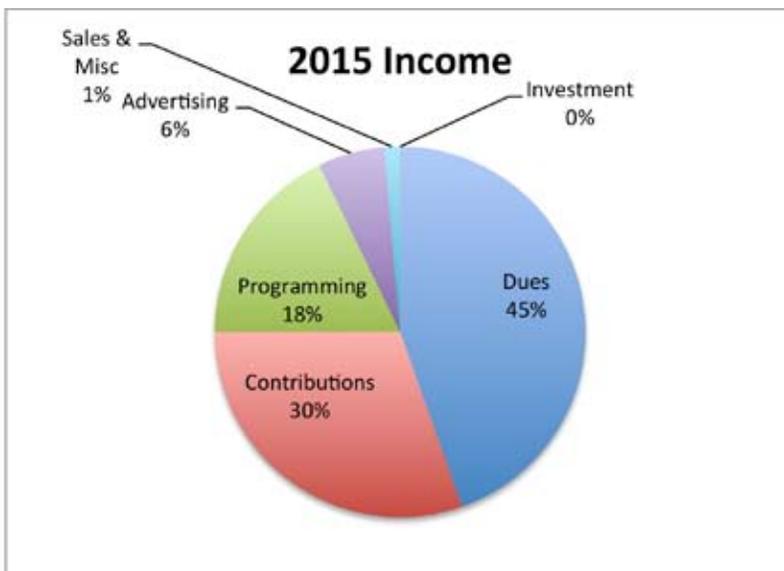
Jeanne Beck, President, through September 2015
Astrid Bennett, Vice President; President, Oct. 2015-
Jennifer Reis, Vice President, October 2015-
Teddy Milder, Secretary
Joyce Martelli, Treasurer
Vivan Mahlab
Diane Franklin
Marianne Biagi
Margaret Miller
Nadia Albertini, June 1, 2015-
Elena Rosenberg, January 2015 -

A virtual organization with a Board of Directors representing all parts of the country, SDA has one paid part time staff member and 5 paid contractors.
 Executive Director:

Diane Sandlin, January-October 11
Danielle Kelly, October 12-December



Artwork by Outstanding Student Award Winner Jenna VanFletern



FINANCIAL REPORT, 2015

Income

Membership Dues	\$190,598
All Contributions	\$127,648
Program Services :	
Conferences & Exhibitions	\$74,861
Journal Advertising	\$24,431
Sales & Miscellaneous	\$5,617
Investment	\$117
Total Income	\$ 423,272

Expenses

Program services, with	
Journal (3 issues):	\$312,986
Management	\$14,443
Fundraising	\$2,236
Total Expenses	\$329,665