

ABOUT THIS ISSUE

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With this issue we are trying to set a standard and format for SURFACE DESIGN and to give you, our prospective members, an idea of what type of organization and publication we hope to become.

Those of you who attended SDC I and returned feedback forms gave us a good indication of what you want us to do. SURFACE DESIGN will give a maximum amount of information directly related to surface design, with a technical rather than personality or general orientation. Our plans include feature articles on techniques of surface design with specific in-depth technical information of use to the widest possible membership. In addition, plans include state of the art surveys, legal, business and career information, lifestyle/survival portraits, and many more surface design related topics, plus numerous articles on SDC I's most popular subject: dyes and dyeing. In this issue Ellen Craib writes about Indigo.

We are working against a lot of problems because none of those involved with this publication have ever been in the publishing business before, plus the fact that we are all involved full time in our own profession as designers, craftsmen and educators. But we hope this expertise will overcome our lack of experience in publishing to make us the most authoritative publication in the field.

Our first issue ran into logistic and mailing problems, so we are again sending this issue to our general mailing list of 4,000. But it is the last time it will be mailed free. To insure your charter membership in SURFACE DESIGN, please fill out the membership form in this issue. Membership includes a subscription to SURFACE DESIGN. This will insure receiving the next issue, out April 1977.

In this issue we have a brief listing of upcoming exhibitions which are well established and will give you a possibility to exhibit. There is a listing of some of the suppliers who exhibited at SDC I and this listing will be continued and expanded in future issues.

We also hope to establish contact with publishers to get new surface design related books and have them reviewed by authorities on the particular subject.

We would like you to pass this issue around to your friends and we would also like to get your comments and suggestions or criticisms. Most of all, we would like you to join us.

A LETTER FROM ELSA

(Elsa Sreenivasam and Pat Campbell were the guiding forces behind the much-praised Surface Design Conference I at the University of Kansas at Lawrence. The success of that conference led to the founding of a permanent organization—Surface Design Association, with both Elsa and Pat playing major contributing roles. Elsa is now president of Surface Design Association.)

Delegates to our first National Planning Committee meeting emerged from three long, hard days of work with a feeling of having accomplished a great deal and of having placed our "embryonic" organization on a firm footing.

This was possible because you—our members and friends—affirmed your support and your faith in us as your new Board through your memberships and letters. We met with a feeling of great strength and interest from your support. We may have to "go slow" at first in getting things going, but we are **definitely going somewhere..** Please continue with your help, guidance and encouragement.

Earl Snellenberger, with the help of Joan Sterrenberg, Budd Stalnaker and Diane Itter, made complete and wonderful arrangements for the three days. The Committee started early each day and worked very late, mostly on the exhausting working over and wording of the By-Laws.

I will try to mention the main points of interest covered, as well as various ideas and suggestions brought forward.

THE ORGANIZATION

First we discussed what is meant by Surface Design and what we are all about. In doing so, we arrived at the first two articles of our By-Laws: Name and Purpose.

In view of the fact that we are a young organization and unsure at this point of our ability to handle fully the international aspect, the Board decided it would be best to simply include bordering countries with the various regions. Hence we dropped the International from our six-month old name and adopted Association in its stead. So we are now Surface Design Association.

It was necessary that most of our time centered around the By-Laws to establish organizational structure. Further, they are essential in establishing a non-profit basis with IRS. We will work over and rework these By-Laws at our next annual Board of Directors meeting. Then, before our next general membership meeting in the Spring of 1978, these By-Laws will be sent to each member, so that they can be discussed

and voted on at the meeting.

PURPOSE

The tentative wording describing our purpose is:

"The purpose of this non-profit organization shall be to stimulate, to promote, and to improve education in the area of surface design; to encourage the surface designer as an individual artist; to educate the public with regard to surface design as an art form; to improve communication and distribution of technical information among artists, designers, industry, and teachers; to disseminate information concerning professional opportunities in surface design through galleries, studios, workshops, industry, small business, and teaching; to provide opportunities for surface designers to exhibit their work; to provide a forum for exchange and ideas through conferences and publications.

OFFICERS

The first election of officers also will be at the general membership meeting. Regional representatives will be elected in separate area meetings.

In the meantime, an interim Board of Directors was selected. See center fold for details.

REGIONS

Each region shall have a committee composed of a representative to the Board, a regional chairperson who shall serve as alternate to the Board and a representative from each state. The large Midwest region was divided into North Central and South Central because of the distances involved.

PUBLICATION

Although our future aim is to publish quarterly, it was decided to publish only a fall and spring issue until our next general membership meeting. By that time we will better be able to assess costs, membership, and the various problems inherent in this kind of undertaking.

A representative from each region will serve on the Publication Committee, of which the editor is the chairman. The committee will determine editorial and financial policies.

SALES PROJECTS

Catalogues and posters of Fabric Design International and International Student Fabric Design Competition will continue to be sold (see order form this issue). Don Bujnowski will begin organizing slide kits in various categories and will be enlisting your help in contributing slides.

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