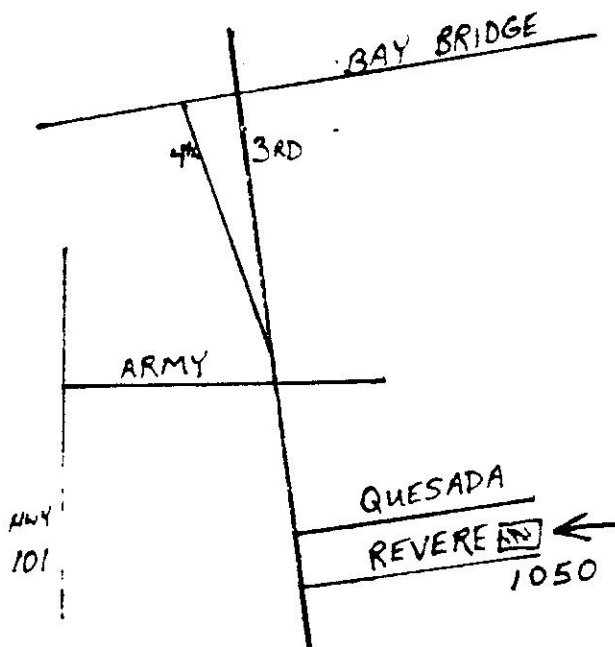


BAY AREA WOODWORKERS ASSOCIATION

October, 1985 - Issue 10, Vol. 4 PO Box 421195 San Francisco, CA 94124

THIRD THURSDAY PREVIEW

October's general meeting will be held at Frank Wallis and Cynthia Huntington's shop in San Francisco, (not at Jim Tanner's shop in the East Bay as announced at the September meeting), on October 17, at 7:30. The address is 1050 Revere Street, space 2, telephone 822-4119. See the map and below. The meeting will feature two topics of general interest. First, Stuart Welch of the Baulines Crafts Guild will report to us on the recent successful show put on by the Guild at 200 Kansas Street in San Francisco. He will have some useful information for those members wishing to participate in a BAWA sponsored show. Following Stuart's report there will be time devoted to some technical demonstrations, shop tips and the like. On the agenda so far are Don Dupont's router-cut drawer joint, Dick Taylor's marking gauge, and a demonstration of drawer front adjusters by Scott Page. Anyone with a technique, jig or whatever that they feel would be of interest to the members, and would be willing to demonstrate at the meeting are urged to call Don Dupont at 831-9754. Also on the agenda is a brief presentation by Mike Altier of Viking Distribution Company, who will have some of his wares for sale. In the spotlight this month will be a Victorian dollhouse being restored by member Harry Feucht, and a desk and chair by our host Frank Wallis.



MINUTES OF THE LAST MEETING

CHAIRMAN DON DUPONT called our September 19th meeting to order at 7:35 p.m. in the Grew-Sheridan Studio. It was reported that the treasury now has a balance of about \$1,200. And that is after the purchase of a BROTHER CORRECTRONIC 35 typewriter for the newsletter staff. Don asked that our remaining T shirt stock be available at our next meeting.

Cynthia Huntington reported on the up-coming DeYoung tours. For the NOVEMBER 14th tour from 5 to 6:30 p.m. the 20 members who signed up must send \$10.50 to BAWA, Box 421195, San Francisco, CA 94142. When arriving for the tour use the staff entrance and staff parking lot on the NE side of the building. Remember, the whole group has to enter at the same time. Please be prompt. If you are late the whole group will have to wait.

Don asked for a show of hands of those members interested in a BAWA show (12) or the Pro Arts Gallery show (8).

About fifteen members indicated that they would attend the 2nd Annual BAWA Picnic to be held Sunday, October 6th in Berkeley.


The newsletter needed additional volunteers to contact possible advertisers and Bob Newhall stepped forward. Within days he had signed up Whole Earth Access.

Frank Wallis will host our October 17th meeting and the SPOTLIGHT will be on Harry Feucht's 106 year old dollhouse restoration.

Our main event was Art Espenet Carpenter's FROM BEGINNING TO PRESENT slide presentation with his humor-laced commentary on his 37 years as a premier wood-worker. He detailed his design processes and influences as well as the construction techniques in his work. His lecture was fascinating and informative. THANKS AGAIN, ART!

The SPOTLIGHT turned to a friendly and supportive critique of Cynthia Huntington's Mahogany Server.

Respectfully submitted by Harry Feucht



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EXECUTIVE COMMITTEE MEETING NOTES

The September executive committee meeting was held at chairman Don Dupont's home on September 26. In attendance were Don Dupont, Cynthia Huntington, Dick Taylor, and Peter Good.

Topics discussed at the meeting were the October general meeting and its format, the possibility of video-taping some of the more appropriate demonstrations, a suggestion by a member that BAWA purchase a portable microphone/PA system for presentations at the general meetings, which was shelved (members are urged to ask the speaker to speak up instead), the function(s) of BAWA (which should be discussed at a general meeting), the possibility of holding general meetings on evenings other than third Thursdays, and the reluctance of members to comment on or discuss design/aesthetics in the spotlight segments. As usual, much useful technical and source information was incidentally brought up throughout the course of the evening.

* October's executive committee meeting will be held on Thursday October 24 at 7:30 PM at Byron Montague's home at 842 Page Street in Berkeley. The phone number there is 527-1441.

BAWA T-shirts will be available at the October meeting at the bargain price of \$6.50.

BAWA members Harry Feucht and Bob Greenberg reported that the DeYoung Museum American Furniture Wing tour was "wonderful". Those in attendance were treated to a hands on (literally) tour, all questions answered by curator Don Stover, of furniture from c.1670 to 1850. Thank you Cynthia Huntington for the diligent organization of the tours.

Current BAWA secretary Harry Feucht, we are sad to learn, will be moving to Southern California in November. For well over a year, Harry has served BAWA on the executive committee in various functions. Many thanks for your time and efforts, Harry, and best wishes on your move. Bawa member Norma Brooks has consented to fill out the remainder of his term. Thank you Norma.

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FROM THE CHAIR....

It will be noted that we are having two consecutive meetings in San Francisco. It is being done this way because scheduling of the two subsequent meetings necessitated two consecutive East Bay meetings. November's meeting will be at blacksmith Dan Dole's shop in Berkeley. Dan will have his forge fired up and will give us a hot forging demonstration making a piece of cabinet hardware. BAWA member William Richter deserves credit for making the contact. December's meeting will also be in Berkeley, this time at Hida Tool. We will have a presentation on traditional Japanese woodworking by a Japanese carpenter. Those of you who are not familiar with Japanese woodworking tools and techniques will not want to miss this meeting.

BAWA member Cynthia Huntington appreciated the comments from the floor regarding the serving table she spotlighted at the last meeting. However, she noted the lack of comment on the design or aesthetics of the piece, and regretted not getting any opinions. After discussing this, we decided that it was probably due to an unfamiliarity with the process of making aesthetic comments. Those of us who have been to art school are used to giving and getting comments on design, because we've come to understand that such comments are opinions, and opinions only, to be accepted or rejected at will. We've all a lot to learn from it, and so we urge members to comment on design and aesthetics during the spotlight segment of the general meetings.



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I know very few woodworkers who are dissatisfied with the kind of work they do. They all derive a great deal of pleasure from their work, you know, the intangible kind. This commentary has to do with the tangible kind of rewards one gets, or is supposed to get from working. By the same token, I know very few woodworkers who make the kind of living they would like to make for the long hours of dedication they put in, myself included. Constantly in the back of my mind as I go from day to day is the question why. Why do plumbers make more money than woodworkers, when 95% of what they do is not even seen? Why do lawyers make so much more money than we do? Something I heard the other day made a lot of sense to me with regard to all this. It has to do with being a "professional". The term technically means that one gets money for what one does, and presumably we all do that, those of us who do woodworking for a living. It's the other meaning of the word that I'm concerned with here, a professional, as in doctor, lawyer etc. These professionals were described as individuals who a) studied their vocation for at least four years, and b) have decision-making power over their discipline, both in the membership, with defined levels of expertise, and more importantly, the compensation they receive for their services. The education can easily be compared to the apprenticeships, journeywork, and indeed schooling that many of us have undergone to learn the skills we possess. It's in the control and decision-making category that we are sorely lacking. My question is this: why do we sell ourselves so cheaply? The buying public simply does not expect to pay more than a meager amount for the services of a cabinetmaker, an amount, I feel, that is far too low, and does not reflect the years of expertise, the level of skill, and the impact of the work on the customer's life and environment. I believe part of the solution to our problem lies in educating the public, both aesthetically and technically so that they can better appreciate what we do for them, and fiscally so that they can expect to pay more for the services and goods we provide them with. I'm not suggesting a union in the common sense of the word. I don't believe a union serves its members. Perhaps we need an association such as the AMA or ABA, which have suggested pricing standards to which their membership voluntarily complies for the mutual benefit of the organization. Perhaps organizations like BAWA could take on some of these functions. Part of the problem too, I believe, is in educating our own, who by keeping their prices at the unrealistically low levels they're at, even if they have no overhead, are doing a disservice to the rest of us. I for one am tired of working for what the public expects to pay me. To hell with them! Let them eat particleboard! Let's get "professional"! I welcome any comments or thoughts.

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BAWA MEMBERS are once again urged to keep the newsletter informed of items that need to be publicized. For instance, John Clark, Mark Erickson, Manuel Gomez, and John and Carolyn Grew-Sheridan are, with John Kapel, Sam Maloof, and Wendell Castle, in American Contemporary Works in Wood in Ohio. But the news doesn't have to be about a show. Opinions about tools and techniques are always welcome. The deadline for our paper is the 1st Friday of each month.

BAWA would like to devote a meeting to a thorough discussion of upholstery techniques and designs. If any of the members know of an upholsterer or furniture designer who could offer a competent presentation please give your suggestion to any member of our Executive Committee or call Donald Dupont at 831-9754.

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THE AMERICAN LUNG ASSOCIATION OF SAN FRANCISCO is sponsoring a conference on the health hazards in Arts and Crafts. The one day event is designed to provide low-cost approaches for recognition, evaluation, and control of such hazards. The conference will be held in the Firehouse (Building F), Fort Mason Center, Tuesday, October 29, 1985, from 9 a.m. to 5 p.m. For further information call Robin Dewey at 543-4412.

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THE NORTH TEXAS WOODWORKERS GUILD held a show with 45 items on display in the Prestonwood (Dallas) Shopping Center. According to their newsletter the guild members were delighted and proud of their event. Visitors paid high tributes to the fine craftsmanship and design of the entries. The show was for display only but members made positive contacts for future sales. The show was juried and prizes were given for Best of Show and in ten categories.

#

THE SHOWPLACE SQUARE organization in San Francisco is sponsoring a KITCHEN AND BATH promotion from October 21st to 25th. All of the programs are in the Kansas Street area. Several that might be of interest to BAWA members are listed below:

Monday, Oct. 21

CABINETRY: DESIGNERS GUIDE TO SPECIFICATION

9 am, Galleria

Behind every good-looking cabinet front, you'll find a carcass. Get inside information on how Traditional face frames differ from Eurostyle frames. Panel of leading mfg. representatives. Q & A time. Moderated by kitchen design specialist Chula Camp.

APPLIANCES: THE NEW LOOKS

1 pm, SieMatic, 200 Kansas # 7

From small space-savers to high tech colors to state-of-the-art electronics, appliances have come into the 21st Century. Learn about new products from no-rinse dishwashers to induction cook tops. Presented by Rocci Cetani, district manager, Thermador/Waste King. This will be an informal box lunch seminar, \$5. Call SieMatic, 558-8811 for reservations.

Thursday, Oct. 24

BATHROOMS AT THEIR BEST

9 am, Kallista, 200 Kansas # 19

High tech, Marble, Brilliant or Pastel—the bathroom has become a luxurious design statement. See what beautiful bath design is all about as one of San Francisco's prominent designers presents a Slide and Design Talk on outstanding bath installations, Showplace Square is also pleased to introduce Anne Patterson, Editor of a new national magazine, "Kitchen & Bath Concepts." She will present the seminar audience with complimentary copies of the magazine and give an overview of new products, new concepts in kitchen & bath design.

Friday, Oct. 25

KITCHEN & BATH DESIGN WORKSHOP

9 am-12 pm, Showplace Penthouse

An in-depth three-hour workshop on kitchen planning. Concrete information for the interior designer with limited knowledge of kitchen design. A chance to learn about K & B design from concept to specification to working drawings. Kitchen design specialist Chula Camp will present the group with a kitchen space planning problem, asking the class to come up with solutions. Areas to be covered: Planning a work center; locating & organizing storage; calculating typical counter & cabinet heights; lighting for efficiency & safety. And, how to analyze your clients' cooking style and stay within their budget. Limited to 25 persons. \$25 each. Includes an instruction booklet on the "Functional Kitchen." For reservations call: Kitchen Workshop, 864-1500. ■

Baulines Guild's Wholesale Display Shows "Marketing Sophistication"

by JOHN GREW-SHERIDAN

The Oakland Tribune called it "eyepopping" and the San Francisco Chronicle applauded the "new marketing sophistication among craft artists." What they were describing was "American Crafts/Design '85."

The show featured the work of 100 designer/makers and was held from July 14 to 21 at the San Francisco Wholesale Summer Market, the summer segment of the twice-annual interior design marketing and promotion event. "American Crafts/Design '85" was produced by the Baulines Craftsmen's Guild, a 35-member, multi-media, San Francisco Bay Area association founded in 1972 to promote and teach fine crafts.

The installation was designed by Theodore Cohen, the chief exhibit designer for the Oakland Museum. It integrated furniture, textiles, ceramics, and glass in a series of dynamic room settings, dramatically lit displays, and commissioned neon work.

The Guild invited prominent local craftspeople to a jury selection with Virginia Breier, a San Francisco gallery owner; Ruth Friend, a textile designer and Executive Director of the Guild; and C. Stuart Welch, a furniture designer and Guild President.

Welch said that a lot of discounted labor was contributed to the show along with donated materials. The 6,500-square-foot showroom space was donated by the owners, suppliers provided materials at cost or less, lighting fixtures were loaned, and Bruce McQuilkin, a Marin County furniture designer, gave up three-and-a-half weeks of shop time to act as the exhibit's Production Manager.

According to Welch, a commercially produced exhibit of a similar nature would easily cost \$40,000. However, Guild Treasurer Art Espenet Carpenter, a furniture designer, noted that the Baulines show only cost \$10,000 to produce. The printing of promotional materials, 7,000 postcard announcements, 500 catalogs, and media packets were a major part of the show budget and necessitated a \$3,500 loan from the Art Loan Fund of the San Francisco Foundation, Welch added.

Carpenter reported that the Guild show broke even. Half of the show budget was covered by \$50 fees collected from each exhibitor, said Carpenter, and the rest was taken care of by \$3 donations at the door, a solicitation mailing sent to 6,000 supporters of the Guild and crafts in general, the sale of show catalogs, as well as commissions from the approximately \$6,000 worth of sales.

Ruth Friend, the Guild's Executive Director, said, "Sales are just one measure of the success of the show. Other things in the long run are more important, such as exposure in national design magazines and the possibility of producing craft shows in department stores."

In a break with the usual closed-to-the-public tradition of Market Week, the organizers of American Crafts/Design '85 chose a split format: Retail sales were opened to the public on the weekend after the wholesale market ended. Reception parties were given for both the public and the buyers.

In addition to the crafts display, the

Baulines Guild arranged a lecture series during Market week. The series focused on the use of fine crafts by architects and interior designers. Featured were Jack Lenor Larsen, the weaver, designer, and President of the American Crafts Council; Maya Romanoff, Chicago textile designer; Albert Paley, ironworker; Harry Lawenda, owner of Kneeder-Faucher showrooms; Virginia Breier, a San Francisco gallery owner; John Wheatman, designer; and Arthur Gensler and Sim Van der Ryn, architects.

Arthur Gensler, of Gensler & Associates, Architects and Planners, said that more permanent showrooms were needed to display fine crafts so that architect's clients would have the chance to see firsthand what is available.

JOHN GREW-SHERIDAN is a woodworker in San Francisco.

Reprinted from THE CRAFTS REPORT
October, 1985

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BAWA DATA

The Bay Area Woodworkers' Association is an organization of woodworkers who have banded together to promote woodworking in both technical and aesthetic directions. This newsletter is a monthly publication intended to serve as a communications vehicle and a source directory for the membership of this Association.

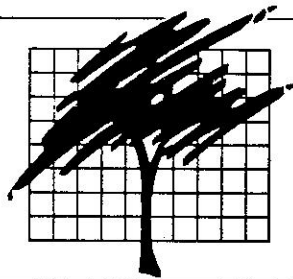
Membership dues are \$30/year, for which any member may participate fully in the Association, in accordance with the guidelines set forth in the By-Laws. This includes voting power on any issue brought before the membership for a vote, notification of the monthly shop talks and demonstrations put on by the Association, receipt of this newsletter each month, and privilege of participation in any special discount programs sponsored by local businesses in conjunction with this Association.

Checks for membership dues may be made out to the Bay Area Woodworkers' Association and sent to P.O. Box 421195, San Francisco, CA 94142. Membership cards will be issued to all members in good standing.

Copies of the By-Laws are available at all monthly meetings, or can be requested by mail.

The monthly shop talks and demonstrations are held on the third Thursday of each month at 7:30 p.m., at a location announced both in the newsletter and at the previous meeting.

The monthly executive committee meetings are held on the fourth Thursday of every month, and are open to any interested members. To arrange attendance, contact any member of the executive committee by telephone or the address given above.



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