

MADISON ART GUILD HISTORY

Although the founding date of the Madison Art Guild is 1914, one could claim that its beginnings started in 1907 when an artist, James Reeves Stuart, came to Madison to teach small classes at the University of Wisconsin, despite the situation that the UW did not yet have a formal Art Department. Mr. Stuart rented a studio on the Capitol Square to teach classes to young artists seeking further training and was influential in starting the Studio Club in Madison. While most of his students were young ladies, a few men, mostly architects, joined his classes.

It seemed that there was a surge of interest in art after the Civil War, but the Midwest lagged in instruction. A New York artist, Miss Esther Stone, also opened a studio on the Square and taught the latest methods and ideas. She specialized in out-of-door work, today known as plein air, rather than studio painting.

With growing interest in art, the time was right for the establishment of an active art organization. Five years before women had voting privileges, a small group of women formed the non-profit organization of the Madison Art Guild in 1914. There were no thoughts of selling their works of art, because women were not considered "serious contenders in the art world."

The original group grew to be about 25 women, who were active members, while associate members numbered about the same. These associate members were interested in art and wished to encourage the Guild. While they didn't consider themselves artists, they were allowed to join sketch classes and talks in order to develop their skill. Honorary members were also elected by Guild members to support the organization in various ways.

There was a definite social element to MAG in its first fifty years. Many names listed in meeting minutes and photos are those of prominent Madison families. Teas and luncheons were celebratory functions of the group, when ladies appeared in hats, white gloves, heels and proper suits or fancy dresses. Society writers Louise Marston and Elizabeth Gould of the Wisconsin State Journal and the Capital Times frequently reported on MAG-sponsored events.

[The photo on the following page is representative of monthly meetings held in 1958.]

The
MADISON ART GUILD

PICASSO ART LECTURE WITH SLIDES

SPEAKER ♦ Professor John Wilde
DATE ♦ Monday, November 4th
TIME ♦ 7:30 P. M.
PLACE ♦ Unitarian Church

Refreshments Following Lecture

BE SURE TO BE THERE!

**Madison Art
Guild to Hear
Prof. John Wilde**

The Madison Art Guild will hear Prof. John Wilde, of the art education department of the University of Wisconsin, discuss Picasso at a meeting Monday at 7:30 p.m. at the Unitarian Meeting House.

Members of the Madison Art Assn. are invited. The lecture will furnish background information for the tour the Art Guild will take on Thursday when it visits the Picasso exhibition at the Chicago Art Institute.

Refreshment committee members will be Mrs. A. J. Barrett, Mrs. Norman Blume, Mrs. John Charles Walker, and Mrs. Floyd Springer.

*A very good attendance
and a fine program.*

*A snap shot of a few of our
members watching a demonstration
at one of our meetings.*

left to right.

- Back row - Mrs Liebenberaer Mrs Dawley Mrs Hussey and Mrs Broadfoot



- Front row - Mrs Springer, Mrs Brobst and Mrs Beckwith

Concurrent to the beginning years of MAG, the University of Wisconsin was just beginning to shift from a "manual arts" offering for its students within the Engineering Department to a program called Industrial Education and Applied Arts, offering drawing, painting, design, arts-crafts and primary art for teachers. In 1936 the School of Education started an art education program, and by the end of the 1930's, a Bachelor of Arts degree was awarded in Applied Arts.

This recognition of the value of art at the University opened up new opportunities for MAG members, because The Wisconsin Idea proclaimed, "The boundaries of the University are the boundaries of the state," and professors felt a responsibility to extend help and knowledge beyond the Ivory Towers. John Steuart Curry was named the first artist-in-residence, and he traveled throughout the state to farming communities teaching art to students. MAG members were invited to his studio for tours and instruction.

Post World War II, when the UW became a world-renowned center for experimental, outstanding artists like Aaron Bohrod, Dean Meeker, Richard Lazzaro, Alfred Sessler, John Wilde and Warrington Colescott, MAG was privileged to have guidance from these men, who critiqued and judged their art. This trend continues today through the UW Outreach program, but to a much lesser degree.

Exhibition Venues

For many years the annual highlight of MAG has been the Salon, a juried exhibit in which each member was expected to enter one piece of artwork. Originally held at Edgewood College, the Salon moved to the University Hospital and Clinics new building on Highland Avenue in the 1970's and still continues there today, where the Salon is on display in the Skylight Lounge and Main Corridor during June and July.

In 1929 Guild members formed a traveling show of works, which toured the state through Rotary Club connections. Such practices were curtailed during the WW II years, but later venues for shows by individual artists and small groups within MAG were plentiful. Parker's Jewelry Store, Manchester's Tea Room, Baron's, doctors' offices at 20 South Park, Ward-Brodt Music Store, Hill Farms Department of Transportation Building, Jackson Clinic and later Olbrich Gardens provided space for exhibitions.

Starting in Fall 1986, annual shows were held at the downtown Madison Public Library and the Civic Center (predecessor of Overture) at the Crossroads Gallery.

Photographers Carolyn Gantner and Jacob Stockinger install an exhibit at the Crossroads Gallery, Madison Civic Center.



Art Fairs and Galleries

In 1963 an art fair was held on the O.W. Wilke Farm near Cross Plains. Afterwards, the Guild decided that a centrally located setting in Madison would be more successful. The first "sidewalk" sale was held at Hilldale Shopping Center in 1963, and thereafter two shows a year were held there. It was a convenient, popular location, especially after the mall was enclosed in early 1980.

Artists Unlimited Gallery was started in the fall of 1969 at the Shorewood Shopping Center, 3228 University Avenue. Guild members signed up for working hours and contributed time on a regular basis. After a couple years, when rent was raised, the gallery moved to rented space in a house on North Hamilton Street near the Capitol, but zoning laws and financial problems prevented the continued operation there.

[Next two pages show beginning Hilldale Art Fairs plus news accounts of the Artists Unlimited Gallery on the following page]



Catherine Morgan, Barbara Terry
Sally Hall, Carol Burns
Madison Art Guild Show - Hilldale



Sally Hall -

Madison Art Guild Opens Its Own Gallery Next Week

Thurs., Sept. 25, 1969-21

THE
CAPITAL
TIMES
Capital
Society
*

INVITATIONS have been issued to the formal opening of the Madison Art Guild's new gallery, "Artists Unlimited," at 3228 University Ave. Sunday from 2 to 5 p.m.

Some 30 members of the 90-member Guild will exhibit paintings, pottery, prints, jewelry, stitchery, sculpture and crafts in this opening show in the sparkling white exhibit room. Exhibits will be changed each month, with the works of a third of the Art Guild's membership featured each time.

The Gallery has been a long time dream of the Art Guild whose members hope to open much larger quarters should this venture prove to be a success. Sometime in the future, they plan to rent an entire house where the first floor will be devoted to exhibits and where artists will take over other rooms as workshops. The public will be able to watch the artists at work.

MRS. GERALD C. Mueller, 3926 Plymouth Circle, is president of the Madison Art Guild and it is under her direction and guidance that the Gallery came into existence. All the work — except moving a wall — was done by the Guild members and most of the equipment was loaned or salvaged.

One member donated the cases for jewelry display, another rescued some bamboo draperies from a neighbor's trash heap.

Mrs. John Ferry, 137 N. Prospect Ave., dropped in one day to see how the Gallery was progressing and was

pressed into service. She cleaned the display cases and her son, Mott, hung light fixtures.

Mrs. Mueller landscaped the front entrance area and Mrs. Graham Denniston, 839 S. Shore Dr., scrubbed the front door of the building.

ALL THE INTERIOR clean-

ing and painting was done by Guild members who worked at fever pitch to be ready for the opening.

The Gallery will be a non-profit venture and will be open to the public Tuesdays through Saturdays from 10:30 a.m. to 5 p.m. and Tuesdays and Thursdays from 7 to 9 p.m.

Answer to Challenge

Art Gallery Opens Today

A woman has rarely been known to resist a challenge, and when not just one woman but more than 140 members of the Madison Art Guild are challenged, most anything can happen — even an art gallery.

The challenge was extended to them only 18 months ago by the late Hazel Maryan of the Little Studio Gallery and a member of the Guild.

"Why don't you start your own gallery?" she asked, noting the group's size and wide range of talents. Today that question is answered with the opening of Madison's newest gallery.

LOCATED AT 3228 University Ave., Room 212, Artists Unlimited is a non-profit showcase for MAG members under sponsorship of the Guild.

Paintings, pottery, prints, sculpture, jewelry, weaving, and crafts will be exhibited with each member displaying once every three months. Though today's opening will be by invitation only, the gallery will be open to the public Tuesdays through Saturdays from 10:30 a.m. to 5 p.m., and Tuesday and Thursday nights from 7 to 9.

An interest in the Guild's goal of "advancing the appreciation of art in Wisconsin," plus the opportunity for public display of their individual work was good motivation for the number of women who have put time, effort, and financial support into the large undertaking of starting a business venture.

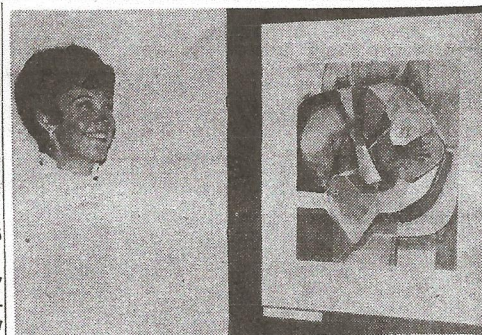
President Alice Mueller turned a year's talk into action during the summer by polling the membership and finding support for beginning the gallery, and then finding the right place.

A TIP from Guild member Shirley Jasper, who was also starting her own business, led to the space in Shorewood. From there it was only a matter of two months of scrubbing, paint-

ing, and decorating the 570 square feet of the gallery-to-be. Now striking white matchstick draperies and splashes of bright tangerine give character to the shop. So dramatic are the results that other offices in the building are getting their own redecoration projects started. This guild project joins the list of other familiar MAG undertakings — an annual Hilldale Sidewalk Show, a juried salon

at the Madison Art Center each spring, and numerous local displays and exhibits throughout the year.

Guild membership is obtained only after a panel of judges decides that a woman's submitted work is of superior quality. Even so, the wide range of talent in the Madison area has let the Madison Art Guild double its membership in the last five years.



ANNE MAIKEN

Anne Maiken Art Exhibit to Open at City Hospital

Anne W. Maiken, 2430 Fox Ave., will have her first one-man art show in Madison opening Wednesday at Madison General Hospital.

Mrs. Maiken, who was graduated in applied art from Iowa State University, has also had one-man shows at Iowa State, in San Miguel de Allende, Mexico, in 1968, and at Washington Island last August.

A member of the Madison Art Center and the Madison Art Guild, she works in watercolors with a combination of opaque and transparent, and her interest is "developing a relationship of color and shape within the composition and showing universal emotions through figure

work." She also is a graduate of the art internship program at the University of Wisconsin, and before coming to Madison was an art supervisor in St. Louis, Mo., and Columbus, Ga., schools.

Art Fair on the Square has been a popular event in Madison since 1954. Originally art was placed inside the balustrades close to the Capitol Building, and artists dressed in formal attire. Later a snow fence was constructed around the Capitol, and artwork was mounted on the fence. In recent years the show has become so large that both sides of the street are covered with 10' square tents nestled side by side. MAG is allotted space for two tents, and six artists participate on a lottery basis each year.

MAG Studios

Before the WW II years when women were predominantly homemakers, the members found a two-room studio at the corner of Pinckney and Main Streets for \$12.50/month.

In 1963, during the outward movement of families from the downtown area (thus reducing the school-age population), the original Lincoln School, now an apartment building on Lake Mendota, was closed and turned over to the Parks Department. Mayor Reynolds and the City Council arranged for the building to be governed by the Art Committee, and MAG was able to rent the space for \$1/year. Known as the Madison Art Center, the Guild invited public participation in its life classes, which involved weaving and stitchery. The second floor was studio space, while the first floor was the exhibition area. Madison Area Technical College gave MAG twelve looms to be used for instruction.

Life was good until the Civic Center was built on State Street in 1980. Details are sketchy, but hopes were high that MAG members would have studio space in the new Civic Center. That didn't happen, because Tom Garver, the Madison Art Center director, tended to focus on art that was not local. The following is a quote from an article which appeared in a 1987 MAG newsletter:

The departure of Tom Garver from the Madison Art Center presents the opportunity to open the doors of this city-supported institution to use by the local art community. Garver's policies seemed directed to showcasing out-of-town art to the virtual total exclusion of the Madison art groups who had helped launch the art center concept...and continue through their taxes...to pay for its operation.

Let's hope that the search committee can find a director who will give the "locals" fair representation.

Monthly Programs

In earlier days when time was more available for women, monthly programming was highly ambitious. This is an example of the year's activities in 1988:

September – Luncheon at Blackhawk Country Club

October – Slide/lecture on Gauguin to prep for Gauguin exhibit at Chicago Art Institute

November – Paper arts demonstration and workshop

December – holiday party

January – Luncheon at Maple Bluff Country Club & Art Critique

February – Workshop on collographs

March – Tour of Tandem Press

April – Papermaking Workshop – Also Tour of Elvejhem matting/preservation and storage area

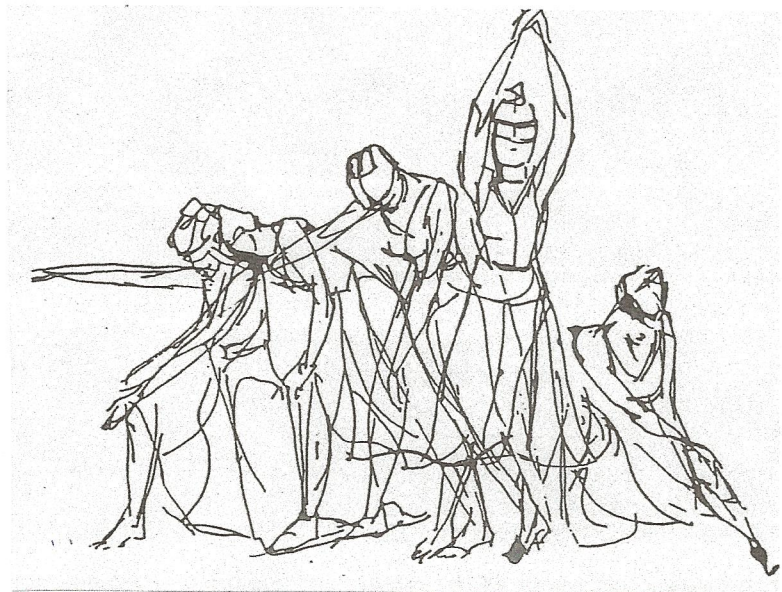
May – Luncheon at Oakwood – Spring Picnic

Societal Changes and the Impact on MAG

As women pursued careers and families needed incomes from two working parents in the 1970's, meetings shifted to evening times and dealt with the bare necessities of the business aspect of keeping the organization functioning. Zimbrick Buick provided its Community Room for meetings, and more recently the MAG Board meets at the public libraries' meeting rooms.

Along with strides being made by women in the working world, men's equality took hold in the social world. The first record of men being juried into MAG is 1987. Today, males represent about 20% of the membership.

*Members' sketches
embellished the pages
of newsletters in the
1970's and 1980's*



Incorporation and 501-c-3 Status

In 2005 the Guild was incorporated and also filed for non-profit status. To fulfill the requirements of 501-c-3 organizations, MAG has carried out some rewarding community projects. In 2007 and 2008 members applied for a grant from Meriter Hospital and used the monies to purchase art equipment for the homeless/daycare children at the Salvation Army Center on East Washington Avenue. In 2013 a grant was again received from Meriter's Friends 4 Friends program, which provided art materials for the Agrace HospiceCare patients. Two of our members administered the art program and purchased the necessary materials from these funds.

ANNUAL PICNIC AT THE HOME OF CARREL PRAY

Until 2009, an annual picnic was held at members' homes. Carrel Pray provided rural space for painting, sketching and conversation for many years at her Verona Home, while Lucy Shirek hosted the group a couple years at her home in Black Earth.



Back Row: Kaaren Oreck, Mary Ann Simon, Jacob Stockinger, Trudi Theisen, Carol Burns, Dorothy Bausch, Edith Miller, Pat Moen, Cathy Morgan, Roger McMullin, Carrel Pray

Front Row: Vince Rideout, Tess McCarthy, Kay Hawkins, Kathryn Lederhause

Sub-Groups and Workshops

Over the years smaller groups of artists have formed groups to support one another and to sharpen their interests and skills in especially painting and photography.

This movement seems to have started with what was called Paint-Outs in the 1950's. Its members met on Thursday mornings in members' homes, on the streets, in gardens, parks, along lakes, on farms, or wherever they could find challenging subjects.

Paint Out Is Successful

THE SKY was overcast and the temperature was chilly, but 40 members of the Madison Art Guild managed to have a very successful Paint Out recently at the home of Mrs. Bruce Mohs, 1935 Hedden Rd., Middleton.

The artists arrived early in the morning and sketched and painted both outdoors and inside the Mohs house. When the completed art works went up for auction later in the day, the sum of \$300 went into the Guild's treasury.

Mrs. J. H. Beuscher, 1136 Shorewood Blvd., and Mrs. Henry Kaplan, 2811 Ridge Rd., shown left to right in photo at left, found the Mohs pier a good place to work. Mrs. Beuscher is corresponding secretary and Mrs. Kaplan is president of the Madison Art Guild.

Mrs. Donald Holl, 1206 Salisbury Rd., at right, sketched a rustic scene. During the business meeting following the luncheon at noon, Mrs. Holl was awarded the "Popular Artist Award," for receiving the most votes at the Guild's recent Art Fair at Hilldale.



In this newspaper coverage of a typical Paint Out. Sally Holl, shown sketching a rustic scene, was among the 40 MAG members attending the event.

A.W.O.L., standing for Artists Working on Location, started in 2008, mostly as an offshoot of the Watercolor Society, but MAG members were involved. The group would travel to a different location to paint and critique each other's work once a week.

Studio Eight started meeting for critiquing sessions rather than creating art. This group evolved from early classes in the old Madison Art Center on East Gorham Street. They worked in various media, held monthly critiques, exhibited in group shows, and took occasional trips to galleries.

Brushworks5 – Active for about ten years until recently, five watercolor artists showed their work at UW Hospital & Clinics and Independent Living on Segoe Road.

Photography Group – Passionate about their interest in photography, this group joins together for local exhibits, more recently in 1998, 2002 through 2005, and 2016 at the Wisconsin Academy of Sciences, Arts and Letters on University Avenue.

Art Night – Held at various members' homes, MAG artists are welcomed to a social gathering that presents the opportunity to talk about works in progress and to discuss other art-related topics, such as art fairs, methods used in various media, and problem-solving. These gatherings provide a way to support one another, bounce ideas around and simply spend time with fellow artists.



Tim and Nancy Startup show their most recent woodworking creation to Ruth Manning, Michelle Klock and others attending Art Night.

Workshops - Occasional workshops are coordinated by MAG members. Chris Echtner taught a Collage Workshop in November 2014.



Participants in Chris Echtner's Collage Workshop spent an afternoon testing out a new medium.

Centennial Celebration

MAG celebrated its centennial year in 2014. The kickoff event, actually leading into the centennial year, was held from September to December at the Promega Corporation. The exhibit, called "Celebrating 100 Years of Community Art," showcased the best of artworks that our artists could produce, since it was such an honor to display our work in this beautiful, creative setting.

During 2014 exhibits were also held at the Coffee Gallerie, both the January Showcase and Annual Salon at University Hospital and Clinics, Art Fair on the Square and the Museum of Wisconsin Art in West Bend. Our artists had a busy year producing creative works for the various opportunities and venues.

Charitable Deeds

Throughout its history, MAG has given money for scholarships to art students at MATC. Initially the financial support was awarded to returning adult students, because there are fewer scholarships for this age group. More recently, the awards have been given to any MATC student whose resources are limited but who also shows unusual talent.

In the mid-1960's the Guild operated an Artmobile at University Hospital. Patients could choose artwork that they liked from the cart and have it installed in their rooms for the duration of their hospital stay.



Salon Chairperson Kathryn Lederhause presents an award to Irene Olson at the 78th Annual Salon in 1997

Past Presidents

1960-1962 Rachel Ewbank
1962-1963 Dorothy Curreri
1963-1964 Grace Howdle
1964-1965 Jeanette Tenney
1965-1966 Sally Marshall
1966-1967 Clarice Logan
1967-1968 Muriel Chapman
1968-1969 Kay Lemmer
1969-1970 Alice Mueller
1970-1971 Marietta Kust
1971-1972 Helen Kaplan
1972-1973 Sally Holl
1973-1974 Sylvia Beckman
1974-1975 Sara Gooding
1975-1976 Marilyn Hart
1976-1977 Phyllis Sechrist
1977-1978 Gail Buschke
1978-1979 Barbara Rewey
1979-1980 Dagny Myrah
1980-1981 Helen Metzzenberg
1981-1982 Barbara Anderson
1982-1983 Karin Ketarkus
1983-1984 Treva Breuch
1984-1985 Pat Reboussin
1985-1986 Barbara Ahrens
1986-1987 Edward J. Mayland
1987-1988 Helen Blaesser
1988-1989 Margot Schulz
1989-1991 Dorothy Richardson
1991-1992 Edward J. Mayland
1992-1993 Linda Gruendemann
1993-1994 Irene Olson
1994-1995 Lorri Ahrens
1996-1996 Carrel Pray
1996-1997 Carolyn Gantner
1997-1998 Kathryn Lederhause
1998-1999 Cynthia Koshalek
1999-2000 Judy Peterson
2000-2001 Pat Scullion
2001-2002 Norma Koshalek
2002-2003 Daryl Sherman
2003-2004 Daryl Sherman
2004-2005 Cynthia Koshalek
2005-2006 Cynthia Koshalek
2006-2007 Louise Joyce
2007-2008 Louise Joyce

**LISTING OF
PAST PRESIDENTS**

(continued)

2008-2010 Beatrice Williams
2010-2012 Pam Andros
2012-2014 Sue Lewis & Kris Kellor
2014-2016 David Carpenter

ACKNOWLEDGEMENTS

THANK YOU to Jane Busse, Sally Holl, Kathryn Lederhause, and Trudi Theisen who spent an afternoon piecing together many of the mysteries that existed in constructing a history of the Madison Art Guild. They also provided valuable materials from their personal records to supply some fascinating reading and priceless photos.

THANKS, also, to Norma Koshalek, Cynthia Koshalek and Irene Olson for providing memories of the early days of Art Fair on the Square and details of "the way things were" when they served as presidents in separate terms for the Guild.

A HUGE THANK YOU is in order to the now-anonymous person who had the foresight to deliver valuable historical materials about MAG to the Wisconsin Historical Society. The staff of the Historical Society made my job of researching materials an enjoyable, rewarding venture.

Norma Hove