



Bob Sklar editor/591-2300

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## Avid collector promoting her joy of antiques

By Janice Tiger-Kramer  
special writer

**J**UST BEING in the right place at the right time introduced antique dealer Gloria Siegart to a career mixing business with pleasure.

The Livonia resident, who conducts and promotes antique shows in a six-county area, started collecting antique furniture simply as a hobby about 25 years ago. She often bought pieces from an aunt who traveled to antique auctions and often picked up collectible furnishings on her own antiquing expeditions around the state.

To help with expenses for three college-bound children, Siegart decided to sell her finds at the local shows in 1968 with longtime friend and fellow antique buff Marge Kullfay. In 1972, she decided to look for ways to reach more buyers.

That fall, Siegart convinced her friend to haul their antiques out of town to a show at Meridian Mall in Okemos, just outside Lansing. There, Siegart and Kullfay met the show's promoter, an experienced antiquer like themselves, who happened to be moving out of state.

By the end of the five-day show, the promoter was convinced that Siegart and Kullfay had the skill and know-how to take over the job of show coordinator.

"Timing is everything," Siegart said. "We'd never thought about putting a show together until meeting the promoter. It was a great opportunity and we decided to give it a try."

THE NEXT year, the two successfully assembled a variety of dealers for two antique shows at Meridian Mall, placed newspaper advertising to publicize the event and even participated in the show. Increasing the number of shows they conducted each year, the two worked together until Marge Kullfay's death in 1986.

Today, Siegart, who heads Gloria Siegart Promotions, conducts up to

15 shows each year at local and out-of-town malls. Besides selling her own antiques at each show, she finds time to market her furnishings, glassware and jewelry at about a dozen additional shows conducted by other promoters.

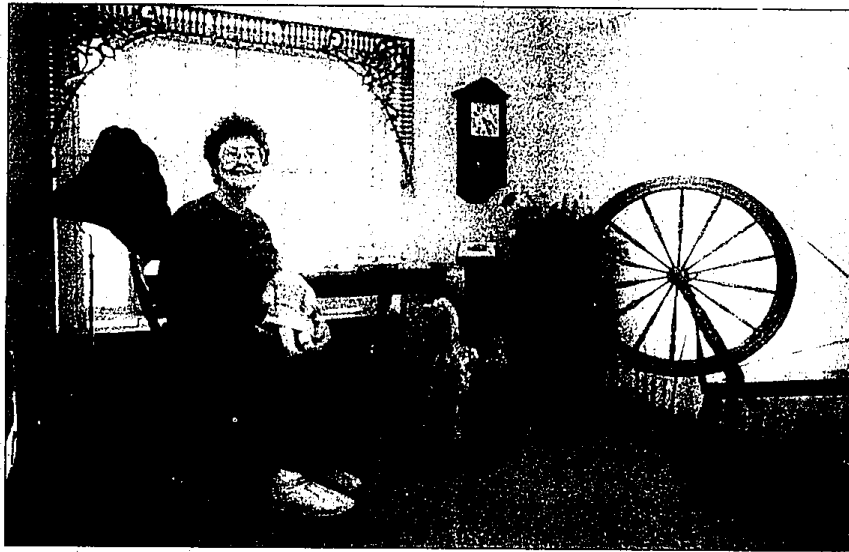
A typical day for Siegart begins by 8:30 a.m. when she looks through her roster of 500 antique dealers to contact for upcoming shows. She's now working on four shows scheduled at four different malls during four consecutive weeks.

While she contacts the rental company to reserve tables for one event, she may be placing newspaper ads to announce another or finding dealers to fill in for last-minute cancellations.

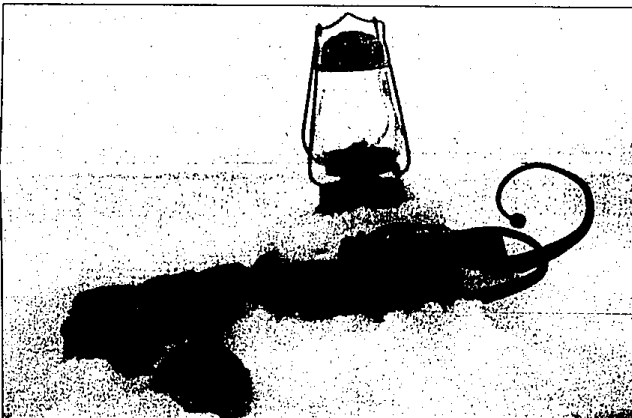
"It's a tremendous amount of responsibility, but the work is fun for me," Siegart said. "I've grown into the job over the years, so it becomes easier to handle a number of shows at one time."

THOUGH FILLED with antiques, her home office includes all the modern conveniences needed to run a small business. A personal

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Promoter Gloria Siegart displays some of her antiques. She's holding a Victorian doll with molded hair.



Right: A child's brass skating lantern from the early 1900s and wooden skates with handforged blades from the late 1800s are part of the Siegart collection.



1920s Ropewick candle on silver plate (right); Revclstad Bros. 17-jewel pocket watch (center); late-1800s tin-type photo (left) in a gutta-percha frame.

Staff photos  
by  
Jim Jagdfeld

## exhibitions

This column runs weekly in Creative Living. Send news items about Oakland County events to The Eclectic, 805 E. Maple, Birmingham 48009. Send items about Wayne County events to The Observer, 3625 Schoolcraft, Livonia 48150. Attention: Creative Living editor.

### • ARIANA GALLERY

Sculptural ceramics by Michigan artist Terry Basnadjian through March 10. Hours are 10 a.m. to 5:30 p.m. Monday through Saturday at the gallery, 386 East Maple, Birmingham.

### • CIVIC CENTER GALLERY

Shirley Hathaway's abstract watercolors are on display at Southfield's Civic Center Gallery until March 1. Hours are 9 a.m. to 9 p.m. Monday-Friday, 9 a.m. to 5 p.m. Saturdays, 26000 Evergreen.

### • DANIELLE PELEG GALLERY

The Art of Animation begins Feb. 23 and goes to March 17 at Danielle Peleg Gallery. Featured will be original and limited edition collodion films by Fritz Freling, Chuck Jones, Jay Ward, Hannah-Barbera, Disney Studios, Don Bluth, Walter Lantz and Bob McKimson. Hours are 10 a.m. to 6 p.m. Monday-Saturday, noon to 5 p.m. Sunday, Crosswinds Mall, 4301 Orchard Lake Road, Suite 103, West Bloomfield.

### • FIRST OF AMERICA

Grant Engard, Birmingham sculptor, will exhibit up to 10 of his cast papier mache sculptures in 13 branches of First of America bank beginning Feb. 18 until Sept. 23. The sculptures may be viewed during banking hours. Call 948-0144.

### • JAMES WEYMAN

James Weyman 20th Century Decorative Art of Birmingham will feature 20 contemporary quilts at its Farmington location in April. Artists Nancy Crow and Judi Warren will attend the opening reception from 5-8 p.m., April 4. The exhibit will be held at Door No. 10, 31505 Grand River at Orchard Lake Road, Farmington. It is open 1-5 p.m. Thursdays to Saturdays through April 27. Artists exhibiting in the show are: Faye Ander-

son, Elizabeth Busch, Joyce Marquess Carey, Lia Cook, Nancy Crow, Caryl Bryer Fallert, Sharon Heidingsfelder, Nancy Herman, Jane Kaufman, Karen Krantz-Miller, Terrie Hancock Mangat, Ruth McDowell, Jan Myers-Newberry, Elizabeth Newbill, Esther Parkhurst, Arturo Sandoval, Pamela Sudafill, Jane Sassaman, David Walker, Judi Warren.

Price range: \$2,000-\$15,000.

### • U-M MUSEUM OF ART

Patricia Simons, guest curator, examines the role of gender in determining our response to works of art. The Corridor Gallery exhibition is drawn from the museum's permanent collection and coincides with the Institute for the Humanities year-long inquiry into the "Histories of Sexuality." Hours are 10 a.m. to 4 p.m. Tuesday-Friday, 10 a.m. to 5 p.m. Saturday and 1-5 p.m. Sunday, 525 South State St., Ann Arbor.

### • ROCHESTER HILLS CITY HALL

Artist Laurie Oldfield of Bloomfield Hills showcases her watercolors at Rochester Hills City Hall through February. This exhibition is part of the Art in Public Places program sponsored by the Paint Creek Center for the Arts, Rochester.

Oldfield's still-life paintings feature flowers and vegetables such as roses, lilies, radishes or garlic, against dark rich or stark white backgrounds. Rochester Hills City Hall, 1000 Rochester Hills Drive off Avon Road, is open during regular business hours.

### • WATERFORD FRIENDS OF THE ARTS GALLERY

Members all-media show continues through Feb. 26, 1415 Crescent Lake Road, Pontiac.

### • POSTER GALLERY

Exhibition of African-American art, artifacts, posters, prints and artwork is on display during the month. Hours are 10 a.m. to 6 p.m. weekdays, until 5 p.m. Saturday, 110 Fisher Bldg., Detroit.

### • DETROIT HISTORICAL MUSEUM

Jazz bassist Milt Hinton's traveling exhibition of more than 26 black and white photographs extends through May. Almost half of the photographs feature Detroit musicians. The exhibition is in celebration of African American History Month. Hours are 9:30 a.m. to 5 p.m. Wednesday-Friday, 5401 Woodward, Detroit.

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Gary was the top sales associate in the Birmingham - Adams office for sales volume during January, 1991.



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