

Creative Living

Bob Sklar editor/591-2300

CLASSIFIED REAL ESTATE



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Avid collector promoting her joy of antiques

By Janice Tiger-Kramer
special writer

JUST BEING in the right place at the right time introduced antique dealer Gloria Siegert to a career mixing business with pleasure.

The Livonia resident, who collects 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, Siegert decided to sell her finds at the local shows in 1968 with longtime friend and fellow antiquer Jim Kullfay. In 1971, she decided to look for ways to reach more buyers.

That fall, Siegert convinced her friend to haul their antiques out of town to a show at Meridian Mall in Okemos, just outside Lansing. There, Siegert 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 Siegert and Kullfay had the skill and knowledge to take over the job of show coordinator.

"Timing is everything," Siegert 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 promoted 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, Siegert, who heads Gloria Siegert 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 Siegert begins by 8:30 a.m. when she looks through her list of 50 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.

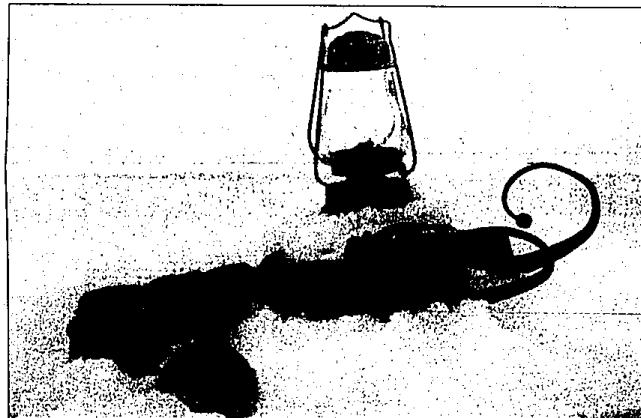
"It's a tremendous amount of responsibility, but the work is fun for me," Siegert said. "I've grown into the job over the years, so it becomes easier to handle a number of shows at one time."

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 Siegert 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 Siegert collection.



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

Staff photos
by
Jim Jagdfield

exhibitions

This column runs weekly in Creative Living. Send news items about Oakland County events to The Eccentric, 805 E. Maple, Birmingham, 48009. Send items about Wayne County events to The Observer, 36251 Schoolcraft, Livonia 48150. Attention: Creative Living editor.

ARIANA GALLERY

Sculptural ceramics by Michigan artist Terry Basimian through March 10. Hours are 10 a.m. to 5:30 p.m. Monday through Saturday at the gallery, 305 East Maple, Birmingham.

CIVIC CENTER GALLERY

Shirley Hartman'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. Saturday, 26000 Evergreen.

DANIELLE PELEG GALLERY

The Art of Animation begins Feb. 23 and goes through March 17 at Danielle Peleg Gallery. Featured will be original and limited edition celuloid films by Frits Freling, Chuck Jones, Jay Ward, Hanna-Barbera, Disney Studios, Don Bluth, Walter Lantz and Bob McKinstry. Hours are 10 a.m. to 6 p.m. Monday-Saturday, noon to 5 p.m. Sunday, 26000 Evergreen.

FIRST OF AMERICA

Grant Engard, Birmingham sculptor, will exhibit up to 10 of his cast paper 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.

JANIS WETSMAN

Janis Wetsman 20th Century Decorative Art of Birmingham will feature 30 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 Doer No. 10, 31500 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, Carol Bryer Fallert, Sharon Heidingsfelder, Nancy Herman, Jane Kaufman, Karen Krentz-Miller, Terrie Hancock Mangat, Ruth McDowell, Jan Myers-Newberry, Elizabeth Newbill, Esther Parkhurst, Arturo Sandoval, Pamela Studstill, Jane Sassaman, David Walker, Judi Warren.

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 shows 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, lillies, 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 are on display during the month. Hours are 10 a.m. to 6 p.m. weekdays, until 5 p.m. Saturday, 110 Fisher Blvd., 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.

Congratulations...

Gary Jones

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

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