

Paula Gustafson Fonds

MsC67

In

Special Collections,
Simon Fraser University Library

Finding aid prepared by:

W. Wang, Sept. 2009

67. Paula Gustafson

1978-2006

1.25 m of textual records and other materials

Biographical Sketch:

Paula Gustafson (1941-2006) was born in Abbotsford, B.C.; her profession was an artist and arts critic.

During the 1980s, she explored both watercolour painting and botanical drawing. She expands her artistic knowledge by learning more about bronze casting, glassblowing, and crafting jewelry and handmade paper.

Gustafson was co-founder of *Artichoke* magazine with Mary-Beth Laviolette and David Garneau. *Artichoke*, an award-winning magazine, primarily introduces Canadian visual art and artists; its readers were from Canada and around the world.

Gustafson was a supporter for Craft and has introduced the new concept that Crafts ought to be categorized as Fine Art. Three special editions of *Artichoke* magazine highlight contemporary Canadian Craft.

She was the Executive Assistant to the President and Board of Governors at the Alberta College of Art, and the City of Calgary's Director of the Visual Arts Board, and she served as the President of the Alberta Crafts Council from 1983 to 1985.

Between 1990 and 1992, Gustafson contributed to a number of publications as a writer and editor or in another capacities, which include *Artichoke*, *Western Living*, *Visual Arts Newsletter*, *Chatelaine*, *Canadian Living*, *Canada Crafts*, *Ontario Craft*, *Ceramics Monthly*, *Craft International*, *Borealis*, *American Indian Art*, *Textile: Fibre Forum*, *Ceramics Art and Perception*, *The Vancouver Sun*, *Ceramic Review*, *The Craft Factor*, *Blackflash*, *Above and Beyond*, *BC Woman Vancouver Step*, *Monday Magazine*, *ArtFocus*, *Notations* and the *Glass Gazette*.

In 1990, the Alberta Needle II quilt exhibition was launched by Gustafson. In addition, she has authored the exhibition catalogue for exhibition.

Between 1993 and 1999, she was a Visual Arts Critic for *The Georgia Straight* (Vancouver), *Xtra West* (Vancouver) and *The Calgary Straight*. During this period of time, Gustafson was a writer and editor for publications overseas, such as *Asian Arts News* (Hong Kong), *World Sculpture News* (Hong Kong), *ART Asia Pacific* (Sydney), *Object* (Sydney), *The Asian Art Newspaper* (London), and *South China Morning Post* newspaper (Hong Kong).

Gustafson has traveled across Canada to give lectures of her knowledge of arts and crafts. Gustafson also contributed to the Arts community by helping emerging artists with professional advice. She was also involved in conferences on Arts and Crafts in B.C. and Alberta.

After a short battle with cancer, while serving as the editor for *Galleries West* magazines, Paula Gustafson passed away on July 11th, 2006; survived by her two daughters, Nisse and Monica (Mickey), and her four grandchildren, Michael, David, Nik and Katie.

Writing Credits

Memory B.C. Web site, finding aid for the Paula Gustafson fonds, the Vancouver Arts Gallery <http://www.memorybc.ca/informationobject/show/rad/36275> (date of access: 2 Sept. 2009)

Paula Gustafson Web blog <http://paula-artichoke.blogspot.com/> (date of access: 31 Aug. 2009)

Scope and Content:

The fonds consists of records primarily reflecting Gustafson's career as a successful artist and editor, spanning approximately from 1978 to 2006. Textual records in the fonds primarily consist of *Artichoke* business records, correspondence with Hilary Stewart, financial records and other miscellaneous records. The fonds is arranged into the following seven series: Correspondence; Koerner book records; financial records; *Artichoke* business records, *Crafts* book records, miscellaneous records and publications.

Notes:

Source of supplied title: Title based on the contents of the fonds

Physical description: Includes 1.25 m of textual records, ca. 40 photographs, ca. 13 negatives, ca. 2 slides, 1 floppy disc and 1 bag.

Immediate source of acquisition: The materials were acquired by SFU Special Collections and Rare Books from Paula Gustafson on 20 Aug. 2003. Further accruals are not expected.

Arrangement: Records are arranged in its original order.

Restrictions: There are no restrictions on access.

Finding Aids: File lists are available.

Series 1: Correspondence

[1978-2005]

15 cm of textual records. –ca. 40 photographs. –ca. 13 negatives. –ca. 2 slides. –1 bag.

Series documents Gustafson as an artist, which includes incoming and outgoing correspondence with artist, Hilary Stewart, and other business correspondence related to *Artichoke*, such as demise correspondence from readers and *Artichoke* media/email contacts. Included 40 handcrafted art cards, a copy of "To Stand on the Road" and two pieces of art by Hilary Stewart. Series is arranged into its original order. Series is arranged roughly in chronological order. Series is arranged into nine folders.

Title based on the contents of series

Series 2: *Koerner* book records

[2005-2006]

3 cm of textual records

Series documents Gustafson's involvement in the *Koerner* book project, dated circa 2005-2006, which includes the correspondence, drafts of *Koerner* book and other miscellaneous records. Series is arranged roughly in chronological order. Series is arranged into two folders.

Title based on the contents of series

Series 3: Financial records

[1993-2003]

6 cm

Series documents the financial conditions of *Artichoke*, dated circa 1993-2003, which includes a number of ledger books and financial statements. Series is arranged into its original order. Series is arranged in chronological order. Series is arranged into five folders.

Title based on the contents of series

Series 4: *Artichoke* business records

[1989-2005]

64.5 cm of textual records. –1 floppy disc.

Series consists of business records pertaining to *Artichoke*, dated circa 1989 - 2005, which includes correspondence, special editorials, records for publicity and marketing, readers' survey, the Canadian Magazine Fund reports, financial records, book reviews and other miscellaneous records generated by publishing *Artichoke*. Series is arranged into its original filing system. Series is arranged into forty seven folders.

Title based on the contents of series

Series 5: *Crafts* book records

[2001-2004]

7.5 textual records

Series consists of records pertaining to *crafts* book volume one, dated circa 2001-2004, which includes permissions for publication, readers' comments, book reviews, published reviews, correspondence and other miscellaneous records. Series is arranged into its original filing system. Series is arranged into five folders.

Title based on the contents of series

Series 6: Miscellaneous records

[2005]

3 cm textual records

Series consists of the title index to *Artichoke* Archives file index, prepared for deposit at the SFU W.A.C. Bennett library, dated 2005 and the artist file index, compiled by Gustafson for the Vancouver Arts Gallery, dated 2005. Series is arranged into two folders.

Title based on the contents of series.

Series 6: Publications

[1989-2005]

25 cm of textual records.

Series documents Gustafson as an accomplished artists and editor, which consists of the inaugural issue of *Artichoke to the Summer* 2005 issue. *Artichoke* ceased publication on September 2005. Series is arranged into its original order.

Titled based on the contents of series.

Paula Gustafson Fonds File list

File #	File title	Dates
Series 1: Correspondence		
67.1.1	Correspondence (Hilary Stewart)	1978-1982
67.1.2	Correspondence (Hilary Stewart)	[1982-1990]
67.1.3	Correspondence (Hilary Stewart)	[1991-1999]
67.1.4	Cards (Hilary Stewart)	[ca. 1980-1999]
67.1.5	Cards (Hilary Stewart)	[ca. 1980-2005]
67.1.6	The original <i>Artichoke</i> artwork and the correspondence [Notes: Contains one bag with the original <i>Artichoke</i> artwork]	[1989-2003]
67.1.7	The original <i>Artichoke</i> artwork and the correspondence [Notes: Contains ca. 34 photographs and ca. 9 negatives]	[1989-2003]
67.2.1.	Demise letters from readers	[2005-2006]
67.2.2.	<i>Artichoke</i> media/email contacts [Notes: Contains 1 <i>Artichoke</i> archives floppy disc]	[2000-2006]
Series 2: Koerner book records		
67.2.3	<i>Koerner</i> book project: draft [Notes: "\$3000 received Dec. 9, 04" was on the folder]	[2005-2006]
67.2.4	<i>Koerner</i> book project	[2005-2006]
Series 3: Financial records		
67.2.5	<i>Artichoke</i> financial statements 1993 & previous	[ca. 1993]
67.2.6	<i>Artichoke</i> 1993-1996	[1993-1996]
67.2.7	<i>Artichoke</i> 1996-2000	[1996-2000]
67.2.8	<i>Artichoke</i> 2000-2002	[2000-2002]
67.3.1	<i>Artichoke</i> 2002-2003	[2002-2003]

Series 4: *Artichoke* business records

67. 3.2	Special Edition#3 No.15-4 Editorial (45)	[2003]
67.3.3	<i>Artichoke</i> 15-1 Editorial Spring 2003 (46)	[2003]
67.3.4	<i>Artichoke</i> 15-2 Editorial Fall 2003 (47)	[2003]
67.3.5	<i>Artichoke</i> Winter 2003 Editorial (48)	[2003]
67.3.6	<i>Artichoke</i> 16-1 Spring 2004 Editorial (49)	[2004]
67.3.7	<i>Artichoke</i> 16-2 Summer 2004 Editorial (50)	[2004]
67.3.8	<i>Artichoke</i> 16-3 Editorial Fall/Winter 2004 (51)	[2004]
67.3.9	Marketing (52)	[1996-2004]
67.3.10	<i>Artichoke</i> – Financial year end (Nov. 15, 2000) (53)	[2000]
67.3.11	<i>Artichoke</i> – PAP Postal Subsidy 1995-2001(54)	[1995-2001]
67.3.12	Promo/Ad Campaign Jan. & July 2001& Aug. 2002(55)	[2001-2002]
67.3.13	<i>Artichoke</i> – Gallery Directors Promo 2001 (56)	2001
67.3.14	<i>Artichoke</i> – Subscriber Brochures (57)	[2003]
67.4.1	Author index and artists index (58)	[2004]
	[Notes: Contains a floppy disc]	
67.4.2	<i>Artichoke</i> – Web site links project (59)	[2000-2004]
67.4.3	Alberta Foundation for the Arts 1999-2002 (60)	[1999-2000]
67.4.4	<i>Artichoke</i> – Ad rate sheets (61)	[1998-2003]
67.4.5	<i>Artichoke</i> – Awards Western Magazine Awards (62)	[1996-2001]
67.4.6	<i>Artichoke</i> – AMPA Alberta Magazine Publishers Association (63)	[2000-2002]
67.4.7	<i>Artichoke</i> - Canada Council for the Arts 2000-2002 (64)	[2000-2002]
67.5.1	Calgary Region Arts Foundation (CRAF) 2000-2004(65)	[2000-2004]
67.5.2	Canadian Magazine Fund – <i>Artichoke</i> Reader Survey (66)	[2003]
67.5.3	<i>Artichoke</i> – CMF Canadian Magazine Fund (67)	[2000-2001]
67.5.4	Special issue – Promotion (68)	[2002-2004]

67.5.5	<i>Artichoke</i> CMF report #1 (69)	[2001]
67.5.6	<i>Artichoke</i> CMF report #2 (70)	[2001]
67.6.1	<i>Artichoke</i> CMF report #3 (71)	[2002]
67.6.2	<i>Artichoke</i> CMF report #4 (72)	[2002]
67.6.3	<i>Artichoke</i> CMF report #5 (73)	[2002]
67.6.4	<i>Artichoke</i> CMF report #6 (74)	[2002]
67.6.5	<i>Artichoke</i> CMF report #7 (75)	[2003]
67.6.6	<i>Artichoke</i> CMF report #8 (76)	[2003]
67.6.7	<i>Artichoke</i> CMF report #9 (77)	[2003]
67.6.8	<i>Artichoke</i> CMF report #10 (78)	[2003]
67.6.9	<i>Artichoke</i> author index and artists index (79)	[2005]
67.6.10	DFAIT subscription campaign 2002 (80)	[2002]
67.6.11	<i>Artichoke</i> CMF Project and the correspondence (81)	[2003]
67.7.1	<i>Artichoke</i> Group Marketing Project (82)	[2003-2004]
67.7.2	CMF 2004 AD Project (replaced by Circulation Project)(83)	[2004]
67.7.3	CMF Circulation Project #03-S044 (84)	[2004]
67.7.4	CMF Group Marketing Project Display Advertising Component (85)	[2004]
67.7.5	CMF Group Marketing Project Liaison with Trade Routes and DFAIT Export program (86)	[2005]
67.7.6	Book bag design	[2004]
67.7.7	Promotional Advertisement cards for <i>Artichoke</i>	[ca. 2000]
67.7.8	Quarterly Reports – Quantum Accounting Services Cmf#OAA 2004	[2004-2005]
67.8.1	<i>Artichoke</i> miscellaneous records	[2001-2005]
67.8.2	Canadian Magazine Fund Lottery	[2004]

Series 5: *Crafts* book records

67.8.3	<i>Crafts Book#1</i> - permissions list	[2001]
67.8.4	<i>Crafts Book#1</i> - Readers' comments	[2002]
67.8.5	<i>Crafts Book#1</i> - Book reviews	[2002-2004]
67.8.6	<i>Crafts Book#1</i> - Marketing (TELOS Art Publishing)	[2002-2004]
67.8.7	<i>Crafts Book#1</i> – Published reviews	[2002-2003]

Series 6: Miscellaneous records

67.8.8	Title Index to Artichoke Archives File Index	[2005]
67.8.9	Artist file index	2005

Series 6: Publications

67.9.1	<i>Artichoke</i> (Inaugural issue to Volume 11, Issue 3)	1989-1999
67.9.2	<i>Artichoke</i> (Volume 12, Issue 1 to Volume 17, Issue 2)	2000-2005