

SAM AND ALFREDA MALOOF
FOUNDATION FOR ARTS AND CRAFTS

The Wooden Latch

A NEWSLETTER FOR FRIENDS OF THE FOUNDATION

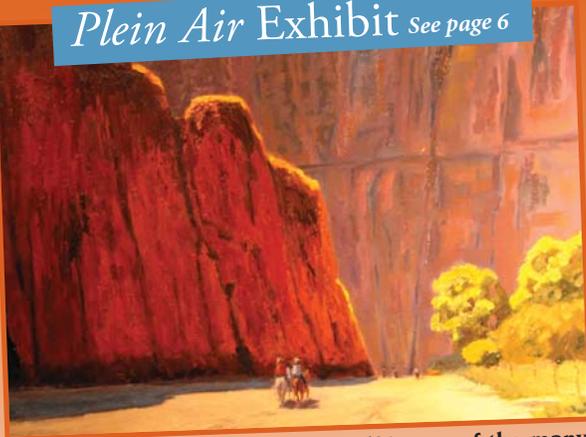
Maloof

JANUARY 2013



Jim Rawitsch, center, the new Executive Director of the Maloof Foundation, is flanked by organization's employees. From left are: Linda Apodaca, Rich Deely, Whitney Hanlon, Jim, Ros Bock and Toni Bostick.

Plein Air Exhibit See page 6



Canyon de Chelly by artist Brian Wolf is one of the many works currently showing in the Jacobs Gallery. The exhibit, *Site to Studio*, highlights artwork from the Plein Air Artists group of the Riverside Art Museum.

In This Issue | Youth programming successes, pages 4-5
Calendar, page 7
New membership benefits, page 7

New Leadership

National search finds SoCal native to lead Foundation

The Board of Directors is very pleased to announce the appointment of Jim Rawitsch to the position of Executive Director of the Maloof Foundation, effective January 1, 2013. A national search was conducted by The Turner Group, and, after considering more than 50 applicants, the Board selected Rawitsch from among several finalists for the position. "The timing for someone with Jim's qualifications to step up and lead the organization is just perfect," commented Board President Connie Ransom. Three years of leadership in external relations at the Los Angeles County Museum of Art combined with six years of fundraising at USC would seem to provide excellent preparation for the

New Leadership *continued on page 2*

With Strings Attached



Hand-crafted instruments, Maloof music stands and live performances planned

A major new exhibition for 2013, *With Strings Attached* is opening Sunday, March 30 in the Jacobs Center. In conjunction with the Claremont Folk Music Center, SAMFAC will showcase an ensemble of hand-crafted wooden stringed instruments from around the globe. The exhibition, including several exquisite Sam Maloof music stands and instruments like the Oud, Rehab and Koto, will illustrate the artist/craftsman's compelling need to go beyond the utilitarian in producing these items. Live performances and special events will be scheduled during the exhibition, which will run through October.

New Leadership *continued from page 1*

role, which according to Ransom is expected to emphasize fundraising and outreach efforts on behalf of the Foundation.

At USC, Rawitsch served for six years in the role of Assistant Vice President for University Advancement, where he led market research and planning, and spearheaded programs in support of campaigns, major giving and annual fund. He was previously Associate Vice President of External Affairs at LACMA, where his work helped to expand membership to more than 70,000 annual donors. Earlier in his career, Rawitsch served as

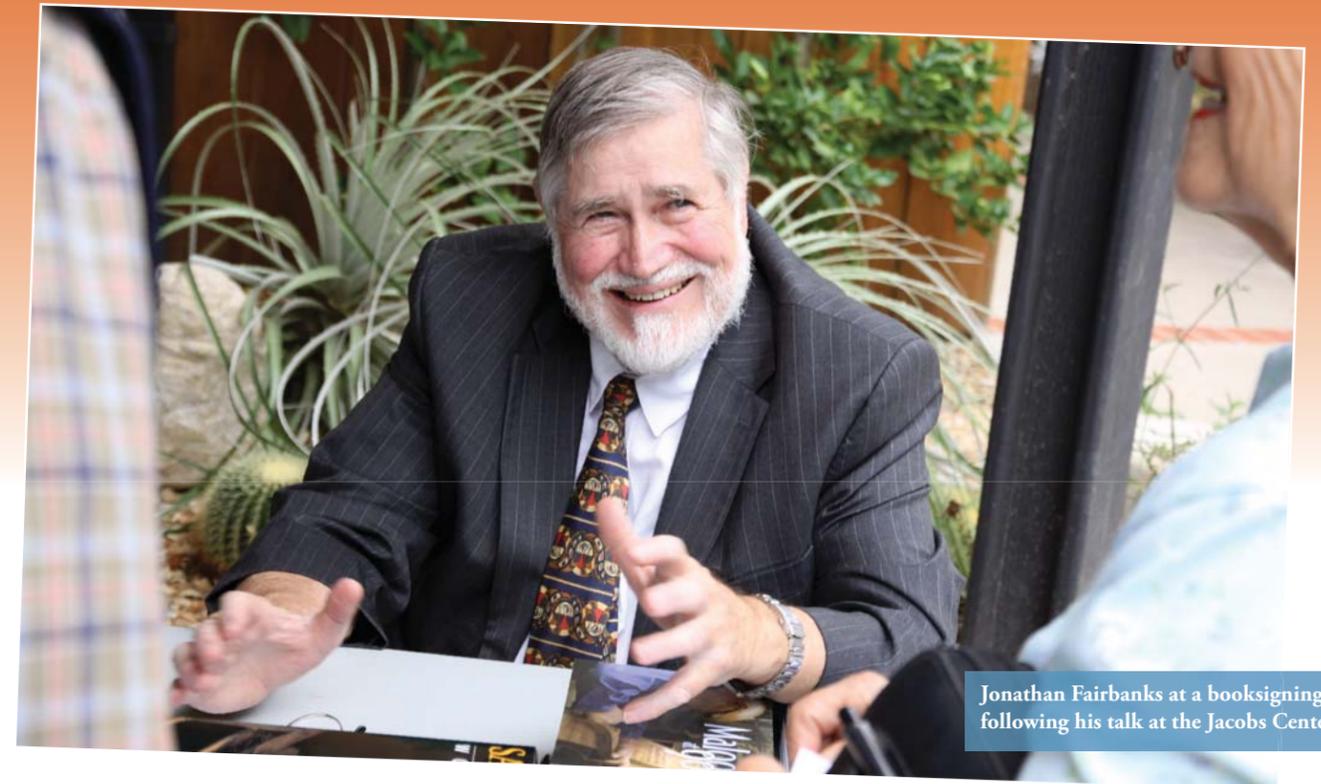
Communications Director at the Pasadena Playhouse (which like the Maloof residence is listed on the National Register of Historic Places). He has also consulted with a number of nonprofit clients such as the Getty Trust, and served as a volunteer for various arts and community-based organizations. He has both an undergraduate degree and an MBA from UCLA, and resides with his family in Pasadena.

"I was introduced to Sam's furniture while still a teenager," recalls Jim. "Sam and Alfreda were friends with Harlan and Lydia Chinn, and their living room in Whittier where I grew up was filled with Maloof furniture." Harlan was a graphic artist who is credited with having taught Sam about printing, and when Harlan got married, Alfreda and Lydia also got to be friends. "The Chinn's daughter, Jennie, was a pal of mine in high school, so I developed my appreciation of Maloof furniture first hand, sitting in Sam's chairs in the Chinn's home, running my hands over the wood."

As a native Southern Californian, Jim also has memories of the Inland Empire as it was in the 50's and 60's, when Sam's reputation was first being defined. "I remember as a kid riding in the backseat of the car driving through the vineyards and orange groves, and I like to think the sights and smells of those experiences connect me in a way to the earth and light of Sam Maloof's genius, and to the roots of his great and gentle spirit." Jim's passion for and commitment to California art, culture, education and preservation helped to make him the unanimous choice of the search committee.



Connie Ransom, President of the Board of Directors welcomes Jim Rawitsch.



Jonathan Fairbanks at a book signing following his talk at the Jacobs Center.

Please Be Seated

Exhibition begins and ends with Jonathan Fairbanks

On October 21, 2012 SAMFAC hosted an exclusive reception for Foundation members and volunteers with special guest speaker Jonathan Fairbanks, Director of the Fuller Craft Museum in Brockton, MA as the closing event for the 2012 *Please Be Seated* exhibition. In 1976, Fairbanks, then director of the Boston Museum of Fine Arts, curated an exhibit of 12 chairs, settees, and benches commissioned from Sam for the visiting public to sit in during the show. According to Fairbanks, "We have more than a dozen pieces of Sam's work there [in Boston] and I suspect that maybe 500,000 people have sat on Sam's furniture. There are no joints pulled apart...It looks better than the Met's example of Maloof that's never been sat on." Fairbanks has written introductions to two books on Sam Maloof woodworking and is a foremost authority on Maloof craftsmanship.

For the better part of 2012, the Jacobs Gallery was filled with a broad collection of Sam Maloof furniture designs spanning the more than five decades of his artistic

lifetime. Hundreds of visitors were able to trace the evolution of Sam's furniture designs through the 20 pieces on display, from stools, benches, low-back chairs and various renditions of the iconic Maloof rocking chair, to the stunning double rocker and a rocking chaise lounge that Sam designed in his final months. This recent *Please Be Seated* exhibition was curated by SAMFAC Board member John Scott and installed by John Fleeman. The exhibition opened on April 15, 2012 with the personal reminiscences of Maloof Woodworkers Larry White, Mike Johnson and David Wade about their decades of working side by side with Sam. The highlight of the show was the opportunity to sit in a high-back birdseye maple occasional chair that seems to fit comfortably any body size or shape. Quoted on the exhibit wall next to this piece was the very apt thought from Daniel Foster, "To be in the presence of a Maloof chair and not sit in it is a very frustrating and incomplete experience." Fortunately, *Please Be Seated* gave visitors the opposite experience.



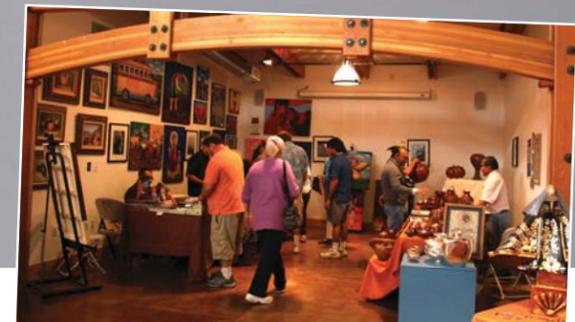
The mission of SAMFAC is to honor and further the legacy of Sam and Alfreda Maloof. The Foundation pursues the promise inherent in this legacy as it:

- inspires woodworkers, artists, craftspeople, collectors and others
- maintains and grows the principal archive of the lives, work and collections of the Maloofs
- celebrates the Maloofs' creative spirit, love of woodworking, artistic expression and collecting
- produces educational tours, exhibits and programs
- stewards the historic compound in Rancho Cucamonga, California
- partners with like-minded organizations and individuals



Maloof Teen Advisor Priscilla Sifuentes opens the door to the exhibit, *Mi Punto de Vista: Origins of Mexican Folk Art Weekend*. The opening was staffed by the teens who developed the exhibit.

Since 2011, *Mi Punto de Vista* youth project has been supported by The James Irvine Foundation, with supporting grants from the Rose Hills Foundation and the Community Foundation Serving Riverside and San Bernardino Counties. Rose Hills Foundation has generously provided funding for the program to continue in 2013.



and Cal State San Bernardino curatorial intern Jessica Hicks. Program participant Priscilla Sifuentes remarked, "Since I began volunteering... at the Maloof Foundation, I've learned so much about collections, [along with] what it takes to curate exhibitions, and have gotten over my fear of public speaking," adding, "I love it here!" Fellow MTA DeAnthony Salazar writes that being a part of this group has given him "a chance to share knowledge with others about Mexican folk artists in the amazing house that Sam Maloof built."

Maloof Treasures Inspire Future Artist/Leaders

But *Mi Punto de Vista* has had an impact "far beyond the field trip," as Deely likes to say. After taking part in the program last year, several students, including Katie Pace at Biola University and Taylor Sullivan at U.C. Santa Cruz, have decided to pursue careers in arts-related fields. The [program] has really meant a lot to me," Sullivan commented. "It gave me experience in museum work that really helped me to make decisions about my future and taught me so many things about Sam's art, life, and collection that I'll never forget." A Rancho Cucamonga HS



The teens' event coincided with the annual Mexican Art Weekend held in November. Here, a young visitor is mesmerized by a kinetic toy from artist Guillermo Trejo Soriano.

graduate, Taylor is now pursuing an art history degree with a focus on museum studies. The *Mi Punto de Vista: Origins of Mexican Folk Art Weekend* exhibit is on display until February 15, 2013.

A New Point of View

Student-curated exhibition complements Mexican Folk Art Weekend

On Sunday, November 25, 2012, the Maloof Teen Advisors, their families and friends came together to celebrate the new student-curated exhibition *Mi Punto de Vista: Origins of Mexican Folk Art Weekend*. These teens have participated in a two-year, grant-funded program culminating in this show which highlights the role Sam Maloof and his friend Nick

Brown played in establishing the annual event on the weekend following Thanksgiving.

Youth Programming Expands Audience

During the first year of the *Mi Punto de Vista* Program, which means 'my point of view' in Spanish, students from seven different high schools in the Chaffey Joint Union High School District met regularly to plan and write a student tour based on Maloof's Mexican folk art collection. Since then, the *Mi Punto de Vista* project has logged over 2,000 points of contact with students from neighboring communities who have been able to experience the Maloof site and collections. As Project Director Rich Deely points out, "Sam's collection was constantly evolving, and through the involvement of these young people, the interpretation of the historic spaces can develop to engage new audiences."

Teens Embrace Curatorial Role

Under Deely's supervision, the Maloof Teen Advisors (MTA) researched items in the collection and visited the private residence on the south end of the property. The result: two professionally staged exhibitions, organized by students in May and again in November with the invaluable help of Collections Specialist Linda Apodaca



Maloof Teen Advisor Lauren Verdugo describes an Oaxacan sculpture to visitors during the show's opening event in the Pyramid Room.



Rich Deely, Project Director, *Mi Punto de Vista* youth education initiative, surrounded by members of the Maloof Teen Advisors. Pictured from left are: (front row), Adrienne Jauregui - Los Osos HS, Shannen Maghanoy - Rancho Cucamonga HS, Priscilla Sifuentes - graduate, Etiwanda HS, Katie Pace - graduate, Rancho Cucamonga HS (Biola University), Emma Sargent - Rancho Cucamonga HS, Chelsea Moreno - Rancho Cucamonga HS, From left: (back row) Joseph Liera - Etiwanda HS, Lauren Verdugo - Rancho Cucamonga HS, Noah Lawrence - Rancho Cucamonga HS, and Rich.



Plein Air Exhibit Opens



Currently on exhibit in the Jacobs Gallery: Site to Studio, a selection of on-location and studio paintings from PAAR, the Plein Air Artists group of the Riverside Art Museum. This juried show is open to the public Thursdays and Saturdays from Noon – 4:00PM through February 2 with paintings available for sale from the artists.

Detail from *Point Lobos Afternoon*, a pastel by Patricia Kellner.



Don't miss *With Strings Attached* this spring in Jacobs Center.

Maloof Calendar 2013

January 6 – February 2 *Site to Studio*

A juried selection of works by 30 painters from PAAR, Plein Air Artists group of the Riverside Art Museum

March 3 Pruning and Planting Workshop

8:30 – 11:30 am In the Maloof Discovery Garden

March 30 – October *With Strings Attached*

An exhibition of hand-crafted wooden stringed musical instruments, in partnership with the Claremont Folk Music Center

April 6 – June 1 *Birdscaping in the Garden*

An exhibit of birdhouses designed and created by high school students, in the Discovery Garden

May 11 Pruning and Planting Workshop

8:30 – 11:30 am In the Maloof Discovery Garden

June 1 *Summer Artisans' Sale*

10 am – 3 pm Annual sale in the Discovery Garden by local artists and craftsmen



Summer Artisans' Sale coming June 1.

In Praise of Our Docents

The Maloof Foundation's dedicated and passionate docents open the door to an immersive, tangible experience of Sam Maloof's craftsmanship every Thursday and Saturday afternoon with their tours of the historic Maloof residence. These incredibly knowledgeable volunteers make a unique historic site and an amazing collection of art and craft accessible to all visitors. A new video, narrated by docent Ruby Leavitt, now offers a richly detailed view of the second story rooms to visitors who are not able to access the upper floor. When docents lead tour groups upstairs, disabled visitors can request to view the film on the DVD player in the Sitting Room. The equipment was donated by past president of the SAMFAC Board Joe Unis.



Maloof Foundation Docent Ruby Leavitt (left) provided voice-over narration for a video (above) that allows low-mobility visitors to view the upstairs quarters of the museum/home.



Board News SANBAG President joins Maloof Directors

In 2012 The Maloof Foundation welcomed San Bernardino County Supervisor Janice Rutherford to its Board of Directors. Rutherford represents the 2nd District which includes Rancho Cucamonga, Fontana, and Upland.

In addition to her daily duties as a member of the Board of Supervisors, Rutherford is the President of the San Bernardino Associated Governments (SANBAG) Board of Directors. Ms. Rutherford holds the seat reserved for participation by SANBAG on the Maloof Board of Directors. "It is truly a privilege to serve on this Foundation and to play a role in helping ensure the Maloof legacy continues to inspire generations of woodworkers, artists, and craftspeople," remarked Rutherford.

Support the mission of the Foundation:

Join SAMFAC as a Member today!

Your tax-deductible donation makes possible continued educational programs, exhibitions, and conservation of the property and collections. With your support we will make Sam's legacy available for future generations to experience.

All Membership levels include unlimited free admission to the historic residence, newsletter subscription, 10% discount in the bookstore, and invitations to lectures, exhibitions, and special events.

Support Levels

Student (\$35) a discounted individual membership for currently enrolled students

Individual (\$45), includes 1 free guest tour pass

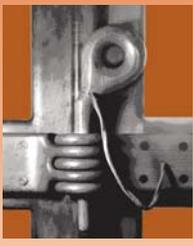
Household (\$75), provides membership privileges for a family, plus 2 free guest tour passes

Patron (\$125), includes 3 free guest tour passes and complimentary tote bag

Supporting (\$250), includes 5 free guest tour passes and complimentary tote bag

Sustaining (\$1000), includes custom tour by arrangement for up to 12 guests, and complimentary tote bag

To join or renew your membership, call (909) 980-0412 or visit the membership page of the website: www.malooffoundation.org



The Wooden Latch

A NEWSLETTER FOR FRIENDS OF THE FOUNDATION JANUARY 2015

SAM AND ALFREDA MALOOF
FOUNDATION FOR ARTS AND CRAFTS

P.O. Box 8397
Alta Loma, CA
91701

Nonprofit
Organization
U.S. Postage
PAID
Permit No. 2024
Rancho Cucamonga
CA



Historic Residence Tours

Docent Tours

Thursdays & Saturdays

1 pm, 2 pm and 3 pm

\$10 per person

Seniors \$8; Students \$5

Appropriate for older children

Limited capacity: Reservations recommended

Custom Group Tours

(maximum 60)

By appointment

Discovery Garden Hours

Thursdays & Saturdays

Noon - 4 pm

The Maloof historic residence is located at
5131 Carnelian Street in Alta Loma,
2 miles north of the 210 (Foothill) Freeway and
8 miles north of the 10 (San Bernardino) Freeway.

For information, reservations and special needs, please call
(909) 980-0412 or e-mail us at info@malooffoundation.org



Board of Directors

Officers

Connie Ransom (*President*), Realtor

Robert Chattel (*Vice President*), Owner, Chattel
Architecture; President, California Historical Society

Ann Joslin (*Vice President*), Community Leader

Fritz Weis (*Treasurer*), Past President, Scripps College

Anthea Hartig (*Secretary*), Executive Director,
California Historical Society

Jim Rawitsch (*Executive Director*)

Directors

Nick Brown, Financial Advisor

Charles Field, Retired Judge, Riverside Superior Court

Beverly Maloof, Community Leader and Horticulturist

Slimen Maloof, Woodworker

Lindell Marsh, Attorney specializing in environment and historic preservation

Janice Rutherford, San Bernardino County Supervisor and President
of the San Bernardino Associated Governments Board of Directors

John Scott, Graphic Designer

David Spencer, Owner, Willow Creek Tool Sales, Inc.

Carolyn Owen-Towle, Retired Unitarian Minister

Joe Unis, M.D., Community Leader

Diane Williams, Councilwoman, City of Rancho Cucamonga

Todd Wingate, Director of UC Riverside Student Union and Cultural Events



SAM AND ALFREDA MALOOF
FOUNDATION FOR ARTS AND CRAFTS

Art Director and Photography: Sioux Bally, Heartstone Arts



P.O. Box 8397, Alta Loma, CA 91701
5131 Carnelian Street, Alta Loma, CA 91701
(909) 980-0412 • Fax (909) 980-0442
info@malooffoundation.org
www.malooffoundation.org