



San Jose Museum of  
**Quilts &  
Textiles**

**diModa**  
SALON



Figure 13 by Joan Schulze

**FOR IMMEDIATE RELEASE**

Contacts: Connie DeWitt 408-971-0323 x21 [connie@sjquiltmuseum.org](mailto:connie@sjquiltmuseum.org)  
Amber Lopez 408.277.0400 [amber@dimodasalon.net](mailto:amber@dimodasalon.net)

DI MODA SALON HOSTS EXHIBITION OF WORK BY RENOWNED BAY AREA  
FIBER ARTIST JOAN SCHULZE

Exhibition coincides with major retrospective at the Museum of Quilts & Textiles

SAN JOSE, Calif., February 24, 2010—diModa Salon and the San Jose Museum of Quilts & Textiles have partnered to bring an exhibition of the work of Bay Area fiber artist Joan Schulze to diModa Salon's artist exhibition program. A selection of works from Joan Schulze's series *The Runway* will be on view at the Willow Glen salon from March 2 – May 24, 2010. These fascinating black and white collages juxtapose appropriated imagery and text in provocative ways, making subtle commentary on feminine beauty and fashion while also celebrating its seductive nature.

The diModa Salon exhibit of Joan Schulze's work is timed to coincide with the 40-year retrospective of Schulze's work, *Poetic License: The Art of Joan Schulze*, on view at the Museum of Quilts & Textiles through May 9. Schulze's work has been widely exhibited and collected in the U.S., Europe and Asia-Pacific. She applies the collage aesthetic in masterful ways and is known for her innovative use of technology in the production of her works including the photocopier machine and the provocative techniques that she developed to get her images onto fabric.

Notes diModa Salon owner Amber Lopez, "Being an art space in addition to a salon has always been part of our mission. We celebrate all the aesthetic arts, and we love to have the opportunity to celebrate the richness of the Bay Area artist scene. And it's wonderful to be surrounded and inspired by beautiful and provocative art like Schulze's."

diModa Salon is a full service hair salon located at 1060 Lincoln Avenue in the downtown Willow Glen area of San Jose. DiModa summarizes their philosophy as Hair-Art-Ambiance, and accordingly, they

invite the public to come and enjoy the Joan Schulze exhibition, the ambiance and a complimentary beverage anytime during the business hours of Tuesday – Friday 10am – 7pm and Saturday 8am-4pm.

diModa Salon  
1060 Lincoln Avenue  
San Jose, California 95125  
408. 277.0400  
[www.dimodasalon.net](http://www.dimodasalon.net)

San Jose Museum of Quilts & Textiles was the first museum in the United States dedicated to quilts and textiles as an art form. In 2005 San Jose Mercury News named the Museum one of the top 10 attractions in San Jose. Museum and Museum Store hours are: 10:00am-5:00pm Tuesday through Sunday; closed Mondays and major holidays. Admission is \$8.00 general; \$6.50 students and seniors; and free to museum members and children under 13. Admission is free on the first Friday of each month. The San Jose Museum of Quilts & Textiles is located at 520 South First Street in downtown San Jose. For more information, call 408-971-0323 or visit [www.sjqUILTmuseum.org](http://www.sjqUILTmuseum.org).

San Jose Museum of Quilts & Textiles  
520 South First Street  
San Jose, California 95113  
408.971.0323

Editor's Note:

Request images from Connie DeWitt at [connie@sqUILTmuseum.org](mailto:connie@sqUILTmuseum.org) or 408.971.0323 x21.