

# THE WINNIPEG EMBROIDERERS' GUILD THE FOUNDING CHAPTER OF THE EMBROIDERERS' ASSOCIATION OF CANADA, INC.

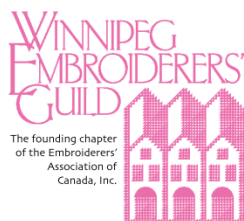
## HISTORY

The Winnipeg Embroiderers' Guild (WEG) had its beginnings in 1973 when Mayor Stephen Juba urged citizens to "start something" to mark our city's Centennial Year. This challenge motivated Leonida Leatherdale to found WEG. The first meeting of WEG took place on September 27, 1973 at the Fort Garry Hotel with approximately 60 women attending. Mrs. Leatherdale, an avid stitcher and promoter of embroidery, detailed the purpose of this new guild:

*"...to encourage and promote the practice and knowledge of the art of embroidery in all its forms. To have a fellowship of persons who enjoy embroidery – not necessarily skilled craftswomen, but primarily those who enjoy needlework and wish to learn and share their knowledge."*

WEG was the inaugural chapter of what was to become the Embroiderers' Association of Canada (EAC). As of November, 2016, EAC has grown to 38 chapters, 3 affiliates and 8 youth groups with a total of 1,500 members.

## LOGO



The WEG logo was created by John Toyne to represent an old English Guild Hall. It is designed to look like a piece of stitchery. The printing process creates a raised texture which further symbolizes stitched work such as needlepoint or cross stitch.

## BANNER

The banner was designed by Jo Hewitt-Nickel, one of the founding members of WEG, with our prairie roots in mind. It was stitched by members of WEG in the early 1980's: *crocus/wheat* (stitched by Kit Gates), *buffalos* (stitched by Eleanor Thomas), *grain elevators* (stitched by Ingrid Lincoln), *grey owl* (stitched by Lorraine Iverach). Miriam Birkenthal assembled the banner.



## TARTAN



The WEG Tartan was designed by Nicole Collette and Gillian Miller in honour of the 40<sup>th</sup> Anniversary of the founding of the Winnipeg Embroiderers Guild. The tartan was registered at the Scottish National Register of Tartans in Edinburgh, Scotland in 2013. The colours chosen were pink and cream (the official colours of WEG), blue (for the many lakes and rivers in Manitoba, and the official colour of EAC), and yellow (for the wheat grown in the province and its legendary many days of sunshine).