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[The Great Wisconsin Quilt Show Press Images](#)

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The Great Wisconsin Quilt Show returns to Madison Sept. 4-6 with new quilted fashion challenge

The Great Wisconsin Quilt Show will welcome quilters and quilting enthusiasts to the Alliant Energy Center in Madison, Sept. 4-6, 2025.

Presented by PBS Wisconsin and Nancy Zieman Productions, The Great Wisconsin Quilt Show has been an annual Midwest hub for quilters in Wisconsin and across the country for over 20 years.

New to The Great Wisconsin Quilt Show, quilters and sewists of all experience levels are invited to participate in the Quilted Fashion Challenge. Submit any garment or accessory you created with quilting fabrics and/or piecing and quilting techniques to be exhibited at the event, and join a light-hearted fashion show on stage Saturday, Sept. 6.

“The Great Wisconsin Quilt Show’s founder, Nancy Zieman, was an amazing seamstress and quilter, and this challenge is a great way to showcase both skills,” said Deanna Springer, vice president of marketing at Nancy Zieman Productions. “It is a great way to flex your creative muscles, perhaps try something new and have fun!”

Quilted Fashion Challenge online entry form must be received at [quiltshow.com/quilt-contest](https://www.quiltshow.com/quilt-contest) by Saturday, Aug. 9.

The Great Wisconsin Quilt Show’s central attraction is the 10-category juried and judged Quilt Contest exhibit, showcasing the incredible talents of quilters from across the country.

“Walking through the Quilt Contest exhibit is like exploring an art gallery,” said PBS Wisconsin expo manager Amanda Balistreri. “Both experienced quilters and casual attendees alike will find something fun and unexpected.” From landscape and portrait to modern and traditional, the range of artistic expression and diverse quilt styles on display is remarkable.

The Great Wisconsin Quilt Show also includes more than 100 educational lectures and workshops led by expert quilters; shopping opportunities from trusted vendors, featuring the latest fabrics and notions; and a community service project hosted by Nancy Zieman Productions — Quilt to Give — in which attendees donate materials and their time to create quilts for those in need.

Additional highlights from this year's event will also include a lecture and Q&A by Madison's own internationally bestselling author Jennifer Chiaverini, who will present the newest novel in her beloved "Elm Creek Quilts" series, and a featured exhibit honoring the legacy of late quilter and textile artist Marquette B. Johnson. Johnson was a Great Wisconsin Quilt Show educator and vendor whose PBS Wisconsin-recorded lecture can be found on quiltshow.com/lectures.

Ticket sales and class registration are now open at quiltshow.com.

Proceeds from The Great Wisconsin Quilt Show support PBS Wisconsin programs and community outreach projects.

Thank you to our premier event sponsors: Husqvarna Viking Sewing Machines, PFAFF Sewing Machines, Sew Much More and Thimbles For You. Additional thanks to our associate event sponsors: Ana's Sewing Studio, BERNINA of America, Brother International Sewing Corporation, INNOVA Longarm, Janome, Juki America, Inc., Linda Z's Sewing Center and Salty Hippo Studio.

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The Great Wisconsin Quilt Show in brief

Sept. 4-6, 2025 | Alliant Energy Center | Madison, Wisconsin

Presented by PBS Wisconsin and Nancy Zieman Productions, The Great Wisconsin Quilt Show features educational opportunities, a juried and judged quilt contest, beautiful quilt exhibits, shopping opportunities, nationally-known celebrity presenters and community service opportunities.

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For more information:

Visit: quiltshow.com | Email: quiltshow@pbswisconsin.org | Phone: 866-297-6545

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