



2017 Annual Report

summarizing the programs of



Nick Lenker, *Crown (Fool)*, ceramic, custom ceramic decals, luster
Resident Artist at The Clay Studio and on exhibit in *Recreation, The First Person*
at The Galleries at Moore from September 16, 2017 to January 6, 2018

With Gratitude to Our 2017 Contributors

\$10,000 +

Jane Davis
David Seltzer

\$5,000 - \$9,999

Clara and Ben Hollander
The Virginia and Harvey Kimmel Arts
Education Fund

\$2,500 - \$4,999

Freeman's Auction
Patricia and Gordon Fowler
Elissa Topol and Lee Osterman
The Women's Committee of the
Philadelphia Museum of Art

\$1,000 - \$2,499

Wendy and Morton Branzburg
Phyllis and Gary Finkelstein
Bill Gehrman and Chris Mullins
Carole Gravagno
Jeanne Ruddy and Victor Keen
Gabrielle and Thad Suzenski

\$500 - \$999

Marta and Bob Adelson
Jeffrey Berger
Josephine Burri
The Center for Art in Wood
The Clay Studio
Tobey and Mark Dichter
Amy Fox and Daniel Wheeler
Maia Graver
Thora Jacobson
Suzanne and Jeff Kahn
Beth and William Landman
Laurie Phillips and Barry Milberg
Danielle Rice
Nadine and Josh Slavitt
Susan and John Smith
Lenore and Burton Stein
Randi and Adam Strohl
Marianne Tebbens
Caroline Wischmann and David Rasner

Up to \$500

Barbara Adams
Anne T. Atlee
Billie and Robert Baren
Ira Brind
Laura Burkhardt
Ralph Citino and Lawrence Taylor
Lita and Stanley Cohen
Charles Croce
Connie P. Dierks
Lorna and Arnon Dreyfuss
Helen Drutt
Thomas Duffy
Jessica Eary
Renee Egan
Rosa Esquenazi
Michael Foran
Jennifer Gallagher
Barbara Harberger
Lillian Hassman
Alice Haynsworth
Nancy Hays
David Hess
Adrienne Hollander
Julie Isaacson
Julie and Richard Jaffe
Jinous Kazemi and Howard Verlin
Maureen Kelly
Myles Kelly
Mark Kuhn
Deborah Larkin
Tina and Albert LeCoff
Kevin Lessard
Meryl Levitz
David Lewis
Ami Lonner
Helen Mayer
Brent McCloskey
Eydie and Rick Mehr
Eric Mehr
Frances Metzman
Michael Newmuir
Melanie Nordlinger
Michael L. Norris

Nancy O'Meara
Karen Orman
Andrew Pack
Maria Pantalone
Jane Pepper
Brad N. Richards
Marian Robinson
Val Rossman
Sylvia Salvat
Lindsey Scannapieco
Dianne Semingson
Carole Shanis
Robert L. Siegle

Leslye Silver
Michael Soileau
Jay R. Stiefel
Thomas Ude
Evan Urbania
Joe Warner
Sam Wheeler
Mina and Ronald White
William Wierzbowski
Maggy Wilkinson
Rachel Zimmerman
Jennifer Zwilling

Additional In-Kind Contributors

Art in City Hall and Office of Arts, Culture
and the Creative Economy
Arden and James
Edgewood Made
Ela
Fabric Workshop and Museum
Felt + Fat
Fond
The Galleries at Moore
Hardena Wareong Surabaya
Hungry Pigeon
Jaxon
The Kimmel Center for the
Performing Arts
Little Fish
Matt Rust Catering
Rod McCormick

Moore Brothers Wine Company
Moore College of Art & Design
Warren Muller
New Liberty Distillery
Noord
Mina Norton
Old City District
Ornament Magazine
Quaker City Mercantile
K Riley
Ruth and Rick Snyderman
Townsend
The University of the Arts
Stacey Lee Webber
Wharton Esherick Museum
John Wind
Julia and Isaiah Zagar

The Capital of Craft

On November 1, 2017 CraftNOW Philadelphia (CraftNOW) held its annual kickoff event in collaboration with the City of Philadelphia's Art in City Hall and Office of Arts, Culture and the Creative Economy, where CraftNOW President and Co-Founder Clara Hollander accepted a proclamation issued by Mayor Jim Kenney. This proclamation declared November as CraftMONTH in Philadelphia in recognition of the work undertaken by CraftNOW to showcase the City's longstanding prominence as a national center of craft and making. Mrs. Hollander gave the following remarks in front of an audience spilling out of the Mayor's Reception Room:

On behalf of the outstanding craft and maker institutions that comprise CraftNOW, I am delighted to accept the Mayor's Proclamation of November as CraftMONTH. This recognition by our city is very important, not only to those of us who are involved with the arts, but also to the citizens of Philadelphia. This proclamation validates the importance of our heritage as THE Capital of Craft.

Philadelphia has a long legacy of workers skillfully making things by hand. Philadelphia was the center of making and manufacturing as our nation took shape in the 17th and 18th Centuries. We were leaders in furniture construction, tool and die pattern makers, and all sorts of manufactured goods ranging from locomotives to Stetson hats and lace. Think Samuel Yellin, the genius ironworker, Betsy Ross and the American Flag, and Carpenters' Hall on Chestnut Street, the oldest trade organization in the country.

Flashing forward to the Twentieth and Twenty-first Centuries, Philadelphia has maintained its leadership as a center of craft and making. The concentration of top tier, state of the art, university programs focusing on craft and making has continued our leadership in producing world-renowned artists... It is not an accident that the oldest, most prestigious craft show in the country is the Philadelphia Museum of Art Contemporary Craft Show. For a craft artist, being inducted into the College of Fellows by the American Craft Council is the highest honor to be attained. Philadelphia artists and institutions have received twenty-five of these, which is more than anywhere else in the country...

Attendees then convened for a reception in the Art in City Hall galleries where twenty-seven Philadelphia craft artists and makers had work on display in *Crafting Contexts*, showcasing craft projects serving as a critical tool to examine culture, immigration, the environment, current events or institutional traditions. Jurors included artist Eiko Fan and the Philadelphia Museum of Art's Coordinator of Curatorial Initiatives Charlotte Lowery.

Meet Our Inaugural Board of Overseers

CraftNOW was launched in 2015 as an initiative with the mission to showcase Philadelphia as a national center of craft and making. Early in 2017, CraftNOW formalized its status as an unincorporated association by designating an inaugural Board of Overseers, electing executive officers and adopting a set of bylaws. Five Charter Organizations were named to have continued representation as founding institutions for CraftNOW and include The Center for Art in Wood, The Clay Studio, Philadelphia Art Alliance, The University of the Arts and The Women's Committee of the Philadelphia Museum of Art (PMA) for The Philadelphia Museum of Art Contemporary Craft Show.

The Board currently consists of the following members:

President	Clara Hollander, CraftNOW Co-Founder, IAPAA
Vice President	Elissa Topol, The Women's Committee of the Philadelphia Museum of Art
Treasurer	David Seltzer, CraftNOW Co-Founder, Principal at Mercator Advisors
Secretary	Thadeus Suzenski, Senior Legal Counsel, SAP SE

Josie Burri, Director of Development, The Shipley School
Leila Cartier, Executive Director, CraftNOW Philadelphia*
Christina Copeland, Principal and Senior Portfolio Manager, Conservest
Bill Gehrman, Founder and Principal, En Route*
Patricia Fowler, Trustee, The University of the Arts
Jocelyn Hill, Director of Public Affairs & Assistant General Counsel, Conrail Corp.
Thora Jacobson, Executive Director, Philadelphia Art Alliance
Albert LeCoff, Co-Founder and Executive Director, The Center for Art in Wood
Brenton McCloskey, Director of Institutional Giving, The University of the Arts
Jennifer Zwilling, Curator of Artistic Programs, The Clay Studio

*Non-voting

The Board of Overseers continued organizing its team of dedicated individuals by establishing three standing committees devoted to programming, marketing and development. An Honorary Advisory Committee is currently being formed to include recognized leaders in the field as well as other stakeholders such as academics, officials, collectors, and makers. In total, our active board and committee members have worked tirelessly throughout the year to demonstrate the capacity, strength and integrity of the organization while serving as goodwill agents for the general public.

2017 CraftNOW Programming

As the CraftNOW Consortium officially became the Programming Committee in 2017, additional organizations joined the CraftNOW movement including Art in City Hall, Gravers Lane Gallery, InLiquid, Temple Contemporary, Wexler Gallery and Wharton Esherick Museum. The Programming Committee regularly met to devise activities that would reinforce the city's "civic brand" as one of the world's leading centers for craft and making in the 21st Century.

Listed below are the organizations that helped plan, fund and execute CraftNOW's program in 2017.

Exhibiting Organizations

Art in City Hall
The Center for Art in Wood
The Clay Studio
The Fabric Workshop and Museum
The Galleries at Moore
Gravers Lane Gallery
InLiquid
Philadelphia Art Alliance
Philadelphia Museum of Art
 American Modern and Contemporary
 Crafts and Decorative Arts
The Philadelphia Museum of Art
 Contemporary Craft Show
Philadelphia's Magic Gardens
Temple Contemporary
Wayne Art Center
Wexler Gallery
Wharton Esherick Museum

Colleges and Universities

Moore College of Art & Design
Tyler School of Art, Temple University
The University of the Arts

Individuals and Other Non-Profits

Glenn Adamson, Craft Scholar
City of Philadelphia's Office of Arts,
 Culture and the Creative Economy
Helen Drutt, Craft Scholar
Barbara Harberger, Art Consultant
Kimmel Center for the Performing Arts
Old City District
Women's Committee
 of the Philadelphia Museum of Art
Ruth and Rick Snyderman, Gallerists

CraftNOW's primary activities are scheduled each year to coincide with the highly regarded Philadelphia Museum of Art Contemporary Craft Show, which was held November 9 - 12, 2017 at the Pennsylvania Convention Center and drew over 15,000 visitors. A central objective of CraftNOW is to offer additional craft-related activities outside the walls of the Convention Center for these attendees to experience, prolonging their stay and generating economic activity. This spotlight on craft is designed to mutually assist both The Philadelphia Museum of Art Contemporary Craft Show and the City's many local craft organizations, galleries and artisans. Through collective marketing and exposure, CraftNOW emphasizes Philadelphia as a destination for craft collectors, makers, educators and cultural devotees locally, nationally and internationally.

November is CraftMONTH in Philadelphia

The efforts of the Programming Committee culminated in a curated portfolio of activities and programs presented and marketed by CraftNOW. From November 1 to 12, CraftNOW invited participants to explore the art of the handmade and the *Fluid Boundaries* of contemporary craft practices with a two-week event series offering public exhibitions, lectures, interactive activities and special events throughout Philadelphia, most free to the general public. The brochure has been included at the end of this report and further outlines the activities summarized below.



Left: On November 1st Sheila Hess, Kelly Lee, Clara Hollander and David Seltzer at the Kickoff and Proclamation Event
Right: December 8th, a group of artists gather around Wayne Art Center's Craft Forms Juror, Nora Atkinson, officially marking the completion of the 2017 CraftNOW season

CraftNOW officially kicked off Wednesday, November 1, with its first annual proclamation event followed by an artists reception for Crafting Contexts in partnership with Art in City Hall and Office of Arts, Culture and the Creative Economy detailed in the opening statement of this Annual Report. On Friday, November 3, CraftNOW organized and promoted *A Well-Crafted First Friday* with assistance from Old City District. Old City craft galleries, including The Center for Art in Wood, The Clay Studio, Moderne, and Wexler Gallery were supplied CraftNOW brochures, which were redeemable for discounts and free offerings at participating boutiques, bars and restaurants including 323 Arch Street Fashion Collective, Betsy Ross House, ICI Macarons & Café, Philadelphia Independents, and Positano Coast.

Prior to November, CraftNOW assisted several groups in making plans to visit Philadelphia including Watershed Center for the Ceramic Arts, Collectors of Wood Art and the James Renwick Alliance. In addition, CraftNOW has been having ongoing discussions with the American Craft Council as they are scheduling their large conference in 2019 and have chosen Philadelphia as their host city.

CraftNOW also participated in and promoted a series of additional concurrent events and exhibitions sponsored by others last fall:

- Old City Fest, October 8
- The PMA Craft Show Preview Party, November 8
- The PMA Craft Show, November 9 - 12
- *Craft Then and CraftNOW*: Ruth and Rick Snyderman with ceramic artist Ryan Greenheck discussed Philadelphia's historic and current role as a national center for craft at the PMA Craft Show, November 9
- Irvin Borowsky International Prize in Glass Arts at The University of the Arts, November 9
- *Craft Forms 2017* and *Breaking the Glass Ceiling: Women in Glass* opening receptions and curators' lectures at the Wayne Art Center, December 8 and 9

Fluid Boundaries: Intersections of Craft, Fine Art, Design and Making

The twelve venues listed below hosted a total of eighteen exhibitions open in the days and weeks surrounding the PMA Craft Show and were promoted by CraftNOW as complementing opportunities for residents and visitors to see high quality craft throughout the City. Using the thematic lens of *Fluid Boundaries*, visitors were invited to explore the ways in which contemporary craft relates to fine art, design and making practices. More information is available at <https://craftnowphila.org/exhibitions/>

Art in City Hall, City Hall Room 116

Crafting Contexts

The Center for Art in Wood, 141 North 3rd Street

Criss Cross: Robyn Horn and Brian Dickerson

The Clay Studio, 139 North 2nd Street

Heirloom: Nicholas Kripal, His Students, and Friends

Watershed Legends: Paula Winokur, Wayne Higby, Jack Troy

Mark Burns: King of Kitsch (Opening November 3)

The Fabric Workshop and Museum, 1214 Arch Street

Louis Kahn: The Power of Architecture

The Galleries at Moore, 20th and the Parkway

Narrative Horizons: Kay Healy, Sophia Narrett and Erin Riley

Body Works: A Symposium of Performances, Workshops and Collaborative Projects

Nick Lenker: Recreation, The First Person

Ursula Von Rydingsvard: Visionary Woman

Gravers Lane Gallery, 8405 Germantown Avenue

Mara Superior: Porcelain Stories

InLiquid, The North Tower at Park Towne Place, 2200 Benjamin Franklin Parkway

Configuration: Nicholas Kripal

Philadelphia Art Alliance, 251 South 18th Street

Remains: Process and Production in Craft with works by Holly Hanessian, C. Pazia Mannella, Mary Smull and Summer Zickefoose

Philadelphia Museum of Art, 2600 Benjamin Franklin Parkway

At the Center: Masters of American Craft with works by Yvonne Pacanovsky Bobrowicz, Sharon Church and Jack Larimore

Temple Contemporary at Tyler School of Art, 2001 North 13th Street
Adaptive Design of Greater Philadelphia

Wayne Art Center, 413 Maplewood Avenue, Wayne, PA
Craft Forms 2017, An International Juried Exhibition of Contemporary Craft
Breaking the Glass Ceiling - Women in Glass

Wexler Gallery, 201 North 3rd Street
Roberto Lugo, William Morris, Albert Paley, Peter Pincus, Timothy Schreiber, and more

Additionally, Philadelphia's Magic Gardens and the Wharton Esherick Museum were highlighted as participating destinations open year-round. A complete listing of partner venues is available on our website on our "Explore" page

<https://craftnowphila.org/explore/>



Top Left: Glenn Adamson, Paula Winokur, Helen Drutt, Wayne Higby, Jack Troy, and Bill Daley
at The Clay Studio's *Watershed Legends*

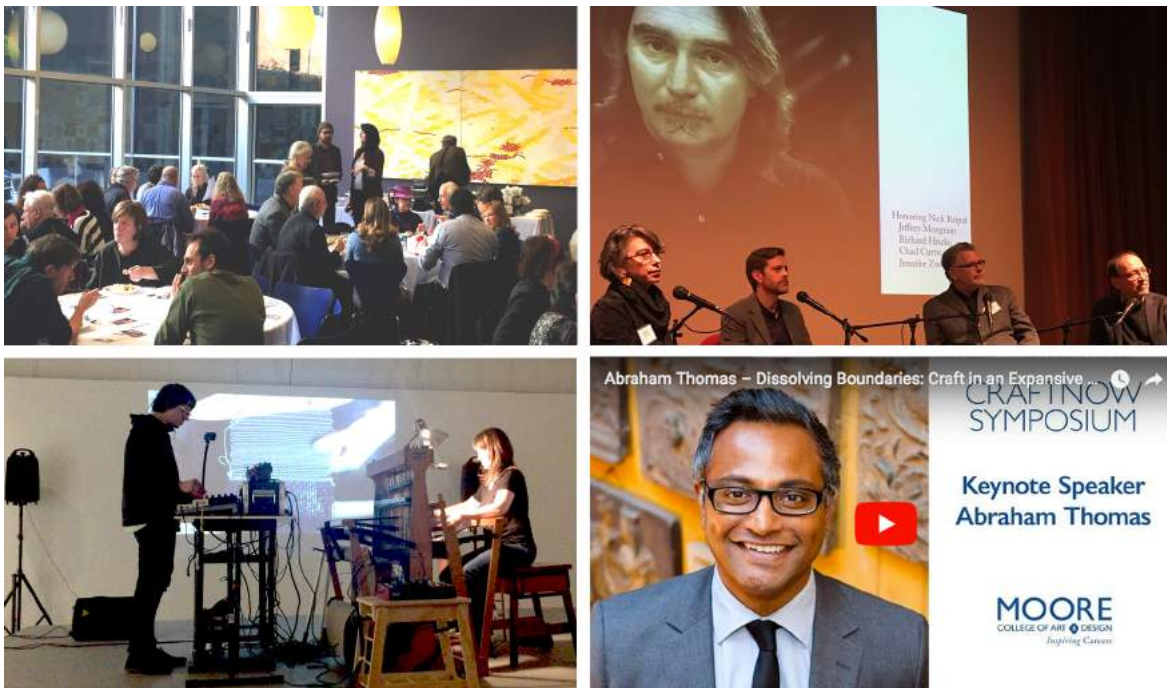
Top Right: *Configuration: Nicholas Kripal* organized by InLiquid

Bottom Left: *Mara Superior: Porcelain Stories* at Gravers Lane Gallery

Bottom Right: The opening reception for *Crafting Contexts* at Art in City Hall

CraftNOW's Fluid Boundaries Symposium

Each year CraftNOW presents a symposium dedicated to providing a platform for critical discourse in contemporary craft. Moore College of Art & Design along with The Galleries at Moore hosted the event providing guests with a networking lunch, a series of speakers and panels and a closing cocktail reception. Abraham Thomas gave his debut lecture in Philadelphia since becoming The Fleur and Charles Bresler Curator-in-Charge of the Renwick Gallery in Washington D.C. His keynote *Dissolving Boundaries: Craft in an Expansive Field* was streamed live and can be seen online by visiting <https://youtu.be/G7adF04DSIk?t=55s>



Top Left: CraftNOW guests at networking lunch hosted by The Galleries at Moore and Moore College of Art & Design

Top Right: Jennifer Zwilling, Chad Curtis, Richard Hricko and Jeffrey Mongrain honoring Nickolas Kripal

Bottom Left: Chris Powell and Mary Smull perform *Loomstrument* during the Symposium's closing reception

Bottom Right: Keynote by Abraham Thomas has been made available online

Additional Symposium Presenters and Panelists:

Why Philadelphia NOW?

Elisabeth Agro, the Nancy M. McNeil Curator of American Modern and Contemporary Crafts and Decorative Arts at the Philadelphia Museum of Art, invited makers and doers from Philadelphia's craft community to discuss the city's role in supporting their practice and endeavors including David Short of Edgewood Made, Melissa Guglielmo of Next Fab and Melanie Bilenker of JV Collective.

Cloth, Natural Colors, and Contemporary Art

Sophie Sanders with The Fabric Workshop and Museum presented the artist-in-residence projects and community programs with local Philadelphia schools that have involved natural dyes – Kazumi Tanaka and Southwark School respectively.

Honoring Nicholas Kripal

Jennifer Zwilling, The Clay Studio's Curator of Artistic Programs, paid tribute to the late artist and Tyler School of Art Crafts Department chair with colleagues Chad Curtis, Richard Hricko and Jeffrey Mongrain who were witness to Kripal's devotion to craft and education.

Criss Cross: Robyn Horn and Brian Dickerson

The Center for Art in Wood's Guest Curator Miriam Seidel and exhibiting artists Robyn Horn and Brian Dickerson entered an artistic conversation mirroring and illuminating aspects of each other's practice.

Artists and collaborators Chris Powell and Mary Smull teamed up during the closing reception to present the LOOMSTRUMENT – a hybrid loom and music synthesizer that fuses textile and sonic design through performance.

CraftNOW Create

The 2017 educational programming delivered by CraftNOW, including the Fluid Boundaries Symposium and CraftNOW Create, were officially sponsored by Freeman's Auction with a generous gift and additional marketing support. Free and open to the public, the Third Annual CraftNOW Create was held on Saturday, November 11, hosted in Commonwealth Plaza in partnership with the Kimmel Center for the Performing Arts. This unique event continued the tradition of providing a family-friendly hands-on exploration of craft. An estimated 1,000 visitors representing all ages and backgrounds took part in a range of craft activities giving exposure not only to handcraft projects but also the presenting organizations, which is an added benefit for participating in this increasingly popular event.

The Center for Art in Wood, *Spinning Top Workshop*

Through an easy three-step process, artists bring to life their own beautiful piece

The Clay Studio, *Claymation*

Animate clay characters using the art of stop motion

Fabric Workshop + Museum, *Collage Button Making*

Cut, collage, and press wearable souvenir buttons

Handcraft Workshop, *Fabric Yoyo and Sewing Machine Demos*

Learn how make your own yoyo embellishments

Philadelphia Museum of Art, *Nature Inspired Embroidery*

Create a masterpiece with embroidery techniques

The University of the Arts, *Glass, Ceramics, Fibers*, Wood and Metals*

Tours of the UArts Glass Studio leave every half hour. See a wheel throwing demonstration, try out weaving on a giant floor loom, watch chair making and upholstery, and setting faceted stones into jewelry.

Tyler School of Art, *Digitizing Clay*

Watch 3D printing in clay and forms emerging from molds that were digitally fabricated

Wayne Art Center, *Make-and-Take Jewelry*

Metal jewelry making with Cathy Darlington

Wharton Esherick Museum, *Wooden Toy Making*

Create your own classic folk-art toys with woodworking techniques and hand tools

* Experimental costumes by *The University of the Arts* students modeled throughout the day!



Top Left: CraftNOW Create Wooden Toy Making presented by Wharton Esherick

Top Right: Digital clay molds presented by Tyler School of Art

Bottom Left: Guests watching Zhihuio Xie, Artist-in-Residence in Ceramics from The University of the Arts

Bottom Right: Advertising graphic by Masters Group Design with detail of artwork by Nick Lenker

Marketing and Momentum

CraftNOW contracted with En Route to develop a robust marketing and public relations campaign much earlier in the planning stages of 2017 to capture opportunities outside of the month of November that would increase visibility and awareness for the CraftNOW movement. By comparison to our 2016 campaign, craftnowphila.org website traffic increased 82%, our social media followers doubled, and press releases generated 270 media placements resulting in over 84 million impressions and \$62,000 in media value.

Concurrently in the spring of 2017, CraftNOW decided to rebrand itself with a new logo that would be contemporary, eye-catching and versatile. The firm of Masters Group Design was retained to develop a recognizable trademark for CraftNOW that would have multi-generational and multi-cultural appeal to our diverse audience, and speak to both artists, makers and the general public.



The new logo can be readily adapted to promote different themes. As can be seen above on the left, the logo was used to promote Brian Dickernson's *Autumn's End I* on view at the Center for Art in Wood and on the right is InLiquid's adaptation featuring a purple pattern used on their own widely-distributed materials.

In conjunction with Masters Group Design and En Route, CraftNOW produced 10,000 brochures, distributed dozens of posters, and created advertisements and digital graphics for mass distribution. Imaginative marketing opportunities included inviting social media influencers and media partners to a private CraftNOW preview event hosted at The Clay Studio. The event gave influencers the opportunity to hear from CraftNOW leaders and create their own craft. Additionally, eight CraftNOW partners participated in Instagram takeovers through the CraftNOW social media accounts.

Ornament Magazine gifted CraftNOW an advertisement in their November issue available for guests at the entry of the PMA Craft Show and digitally. In total, CraftNOW generated cross-promotional opportunities for partner organizations while elevating the position of CraftNOW as a signature cultural experience in Philadelphia.

Fundraising and Financial Results

CraftNOW successfully *more than tripled* its total number of unique contributors in 2017 and in doing so was able to increase its revenues by over 33 percent from \$59,920 to \$83,258. Shown below is an unaudited summary of revenues and expenditures for CraftNOW in 2017 alongside comparative results from 2016.

CraftNOW Philadelphia 2017 and 2016 Operating Results

Note: Shows only direct spending; excludes in-kind Marketing Match and other non-cash contributions

	2016	2017
BEGINNING BALANCE	\$ 8,705	\$ 9,368
REVENUES		
<i>Contributed</i>		
Board Member & Founding Orgn. Contributions	\$ 30,000	\$ 21,413
Major Family Foundations (non-Board)	\$ 12,500	\$ 15,300
Women's Committee--PMA	\$ 5,000	\$ 5,000
Individual Contributions and Spring Event	\$ -	\$ 3,900
<i>Fundraising Event (Gross)</i>	\$ 8,920	\$ 34,145
<i>Corporate Sponsorship</i>	\$ 3,500	\$ 3,500
Current Year Revenues	\$ 59,920	\$ 83,258
COMBINED STARTING BALANCE & REVENUES	\$ 68,625	\$ 92,626
EXPENSES		
<i>Staff Costs</i>		
Executive Director Contract Time	\$ 16,584	\$ 33,280
<i>Outside Professional Fees</i>		
Marketing & PR Firm	\$ 11,000	\$ 14,000
Printing Brochures, Program Book, etc.	\$ 8,475	\$ 9,724
Symposium/Curatorial Honoraria	\$ 2,600	\$ 3,500
Editorial & Graphic Design	\$ -	\$ 7,450
Strategic Consultant	\$ 12,000	\$ -
Website	\$ 1,290	\$ 483
<i>CraftNOW Create</i>	\$ 5,035	\$ 3,095
<i>Other Operating Expenses</i>		
Miscellaneous	\$ 2,273	\$ 2,259
<i>Fundraising Event Production Costs</i>	\$ -	\$ 5,678
TOTAL EXPENSES & OUTFLOWS	\$ 59,257	\$ 79,469
ENDING CASH	\$ 9,368	\$ 13,157

Educational programming was supported by a corporate sponsorship from Freeman's Auction. The Virginia and Harvey Kimmel Arts Education Fund and Women's Committee of the Philadelphia Museum of Art each contributed \$5,000 in support of CraftNOW's vision to raise the profile of craft in Philadelphia. Bill Gehrman and Chris Mullins along with Ruth and Rick Snyderman hosted an evening at the Snyderman Works Galleries in Old City with spirits and light bites in April 2017. This event was soon followed by a fundraiser on a Sunday afternoon in May hosted by jewelry designer and artist John Wind in his private studio in Queen Village.



To further support its 2017 activities, CraftNOW hosted its main fundraising event at the dazzling studio of Isaiah Zagar in South Philadelphia on September 12. Some of Philadelphia's finest chefs from Ela, Fond, Hardena Wareong Surabaya, Jaxon, Little Fish, Matt Rust Catering, Noord and Townsend contributed their talents and catering for the event. Moore Brothers Wine Company, New Liberty Distillery and Quaker City Mercantile provided fine wines and craft cocktails for guests to enjoy through the night.



Craft-themed raffle items were expertly auctioned with support from Barbara Harberger and donated items from Arden and James, The Center for Art in Wood, The Clay Studio, Edgewood Made, Felt + Fat, Fabric Workshop and Museum, Hungry Pigeon, InLiquid, Rod McCormick, Warren Muller, Mina Norton, K Riley, Ruth and Rick Snyderman, Stacey Lee Webber, Wharton Esherick Museum, and John Wind, culminated in significant additional funds raised. A jazz ensemble of students from The University of the Arts was sponsored by a gift from Patricia Fowler.

Photographs seen below by HughE Dillon were picked up by *Philadelphia Style Magazine*.



Clockwise from Top Left: Isaiah and Julia Zagar; Chefs Alex Yoon of Little Fish and Townsend Wentz of Townsend Restaurant; Mark Kuhn, Lindsey Scannapieco and David Seltzer; Barbara Harberger; Charles Croce, Ann Callahan, Albert LeCoff and Thora Jacobson; Patricia Lahn, Jane Davis and Susan Parks

In addition to financial donations, CraftNOW received significant in-kind contributions from The City of Philadelphia, Moore College of Art and Design with The Galleries at Moore, and the Kimmel Center for the Performing Arts, each having provided venues for signature CraftNOW programs. The University of the Arts serves as CraftNOW's fiscal sponsor on a pro-bono basis, accepting tax-deductible contributions and processing invoices on CraftNOW's behalf.

Plans for 2018

Consistency in leadership, staffing, and strong partnerships with dedicated vendors helped make CraftNOW's third year of programming in 2017 measurably its strongest and most successful yet. Looking out into our fourth year, CraftNOW has several exciting projects in its sights. At the core of each new idea is the desire to emphasize existing programs that inspire excellence in the field of craft and making, generate opportunities for partner organizations and practitioners that are not attainable singlehandedly, and seek to reach the largest possible audience in Philadelphia and beyond. Listed below is a selection of new activities planned for 2018 that will continue to advance the mission of CraftNOW:

- Work with programming partners to develop the citywide exhibition series *Making a Difference* with a curated event series surrounding the Philadelphia Museum of Art Craft Show slated for Friday, November 2 through Sunday, November 4.
- Invest in and install our first database in January preparing records for greater efficiency in mass communications and utilizing the software for project management purposes throughout the year.
- Conceptualize a new website aimed to launch over the summer populated with 2018 event details and new interactive features that will highlight CraftMONTH while being useful throughout the year and generate new streams of revenue.
- Secure funding to pilot CraftNOW Connect, a new craft instructional program designed to unite community centers with artists and makers and ignite positive change through craft for Philadelphians of all ages, notably those under-represented.
- Launch a series of craft-focused tours during CraftMONTH coordinated with organizations and studio artists, promoting Philadelphia as an urban center for craft-based tourism.
- Work with the American Craft Council to develop their 2019 annual conference in Philadelphia and establish internal organizational goals prior to the conference for national exposure of CraftNOW's programming.

Conclusion

In today's digital, mass-produced world, as we rush toward driverless cars and a future of robots in our home and work, it is the touch of the hand that connects us to our humanity. We are honored to have Art in City Hall host our kickoff event this year. It is symbolic for us to have the proclamation of CraftMONTH be awarded here. As many of you know, Philadelphia's City Hall is the largest and tallest City Hall in the United States. It is topped by the twenty-seven-ton statue of William Penn created by Alexander Milne Calder. The statue is the tallest on top of any building in the world. We at CraftNOW continue to build on these traditions. We unite, support and promote our great craft and making institutions. As far as we know, we are the only movement of its kind in the country. We are inspired by our distinguished past to continue the excellence of CraftNOW for future generations.

-Clara Hollander, CraftNOW Co-Founder and Inaugural President
CraftMONTH Proclamation at City Hall on November 1, 2017

CraftNOW measures its success broadly according to a theory of change, which is to grow awareness of the fields of craft and making, and the role the City of Philadelphia plays in fostering excellence. We wish to find new audiences for our partners, see an increase in revenues and investment, educate new generations of makers and attract talent to the area.

The CraftNOW Board of Overseers, our many program partners and our team of dedicated volunteers are tremendously grateful for the support and opportunities our 2017 donors generated for this growing organization. We look forward to seeing you again in 2018.



CraftNOW's curated series of events surrounding the Philadelphia Museum of Art Contemporary Craft Show provide opportunities to engage with the art of craft and celebrate Philadelphia as a center for creativity and innovation.

(ABOVE) Keunho Park, Philadelphia, PA, 2017 PMA Craft Show
(BELOW) K. Riley, Havertown, PA, 2017 PMA Craft Show



(BELOW) Nick Lenker, *CROWN (Fool)*, ceramic, custom ceramic decals, luster. Resident artist at The Clay Studio and on exhibit at The Galleries at Moore in *Nick Lenker: Recreation, The First Person*

(COVER DETAIL TOP) Brian Dickerson, *Autumn's End I*, oil wax and mixed media on wood. (COVER DETAIL BOTTOM) Robyn Horn, *Throwing Shadows*, spalted maple, acrylics, charcoal. *Criss Cross: Robyn Horn and Brian Dickerson with Guest Curator Miriam Seidel* is presented by The Center for Art in Wood



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NOW

NOVEMBER 1-12, 2017

Explore the art of the handmade and the *Fluid Boundaries* of contemporary craft practices with a two-week event series offering public exhibitions, lectures, interactive activities, and special events throughout Philadelphia.



CraftNOW Kickoff, Proclamation & Reception for Art in City Hall

November 1, 5-8 pm

Following a proclamation event announcing November as *CraftMONTH* in Philadelphia, CraftNOW will kick off its special programming series in conjunction with the artist reception for *Crafting Contexts*, a juried exhibition in partnership with Art in City Hall and Office of Arts, Culture and the Creative Economy.

A Well-Crafted First Friday in Old City

November 3, 5-8 pm

CraftNOW partners invite you to explore Philadelphia's contemporary galleries and boutiques during the First Friday celebration in Old City District. Present this brochure to participating retailers and restaurants to receive promotional offers and special discounts for one night only.

Philadelphia Museum of Art Contemporary Craft Show

November 9-12

This premier show and sale of contemporary craft at the Pennsylvania Convention Center includes nearly 200 of the finest and most dynamic craft artists in the United States. *November 8 — The PMA Craft Show's opening night gala features cocktails, buffet and an exclusive first look at the show.* www.pmacraftshow.org

University of the Arts Borowsky Glass Prize

November 9, 6 pm

UArts presents the fifth annual Irvin Borowsky International Prize in Glass Arts recognizing artists whose work is conceptually daring and exemplifies technical skill and innovation. The ceremony and lecture by the 2017 award winner will be followed by a reception.



SPONSORED BY FREEMAN'S AUCTION

CraftNOW Symposium: *Fluid Boundaries*

November 10, Noon-8 pm

CraftNOW hosts its annual symposium providing a platform for critical discourse in contemporary craft. **Abraham Thomas, The Fleur and Charles Bresler Curator-in-Charge of the Renwick Gallery** is this year's keynote speaker. Presentations will be followed by a reception and performative event. Hosted by The Galleries at Moore.

CraftNOW Create

November 11, 11 am-4 pm

Craft steps out of the studio and into the heart of Philadelphia with a hands-on exploration of craft! Free, family-friendly, and open to the public at the Kimmel Center for the Performing Arts.

(ABOVE) Mary Smull, *Still Life*, needlepointed cotton embroidery floss on canvas. On view in *Remains: Process and Production in Craft* at the Philadelphia Art Alliance

Don't miss the December 8 opening of **Craft Forms 2017: An International Juried Exhibition of Contemporary Craft** presented by Wayne Art Center, followed by the Juror's Talk with Nora Atkinson on December 9.

(LEFT) Nicholas Kripal, *Swarm*, terra cotta. Featured in *Configuration: Nicholas Kripal* presented by InLiquid as well as *Heirloom: Nicholas Kripal, His Students, and Friends* at The Clay Studio

Exhibition spaces in and around Philadelphia showcase the most honored and innovative artists working today in wood, clay, fiber, metal, and glass.

Visit craftnowphila.org for information about these organizations and their diverse exhibitions that celebrate *Fluid Boundaries: Intersections of Craft with Fine Art, Design, and Making* throughout the fall.

- \ Art in City Hall
- \ The Center for Art in Wood
- \ The Clay Studio
- \ Fabric Workshop + Museum
- \ The Galleries at Moore
- \ Gravers Lane Gallery
- \ InLiquid
- \ Philadelphia Art Alliance
- \ Philadelphia Museum of Art
- \ Temple Contemporary at Tyler School of Art
- \ University of the Arts
- \ Wayne Art Center
- \ Wexler Gallery

The Philadelphia region is rich in museums, organizations, galleries, and studios that tell the story of Philadelphia's craft heritage and contemporary influences. Visit **Philadelphia's Magic Gardens**, the **Wharton Esherick Museum**, and dozens of other destinations open year-round. For a complete listing of partner venues, visit craftnowphila.org/explore

CraftNOW Philadelphia's 2017 programming has been made possible through the support of Freeman's Auction, the Virginia and Harvey Kimmel Arts Education Fund, The Women's Committee of the Philadelphia Museum of Art, Jane Davis and many generous individuals.

FREEMAN'S



THE GALLERIES
AT MOORE

OLD CITY
DISTRICT



THE UNIVERSITY OF THE ARTS

