



MAKING A DIFFERENCE

2018 Annual Report
summarizing the programs of



Cover Photo by KeneK Photography courtesy of Wexler Gallery
Roberto Lugo, *Law and Order: The Reincarnation of Frederick Douglas*, 2017, porcelain, china paint and luster

With Gratitude to Our 2018 Contributors*

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John Wind
Rachel Zimmerman
Jennifer Zwilling

*Gifts recorded by December 31, 2018

In-Kind Contributors

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Crane Arts
East Falls Glassworks
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Wharton Esherick Museum
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CraftNOW Philadelphia is made possible through
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The *Making A Difference* Citywide Event Series

In 2018, CraftNOW presented *Making a Difference*, a series of thematic programming for visitors to use as a lens for exploring how craft promotes positive change, social cohesion and meaningful dialogue.

On Friday, November 2, audiences gathered in Gershman Hall at The University of the Arts to hear acclaimed potter Roberto Lugo deliver the keynote lecture *Pottery Saved My Life* at CraftNOW's 2018 annual symposium. Lugo was raised by his Puerto Rican parents in the Kensington neighborhood of Philadelphia, which continues to be known as one of the city's most distressed areas. During the symposium, he spoke on the transformative experience of studying pottery and learning to communicate his story through the medium –

You've heard me reference where I come from quite a bit, but I don't think people quite understand that when we talk about poverty in the United States, often we talk about other continents where there is really immense poverty. People don't realize how intensely poor some people that live in our own country really are and what they have to deal with. So one of the things that happened in my life is that my father had the American dream of owning his own business and supporting himself that way and he bought this store... It had this hodgepodge mix of things that nobody would ever go to a store for... but he bought this store thinking, "This is stuff that Americans buy and use, right?" So it made sense to him and the reason why is because he's not really a participant in this culture and society he lives in. He physically is in a space, but he doesn't get seen. He is invisible...

It took me a while to realize that and often I would think, "Hey, I'm just here as a potter," like when I was in undergraduate school, and then someone would refer to me as a Mexican gangster. It took me back to this place where I was like "I can't just go here and learn how to make really good pots. Everyone around me is seeing me as a spectacle. Everything that I'm making is seen as extraordinary, even if it's ordinary." It was this whole moment where I took on this lifelong burden and challenge where, not only did I have to learn how to make anything that's a half decent pot, but I had to figure out where I fit in this cultural landscape. And I realized that if there is not a place for you, it means you probably have to make that place.

So to give you an example of why diversity is important in the classroom is the first time that I came to a potter's wheel at a community college. I didn't see the wheel as the machine that makes pottery because I didn't have that relationship. My family, we didn't drink tea... so it was really a foreign thing to me that all of these white kids were making teapots, and I don't think they

drank tea either... so it was about figuring out the architecture of that pot. But for me, it was almost like an ethnographic study because it was trying to figure out what Americans do and like and what they talk about because in reality I had yet to cross that boundary and fully participate in the country that I was living in. One of the first things I made on that wheel, because I saw it as a machine that made round things and my father had worked on machines, so I made a ceramic fire hydrant that was a soap dispenser. Because when the water would get shut off, my dad and I, we would shower using the fire hydrant.

By sharing his personal journey, Lugo provides evidence that craft and making can ignite change for individuals and ultimately in their own communities. Other symposium presentations focused on the use of craft and making to promote positive change, social cohesion and meaningful dialogue.



Roberto Lugo delivers the keynote at Gershman Hall at the University of the Arts on November 2, 2018

New on the Agenda in 2018

Looking out into our fourth year for 2018, CraftNOW had 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.

In the winter of 2018, CraftNOW submitted a proposal on CatchaFire.org through The Philadelphia Foundation to find a volunteer contractor to completely redesign the website. Working with a volunteer designer through this platform for nearly five months, CraftNOW's Executive Director was able to launch a refresh of CraftNOWPhila.org in July. The website was fully populated with 2018 event details and new interactive features that highlighted November as CraftMONTH while being a useful resource for "exploring" craft in Philadelphia throughout the year. The website includes other visual elements that have improved its readability as well as helped to showcase sponsorship recognition newly secured through our expanded fundraising efforts.

New in 2018, CraftNOW organized a tour program in collaboration with the American Craft Council to coincide with Philadelphia Open Studio Tours on October 13th, inviting registrants to spend the afternoon seeing some of Philadelphia's most exciting makerspaces. A fully booked tour with a waiting list, the chartered bus traveled to the Kensington and Frankford areas to visit Globe Dye Works, MaKen Studios, and the Crane Arts Building before ending in Old City with receptions happening simultaneously at The Clay Studio and The Center for Art in Wood.

On Sunday, November 4th, CraftNOW added a film screening to its usual itinerary with a special public presentation of *I am Known as an Artist* about the life and work of Wharton Esherick. This event took place at the Center for Architecture, across the street from the Philadelphia Museum of Art Contemporary Craft Show, and included a question and answer session with director Carolyn Coal flown in from California.



Left: Stacey Lee Webber (far left) talks with participants during the tour of her studio on October 13
Right: Film director Carolyn Coal, Moderne Gallery's Bob Aibel and Wharton Esherick Museum's Julie Siglin answer questions following the screening of *I am Known as an Artist* on November 3

November is CraftMONTH in Philadelphia

CraftNOW's Programming Committee helps to develop the annual CraftNOW exhibition and educational offerings that support its mission to encourage everyone to experience what makes Philadelphia a recognized national leader in the field of craft. CraftNOW collaborates with partners to package a series of activities concentrated around the time of the Philadelphia Museum of Art Contemporary Craft Show held November 1 - 4 in 2018. CraftNOW developed a robust marketing campaign to publicize the "festival" of programming being offered by area organizations. This strategy marks the centerpiece of CraftNOW's efforts to support the craft and maker ecology of the region.

Making A Difference Exhibition Series

In 2018, CraftNOW's citywide exhibition series nearly doubled its number of participants from 2017 and included twenty-one unique venues, some with multiple exhibitions, with craft-focused arts on view simultaneously throughout the city. The following exhibitions are listed in the order they were presented in the CraftNOW brochure, which this year expanded to include a foldout map of the city (included as Appendix A to this report).

- *Making a Difference: Social and Political Activism in Clay*, The Clay Studio
- *Roberto Lugo*, Wexler Gallery
- *Merryll Saylan: This is Your Life*, The Center for Art in Wood
- *American Studio Furniture*, Moderne Gallery
- *Seth Clark and Alex Eckman-Lawn*, Paradigm Gallery
- *Re-Crafted: Found-Object Art*, Philadelphia Dumpster Divers at Dupree Gallery
- *Ebb Tide: Sculptures by Tasha Lewis*, Philadelphia's Magic Gardens
- *We Are Here*, 1241 Carpenter Studios and Project Space
- *Turbulence: Patrick Coughlin, Olivia Jones and Mallory Weston*, The University of the Arts C+MS Gallery 316
- *Syd Carpenter*, Center for Emerging Visual Artists
- *Suzanne Bocanegra: Poorly Watched Girls*, Fabric Workshop and Museum
- *Rina Banerjee: Make Me a Summary of the World*, Pennsylvania Academy of the Fine Arts
- *Space/Craft/Community: In Collaboration with the Leeway Foundation*, The Galleries at Moore
- *Seven Sines: Julianne Swartz*, Icebox Project Space
- *Confluence: Teaching, Making, Ideation and Innovation*, InLiquid
- *From the Heart, Made by Hand and Installations by Ted Hallman*, American Swedish Historical Museum
- *It's a Wrap: 20 for 20*, PHL Art at the Airport
- *Katarina Riesing: Body Double*, Bertrand Productions at Globe Dye Works
- *Polly Barton: Intimate/Intricate/Radical*, Gravers Lane Gallery
- *Craft Forms and Cast: Art and Objects*, Wayne Art Center
- *Paintings by Becky Suss and the 25th Annual Woodworking Competition*, Wharton Esherick Museum

CraftNOW's Annual Symposium

Each year, CraftNOW hosts a symposium to provide a platform for critical discourse in contemporary craft. A half-day of talks and moderated discussions surrounding the theme *Making a Difference* was generously hosted by The University of the Arts. Roberto Lugo was invited to be the keynote speaker presenting *Pottery Saved My Life*. In Lugo's words, his experiences as a poor, brown kid from the ghetto of Kensington Philadelphia have provided years of research informing his work as a potter, activist, culture-maker, rapper, poet, and educator. Other presentations included:

Annet Couwenberg and Timothy Veske-McMahon – Craft Education in a Digital Future

With the launching of the Makers Space (Digital Lab) at University of the Arts in 2018, nationally-acclaimed artists Annet Couwenberg and Timothy Veske-McMahon discussed applying digital processes in the studio, forecasting craft education and the difference digital technology can make in contemporary craft production.

Merryll Saylan with Curator Glenn Adamson – This is Your Life

The California-based wood sculptor and turner Merryll Saylan has long been recognized for her unusual approach to the medium. In conversation with Glenn Adamson, Saylan reflected on her technique in contrast to prevailing trends, as well as her perspective of working in a male-dominated sector of the arts.

Sylvia Houghteling, Rina Banerjee, Jodi Throckmorton – Troubling “High/Low” Art through Craft and Folk Art

Art historian Sylvia Houghteling, artist Rina Banerjee, and Curator of Contemporary Art at the Pennsylvania Academy of the Fine Arts Jodi Throckmorton, discussed the constructed difference that art history imposes upon high/low art and craft, and how folk, craft and material culture productively challenge these categorical distinctions.

Jennifer Zwilling with Ann Agee, Ayumi Horie and Syd Carpenter – Activism in Clay

Curator Jennifer Zwilling invited artists on view in the current exhibition *Making A Difference: Social and Political Activism in Clay* to discuss their approach to using ceramic arts as a platform and rallying cry for change.

Sarah Archer and Glenn Adamson – @unthinkpink

Craft and design author Sarah Archer and noted scholar Glenn Adamson recounted a cultural history of the color pink through their ongoing research shared frequently via Instagram at @unthinkpink, which includes everything from historic decorative objects to the powerful visual shorthand of a pink yarn hat made during protest movements.

As host, The University of the Arts generously provided a networking brunch where over eighty professionals and students in the field of craft came together prior to the start of the symposium. The closing cocktail reception allowed attendees to meet the day's

presenters and enjoy refreshments. The day ended with guests being encouraged to visit galleries in Old City for First Friday opening events. These were complemented by CraftMONTH First Friday promotional offerings at participating retailers and restaurants.

CraftNOW Create

Free and open to the public, the Fourth Annual *CraftNOW Create* was held on Saturday, November 3, hosted in Commonwealth Plaza in partnership with the Kimmel Center for the Performing Arts. Now one of CraftNOW's signature events, we 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 ten presenting organizations, which was an added marketing benefit for their participation. The event was sponsored by Blick Art Supplies, which provided their own hands-on demonstration. A brochure described the following activities:

American Swedish Historical Museum, *Sami Bracelets*

Create your own bracelet in the tradition of the Sami tribes in Scandinavia

Blick Art Supplies, *Cityscape Paper Cutting*

The Guild of American Papercutters demonstrate a papercutting cityscape technique.

The Center for Art in Wood, *Racing Spools*

Create a wooden racing spool and see it on the racetrack

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

Philadelphia Museum of Art, *Weaving Masterpieces*

Create a masterpiece with weaving techniques

Philadelphia's Magic Gardens, *Mini Tile Making*

Make your very own tile like mosaic artist Isaiah Zagar

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

See recorded demonstrations from the UArts Glass Studio. Watch wheel throwing demonstrations, try out weaving on a giant floor loom, try chair making and upholstery, jewelry chainmail techniques and more. Experimental costumes by *The University of the Arts* students modeled throughout the day!

Tyler School of Art, *Portraits in Clay*

Have your own portrait sculpted in clay while learning other professional techniques

Wharton Esherick Museum, *Wooden Toy Making*

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



Top Left to Right: The Center for Art in Wood's Katie Sorenson talks with Matt Ames of PHL17 to promote CraftNOW Create on morning television; A University of the Arts student helps a young guest use the floor loom
 Middle Left to Right: Chair making and assembly was among the range of hands on activities; The Guild of Papercutters were invited to demonstrate by event sponsors Blick Art Supplies
 Bottom Left to Right: Liza Masalimova of Tyler School of Art demonstrated live portrait sculpting in clay; Two young friends are working on a colorful project in textiles presented by the Philadelphia Museum of Art

CraftNOW brings together partners for other opportunities throughout the season in advance of and as part of CraftMONTH in November. Other promotional and participatory activities not previously mentioned include:

- Old City Fest, October 8
- The Philadelphia Museum of Art Contemporary Craft Show Preview Party, November 1
- The PMA Craft Show, November 2 - 4
- CraftMONTH First Friday, November 2
- *Irvin Borowsky International Prize in Glass Arts* at The University of the Arts, November 8
- *History After Hours* highlights artisans with a happy hour at The Museum of the American Revolution, November 13
- *Craft Forms 2018* and *Cast: Art and Objects* opening receptions and curators' lectures at the Wayne Art Center, December 7 and 8

CraftNOW was fortunate to secure six event sponsors in 2018, an increase from only two in 2017. The financial and promotional support from the American Craft Council, Blick Art Materials, Freeman's, Moderne Gallery, Rago Auction, and the Women's Committee of the Philadelphia Museum of Art have helped CraftNOW reach larger audiences and expand programming in new directions.



Marketing and Media

At the start of 2018, CraftNOW leadership met with En Route Marketing and Masters Group Design to collaborate on branding and messaging for the year. The tagline *“Curating Philadelphia as the Capital of Craft”* was embraced for its commanding endorsement, placing our aspirational goals at the forefront of this year’s campaign. More emphasis on the city of Philadelphia inspired To underscore the wide array of craft resources in Philadelphia, the brochure to included a foldout map, which visually demonstrated the wealth of offerings to explore.

By comparison to our 2017 campaign, craftnowphila.org website traffic increased 24% with referral traffic from paid advertisements up 59%, our social media followers increased 30%, and press releases generated 156 media placements resulting in over 18 million impressions.

Working with Masters Group Design and En Route, CraftNOW produced 10,000 brochures and print collateral, and created advertisements and digital graphics for mass distribution. Additionally, eight CraftNOW partners participated in Instagram takeovers through the CraftNOW social media accounts, which resulted in new followers for those partners.

As part of a sponsorship from the American Craft Council, CraftNOW was given three full-page advertisements in their publication **America Craft Magazine** that is distributed to over 100,000 readers well-versed in craft and its scholarship. In total, CraftNOW generated cross-promotional opportunities for partner organizations while elevating the brand of CraftNOW to a more national audience.



Left: A more detailed view of the map included in our brochure can be viewed in Appendix A of this report
Right: Collaborating with En Route and Masters Group Design, CraftNOW produced striking and colorful full-page advertisements in *America Craft Magazine*

Fundraising, Engagement and Financial Results

CraftNOW nearly doubled its revenues, which increased 45% from \$83,258 in 2017 to \$147,455 in 2018. Shown below is an unaudited summary of revenues and expenditures for CraftNOW in 2018 alongside comparative results from 2017.

Note: Shows only direct spending; excludes other non-cash contributions

	<u>2017</u>	<u>2018</u>
BEGINNING BALANCE	\$9,368	\$15,157
REVENUES		
<i>Contributed</i>		
Board Member & Founding Orgn.		
Contributions	\$20,913	\$25,783
Women's Committee--PMA	\$5,000	\$5,000
Major Family Foundation	\$5,000	
Individual Contributions (other than		
Special Event)	\$10,325	\$15,000
<i>Special Project/Book Funding</i>	\$1,000	\$0
CFAA PMA Craft Capital Publication		\$12,000
Poor Richards Charitable Trust		\$10,000
Kimmel Arts Fund		\$10,000
Kimmel Match Opportunity		\$12,650
<i>Special Event (Gross)</i>		
Spring Event(s)	\$3,875	\$10,760
September Event	\$34,145	\$31,854
Other		
<i>Corporate Sponsorships</i>	\$3,000	\$13,000
<i>Mailings, Appeals, Other</i>		\$400
<i>Ticketed Programs</i>		\$1,008
Current Year Revenues	\$83,258	\$147,455
COMBINED STARTING BALANCE & REVENUES	\$92,626	\$162,612
EXPENSES		
<i>Staff Costs</i>		
Executive Director Contract Time	\$33,280	\$42,720
<i>Outside Professional Fees</i>		
Marketing & PR Firm	\$14,000	\$15,000
Paid Advertising, Printing, Etc.	\$9,724	\$9,302
Editorial & Graphic Design	\$7,450	\$4,405
Website	\$483	\$568
<i>Craft NOW Programming</i>		
Tours	\$ -	\$1,292
CraftNOW Create	\$3,095	\$2,871
Symposium	\$1,500	\$750
Film Screening	\$ -	\$1,237
<i>Other Operating Expenses</i>		
Fiscal Sponsor Fees	\$ -	\$ -
Miscellaneous	\$2,259	\$5,236
<i>Fundraising Event Production Costs</i>	\$5,678	\$9,507
TOTAL EXPENSES & OUTFLOWS	\$77,469	\$92,888
<i>Reserved for Publication Costs in 2019</i>		\$44,650
ENDING UNRESTRICTED BALANCE	\$15,157	\$25,074

The individual commitments of the CraftNOW Board of Overseers extend beyond just sharing their talents with the organization. This is demonstrated by the Board's combined contributions totaling 17.5% of the total funds raised in 2018. Since the founding of CraftNOW, the Women's Committee of the Philadelphia Museum of Art has contributed \$5,000 a year in support of CraftNOW's vision to raise the profile of craft in Philadelphia. Previously noted in this report, the financial support from the American Craft Council, Blick Art Materials, Freeman's, Moderne Gallery, Rago Auction, and the Women's Committee of the Philadelphia Museum of Art as well as the extraordinary generous support from Jane C. Davis have elevated CraftNOW's profile and standing in our cultural community.

A special project opportunity was launched after funding was secured through the Center for American Art of the Philadelphia Museum of Art. This funding request of \$12,000 has made possible honoraria for area craft scholars to produce the publication *Craft Capital: Philadelphia's Cultures of Making*, documenting the city's current range of activity built upon its history. Availability of the book will coincide with the upcoming major conference of the American Craft Council in Philadelphia scheduled for October 10 - 12, 2019. A matching grant opportunity from The Virginia and Harvey Kimmel Arts Education Fund was leveraged to raise an additional \$22,650 through December 31, 2018. Together with a \$10,000 gift from Poor Richard's Charitable Trust, CraftNOW as of year-end is within 10% of the total funds needed to fully execute the publication as desired.

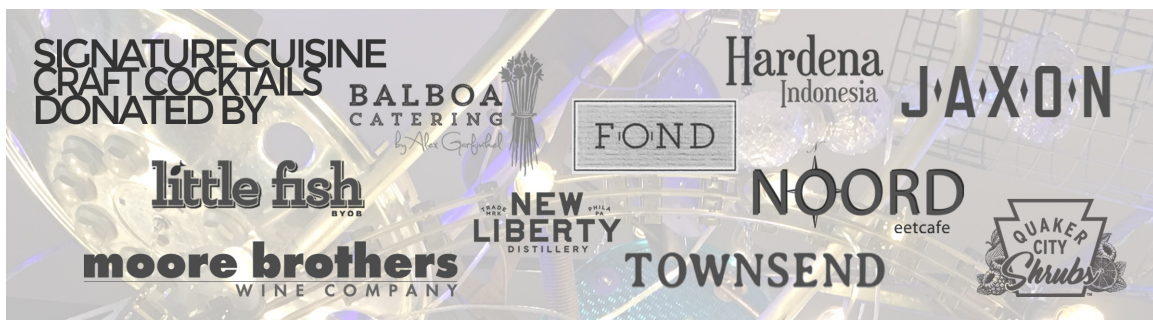
CraftNOW also stages unique paid events to both educate and expose patrons to new opportunities in and greater awareness of the craft field. In the spring, three private collections in Old City opened their doors to CraftNOW for an evening event and progressive dinner helping to raise \$10,760. This event was soon followed by a fundraiser on a Sunday afternoon in May hosted by the JV Collective with presentations by artist-makers Leslie Boyd, Maria Eife and Mallory Weston in their private jewelry and metals studio located inside the Bok Building.



On April 6, 2018, guests were given the unique opportunity to preview three of Philadelphia's most exciting contemporary craft collections.



CraftNOW's main fundraising event was held in Bahdeebahdu, Warren Muller and RJ Thornburg's workshop and design studio, located on American Street north of Center City. Once again, some of Philadelphia's most talented restaurateurs from Balboa Catering, Fond, Hardena Wareong Surabaya Indonesian, Jaxon, Noord, and Townsend contributed handcrafted cuisine. Moore Brothers Wine Company was onsite conducting a wine tasting one-on-one with guests while Quaker City Mercantile showcased some of Philadelphia's finest local spirits.



Craft-themed raffle and auction items were expertly curated by Barbara Harberger. Donated items from Arden and James, The Center for Art in Wood, The Clay Studio, Edgewood Made, Brian Giniewski, InLiquid, Mina Norton, K Riley, Stacey Lee Webber, Wharton Esherick Museum, and John Wind among many others culminated in significant additional funds raised.



Top Left to Right: Meg Rodgers and Warren Muller; Chef Lee Styer of Fond and Chef Joncarl Lachman of Noord
 Middle Left to Right: Regina Matozzo and Mark Shearman, Craig and Christina Copeland, Sharon and Jim Matas; Ruth
 Snyderman, Isaiah Zagar and Clara Hollander
 Bottom Left to Right: Meredith Hilferty, Sara McCorriston and Ginger Rudolph; Genevieve Fowler, Gordon Fowler and
 Barbara Adams

In addition to financial donations, CraftNOW received significant in-kind contributions provided by each venue hosting a signature program, which included the fundraiser at Bahdeebahdu, CraftNOW Create at The Kimmel Center for the Performing Arts and the *Making a Difference* symposium at The University of the Arts. Moreover, The University of the Arts continues to serve as CraftNOW's fiscal sponsor on a pro-bono basis, accepting tax-deductible contributions and processing invoices on CraftNOW's behalf. This unique partnership enables CraftNOW to focus its resources on its annual objectives and future growth.

CraftNOW's 2019 Leadership

Over the last several years, CraftNOW has grown from a small group of individuals into a formalized organization with a Board of Overseers, five working committees and a large network of volunteers unified by their mission to make Philadelphia known for its exceptionalism in craft.

2019 Board of Overseers

Clara Hollander, Co-Founder and President

Elissa Topol, Vice President – Women's Committee of the Philadelphia Museum of Art

Christina Copeland, Treasurer – Principal, Conservest

David Seltzer, Co-Founder and Secretary – Principal, Mercator Advisors LLC

Josie Burri – Director of Development, The Shipley School

Leila Cartier – Executive Director, CraftNOW Philadelphia* – Principal and Senior

Bill Gehrman – Founder and Principal, En Route*

Patricia Fowler – Trustee, University of the Arts

Albert LeCoff – Executive Director Emeritus, The Center for Art in Wood

Jacqueline Lewis – Executive Director of Engagement, LEADERSHIP Philadelphia

Brenton McCloskey – Director of Institutional Giving, The University of the Arts

Jennifer-Navva Milliken – Artistic Director, The Center for Art in Wood

Julie Siglin – Executive Director, Wharton Esherick Museum

Thad Suzenski – Senior Legal Counsel for SAP SE

Emily Zilber – Editor, Society of North American Goldsmiths

Jennifer Zwilling – Curator of Artistic Programs, The Clay Studio

In 2018, CraftNOW introduced its inaugural Honorary Advisory Committee comprised of nationally-recognized professionals with notable achievements in the broader contemporary craft community.

Honorary Advisory Committee

Glenn Adamson, Craft Scholar formerly of the Victoria and Albert Museum, London
and the Museum of Arts and Design, New York City

Elisabeth Agro, The Philadelphia Museum of Art Nancy M. McNeil Curator
of American Modern and Contemporary Crafts and Decorative Arts, Philadelphia

Carolyn Benesh, Founder of Ornament Magazine, San Diego

Sharon Church, Artist and American Craft Council Fellow, Philadelphia

Helen Drutt, Craft Scholar, Philadelphia and New York City

Jane Milosch, Craft Curator formerly of the Renwick Gallery, Washington DC

Bruce Pepich, Director and Curator of the Racine Art Museum, Wisconsin

Carol Sauvion, Producer of Craft in America, Los Angeles

Sarah Schultz, Executive Director of the American Craft Council, Minneapolis

Rick and Ruth Snyderman, Craft Gallerists, Philadelphia

CraftNOW's active board and committee members, with support from CraftNOW's Executive Director Leila Cartier, work throughout the year to demonstrate the capacity, strength and integrity of the organization while promoting Philadelphia as a national center for craft and making.

Plans for 2019

CraftNOW worked closely with the American Craft Council throughout 2018 as they develop their 2019 conference in Philadelphia. This conference will coincide with CraftNOW's fifth year of programming for which we have commissioned a series of essays on craft and making in Philadelphia. CraftNOW will be making these essays into a publication available during the ACC conference in Philadelphia October 2019, which will give nationwide publicity to our city's history and the collaborative efforts of our partners.

The publication has been titled *Craft Capital* and will serve as an introductory guide to Philadelphia's history as an urban center for craft with focus on its current range of activity. Featuring contributions from a diverse range of Philadelphia-based authors – and leading experts on their individual subjects – it will also constitute a research-rich case study, suggesting how urban locales can support multidisciplinary craft ecosystems. The title of the book is intended to signal not only Philadelphia's primacy in this creative arena, but also the concept of “cultural capital” – the way that a city's makers serve as anchors for community and generators of many different kinds of value. *Craft Capital* will be edited by Glenn Adamson, currently Senior Scholar at Yale University and prolific author and curator in his own right.

Conclusion

CraftNOW's primary activities are scheduled each year to coincide with the highly regarded PMA Contemporary Craft Show, which annually attracts 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 PMA 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.

As an emerging organization, CraftNOW begins each calendar year with a set of goals and focuses its limited resources on November programming. Together, our Board of Overseers, programming partners, and dedicated volunteers have helped to more affirmatively position CraftNOW in the cultural landscape of Philadelphia. CraftNOW could not accomplish the breadth and scope of its programming without the support and opportunities our 2018 donors generated.

20+ EXHIBITIONS • SPECIAL EVENTS
LECTURES • HANDS-ON ACTIVITIES

CraftMONTH First Friday in Old City
November 2 / 5-8pm

Join hundreds of gallery-goers for First Friday in Old City District to explore Philadelphia's contemporary craft galleries and boutiques. See the list of CraftNOW exhibitions and experience *Making a Difference* at partner venues.

CraftNOW Create
November 3 / 11am-4pm

Craft steps out of the studio and into the heart of Philadelphia with a hands-on exploration of craft, including live maker demonstrations and make-and-take activities! Free, family-friendly, and open to the public at the Kimmel Center for the Performing Arts. This is a great event for kids of all ages!

Sponsored by Blick Art Materials

Wharton Esherick Documentary Screening:
I Am Known as an Artist
November 4 / 2pm

In partnership with Moderne Gallery, this special public presentation at the Center for Architecture of the film *I Am Known as an Artist* about the life and work of Wharton Esherick will include a question and answer session with director Carolyn Coal.

Sponsored by Moderne Gallery

Visit craftnowphila.org for additional CraftMONTH events.

CraftNOW Philadelphia unites the leading institutions and artists of Philadelphia's craft community in a celebration of the city's rich legacy of craft, its internationally-recognized contemporary craft scene, and its important role as an incubator for arts based in wood, clay, fiber, metal and glass. Through both creating and spotlighting events during the week of the Philadelphia Museum of Art Contemporary Craft Show, CraftNOW invites locals and visitors alike to explore Philadelphia's innovations in the world of the handmade.

Major funding for CraftNOW's 2018 educational programming has been provided by

- ✓ Jane Davis
- ✓ The Virginia and Harvey Kimmel Arts Education Fund
- ✓ CraftNOW's Board of Overseers

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CRAFT NOW

CURATING PHILADELPHIA
AS THE CAPITAL OF CRAFT

NOVEMBER 1-4, 2018



DECEMBER 7

Opening of **Craft Forms:**
An International Juried
Exhibition of Contemporary
Craft presented by Wayne
Art Center, followed by the
Juror's Talk with Perry Allen
Price of Houston Center for
Contemporary Craft.

TEXTURE: Polly Barton, *Persephone*, handwoven silk and double ikat.
On exhibit at Gravers Lane Gallery in *Polly Barton: Intimate/Intricate/Radical*

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EVENTS

CraftNOW's curated series of events celebrates Philadelphia's past and present as a center for creativity and innovation. Engage with the art of craft and explore artists making a difference throughout Philadelphia.

CraftNOW Annual Symposium: Making a Difference November 2 / 11am-6pm

CraftNOW's annual symposium brings together some of today's most important curators, scholars and makers at University of the Arts. Keynote speaker Roberto Lugo will present *Pottery Saved My Life*, as evidence that craft and making can ignite change. Free and open to the public. Register at craftnowphila.org.

Sponsored by American Craft Council, Freeman's, Rago, The University of the Arts and the Women's Committee of the Philadelphia Museum of Art

Philadelphia Museum of Art Contemporary Craft Show November 2-4

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. *The PMA Craft Show's opening night gala (November 1) features a cocktail buffet and an exclusive first look at the show.* Tickets: pmacraftshow.org

OCTOBER 13

Join CraftNOW, in partnership with the American Craft Council and Philadelphia Open Studio Tours, to **explore some of Philadelphia's most exciting maker spaces** on a specially curated bus tour. Space is limited. Reserve your spot at craftnowphila.org/tours.



EXHIBITIONS

Making a Difference: Crafting Positive Change and Social Cohesion in 2018

CraftNOW presents this city-wide exhibition series showcasing the most honored and innovative artists working today in wood, clay, fiber, metal, and glass.

CENTER CITY

- 1 **Making a Difference: Social and Political Activism in Clay**
The Clay Studio
- 2 **Roberto Lugo**
Wexler Gallery
- 3 **Merryl Saylan: This is Your Life**
The Center for Art in Wood
- 4 **American Studio Furniture: Masterworks from the First Generation**
Moderne Gallery
- 5 **Seth Clark and Alex Eckman-Lawn**
Paradigm Gallery
- 6 **Re-Crafted: Found-Object Art Philadelphia Dumpster Divers at Dupree Gallery**
- 7 **Ebb Tide: Sculptures by Tasha Lewis**
Philadelphia's Magic Gardens
- 8 **We Are Here**
1241 Carpenter Studios
- 9 **Turbulence: Patrick Coughlin, Olivia Jones and Mallory Weston**
UArts, C+MS Gallery 316
- 10 **Syd Carpenter**
Center for Emerging Visual Artists
- 11 **Suzanne Bocanegra: Poorly Watched Girls**
Fabric Workshop + Museum
- 12 **Rina Banerjee: Make Me a Summary of the World**
Pennsylvania Academy of the Fine Arts
- 13 **Space/Craft/Community: In Collaboration with the Leeway Foundation**
The Galleries at Moore

BY CAR / TRAIN

- 14 **Seven Sines: Julianne Swartz**
Icebox Project Space
- 15 **Confluence: Teaching, Making, Ideation and Innovation**
InLiquid
- 16 **From the Heart, Made by Hand & Installations by Ted Hallman**
American Swedish Historical Museum
- 17 **It's a Wrap: 20 for 20**
PHL Airport
- 18 **Katarina Riesing: Body Double**
Bertrand Productions at Globe Dye Works
- 19 **Polly Barton: Intimate/Intricate/Radical**
Gravers Lane Gallery
- 20 **Craft Forms**
Wayne Art Center
- 21 **Paintings by Becky Suss and the 25th Annual Woodworking Competition**
Wharton Esherick Museum

SEE MAP
INSIDE FOR
LOCATION



(Below) Leo Sewell, *Boxer*, assemblage.
On exhibit with the Philadelphia Dumpster Divers at Dupree Gallery in *Re-Crafted: Found-Object Art*

Details at craftnowphila.org/exhibitions

CENTER CITY EXHIBITION VENUES

- 1 The Clay Studio
- 2 Wexler Gallery
- 3 The Center for Art in Wood
- 4 Moderne Gallery
- 5 Paradigm Gallery
- 6 Philadelphia Dumpster Divers at Dupree Gallery
- 7 Philadelphia's Magic Gardens
- 8 1241 Carpenter Studios
- 9 University of the Arts and C+M Gallery 316
- 10 Center for Emerging Visual Artists
- 11 Fabric Workshop and Museum
- 12 Pennsylvania Academy of the Fine Arts
- 13 The Galleries at Moore

CRAFT NOW

For more information:
craftnowphila.org/exhibitions

BY CAR / TRAIN

(not featured on map)

- 14 Icebox Project Space
- 15 InLiquid Gallery
- 16 American Swedish Historical Museum
- 17 Philadelphia International Airport
- 18 Bertrand Productions at Globe Dye Works
- 19 Gravers Lane Gallery
- 20 Wayne Art Center
- 21 Wharton Esherick Museum

