



2019 Annual Report summarizing the programs of



Photo by Jessica Kourkounis of Martha McDonald
Image is from the cover of CraftNOW's second publication—
Craft Capital: Philadelphia's Cultures of Making

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Philadelphia as the *Craft Capital*

In 2019, CraftNOW adopted the theme *Craft Capital* for its fifth year of programming with the definition of “capital” interpreted broadly for its relation to place, economics, resources, and prominence. This theme synchronized with CraftNOW’s programming for the American Craft Council conference *Present Tense* hosted in Philadelphia and the debut of our second publication *Craft Capital: Philadelphia’s Cultures of Making* edited by Glenn Adamson. In his introduction, Adamson comments on the distinctive aspects and notable originators in Philadelphia that have emboldened craft practices since the founding of the nation.

Today, the Liberty Bell is an emblem not only of Philadelphia, but also of American freedom, surpassed in fame only by the Statue of Liberty (the work of French artisans, rather than British ones). Even if it did not have that status, however, it would be unbeatable as an icon of Philadelphia craft. Combined in the story of the Liberty Bell are the city’s most enduring qualities: a concentration of skilled makers, adaptive in the face of adversity; connections to other, larger urban centers; and an ever-evolving relationship to its own history.

This book explores these themes through a series of contributions by writers and curators based in and around the city. Sarah Archer’s introductory essay explains how Philadelphia first asserted itself as a national craft capital and has continually reconnected with that heritage, particularly following the Second World War. That period saw numerous artists establish their practices in Philadelphia. Just as important, a network of museums, schools, galleries (like those of Helen Drutt, Rick and Ruth Snyderman, and Jane Korman), and nonprofit organizations (including The Clay Studio, The Center for Art in Wood, and Fabric Workshop and Museum) emerged to support them. The other authors in the volume concentrate on different aspects of the contemporary making scene in Philadelphia, which is extraordinarily diverse and active, taking its energies from technological experimentations, community activism, contemporary art, and the resonant past.

An exclusive release party was hosted at The Center for Art in Wood where nearly all contributors gathered to celebrate, including: editor Glenn Adamson; writers Elisabeth Agro, Sarah Archer, Chad Curtis, Anthony Elms, Elizabeth Essner, Michelle Millar Fisher, Don Miller, Jennifer-Navva Milliken, Heather Gibson Moqtaderi, and Jennifer Zwillling; photographer Jessica Kourkounis; Wonderfull Design’s Erika Brask and Dan Saal; and colleagues from Schiffer Publishing.

Craft Capital: Philadelphia’s Cultures of Making will continue to inform programming in 2020 when it is released globally in the Spring.



Top Left to Right: *Craft Capital* photographer Jessica Kourkounis and editor Glenn Adamson; Multidisciplinary artist Martha McDonald holding *Craft Capital* featuring her performance in costume on the cover
Bottom Left to Right: Patricia Fowler, CraftNOW Board Member and Development Committee Chair, with her signed copy; Remarks inside the *Making a Seat at the Table* exhibition at The Center for Art in Wood

Fifth Anniversary Highlights from 2019

Groundwork for programming began well before the start of 2019, and culminated in a yearlong celebration with several new initiatives. Each project and event sought to emphasize the exceptional “craft capital” throughout the city including historic sites, collections, scholars, and makers. To reflect on the tremendous work that had brought the organization to its current status as an innovative leader in the field, a complete history of CraftNOW was published online and serves as a record of the important events and contributions from the last five years.

<https://www.craftnowphila.org/history/>

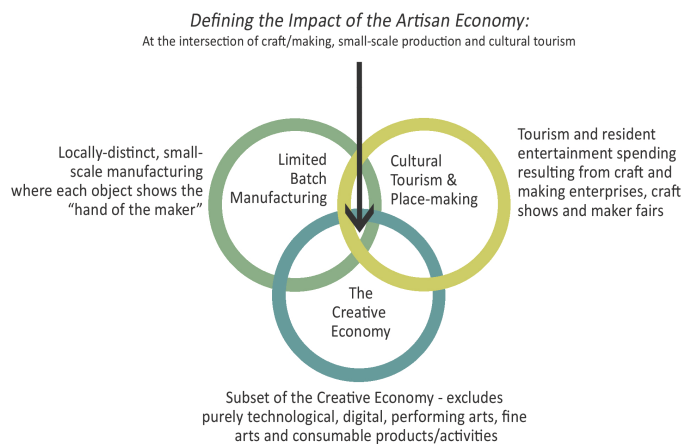
CraftNOW began 2019 programming with a curator’s tour at the Pennsylvania Academy of the Fine Arts, honoring the nation’s most historic arts institution and its enduring leadership in the arts. Curator of Contemporary Art, Jodi Throckmorton, and the Edna S. Tuttleman Director of the Museum, Brooke Davis Anderson, hosted an exclusive tour and reception for *Rina Banerjee: Make Me a Summary of the World*. The tour explored splintered experiences of identity and culture within diasporic communities as well as the constructed differences that art history imposes upon high/low art and craft.

Also in Spring 2019, CraftNOW partners met with Reading Terminal Market to begin shaping a vendor opportunity for craft artists as part of the transformation of Filbert Street. As a result, The Welcoming Center for New Pennsylvanians was invited to establish a network of international artists. Participants from Egypt, Peru, Iran, Columbia and Southeast Asia formalized new independent businesses under the direction of Nicole Marcote, The Welcoming Center’s Program Manager for Entrepreneurship. This effort has been branded the “Global Craft Market” and produced a unique community for networking and support as well as additional vending opportunities for these makers elsewhere in the city.



Left: PAFA tour with curator Jodi Throckmorton inside a *Rina Banerjee: Make Me a Summary of the World* installation
Right: Vendors from Southeast by Southeast and the Refugee Women’s Textile Cooperative at Reading Terminal Market

Throughout the summer, CraftNOW worked with Econsult Solutions to develop a socio-economic impact study using a grant awarded through the Philadelphia Cultural Fund. The purpose of this analysis was to define and describe the craft and maker sector in Philadelphia today, and estimate the economic impact of the correlating business activity as well as the tourism it attracts to the city and region. In addition, the report summarizes the range of social benefits that accompany craft and making at an individual and community level. The report concludes by compiling best practices from around the country on how to support the artisanal economy and promote artisanal tourism. The 30-page study, available at www.craftnowphila.org/impact, will help CraftNOW better understand Philadelphia's burgeoning artisanal economy as it continues to grow its vision in the future.



Philadelphia has built its reputation as an accessible, affordable, and resource-rich space for makers, attracting millennial and professionals alike. In attracting new residents and building creative communities in neighborhoods across the city, Philadelphia's artisanal craft and maker economy positively impacts the social wellbeing of the city's residents.

Above: Image from *The Social and Economic Benefits of the Craft and Maker Sector in Philadelphia, A Preliminary Analysis*, Econsult Solutions, Inc., September, 2019

For these reasons, CraftNOW saw value in exploring more intentional policies to advance the craft and making sector. On November 7, CraftNOW convened two dozen decision-makers from a cross-section of disciplines - craft, academia, local government, real estate development - to consider ways in which the City of Philadelphia could add further momentum to this increasingly important trend. The questions explored included:

- What policies could be pursued to retain, attract and support the creative class in Philadelphia?
- Given the rapid pace of development in Philadelphia, which neighborhoods today currently appear to be the best candidates for encouraging centers for craft and making?

- Is there a workforce development opportunity in the craft and making sector for Philadelphia’s disadvantaged populations? Does the introduction of technology into artisanal work offer employment potential to residents from underserved neighborhoods?

Hosted in partnership with Philadelphia Industrial Development Corporation (PIDC) and the Arts + Business Council, CraftNOW invited Adam Kenney from the Pittsburgh-based Craft Business Accelerator and Monmade at Bridgeway Capital to describe the evolution and essentials of his organization’s programming through the methods used to empower craftspeople to become engaged and effective allies in equitable economic development. Andrew Dahlgren gave a presentation on current business resources available to the craft and maker sector in Philadelphia and where these resources need further support to reach the community.



Left: Invitation to the Roundtable discussion “Growing Philadelphia’s Artisanal Economy”
 Right: Andrew Dahlgren presenting on Economic Development opportunities at the Roundtable held at the offices of PIDC

With no organization similar to it in any other American city, CraftNOW has innovatively and effectively been able to promote Philadelphia as a leader in the craft sector nationally. CraftNOW’s instrumental role in persuading the American Craft Council to schedule their October 2019 conference *Present Tense* in Philadelphia resulted in over 400 delegates from around the country visiting our partner organizations, paying further dividends to the city and exposing our innovative program to national leaders in the field. With support from CraftNOW, the ACC effectively connected with prominent members of Philadelphia’s craft community to develop citywide events, which complemented three days of lectures headquartered in the Loews Hotel.

CraftNOW had piloted a series of bus tours to makerspaces in North Philadelphia including Globe Dye Works, MaKen Studios and studios on American Street in 2018 with support from the ACC. These tours were offered again to conference registrants, which concluded with guests enjoying lunch at Reading Terminal Market on Thursday and dueling receptions at The Center for Art in Wood and The Clay Studio on Friday night in an event branded by the ACC as *Doors Open on Philadelphia’s Craft Capital*.

Further inspired by the American Craft Council coming to Philadelphia, CraftNOW produced its second publication, *Craft Capital: Philadelphia’s Cultures of Making*, to

capture the history and vibrancy of the contemporary scene. As noted in the introduction of this annual report, the book highlights the scholarship of twelve curators who have worked across the city of Philadelphia, accompanied by the photographic essays of local artist Jessica Kourkounis. *Craft Capital* will be released globally in Spring 2020 by Schiffer Publishing.



Top Left to Right: Helen Drutt discussing the exhibition *Philadelphia: Then and Now 1950 – 2019*, co-curated with Bertrand Productions ; Jeff Kahn of Shift Capital at MaKen Studios leading tours for American Craft Council attendees inside the Loews Hotel; Alex Gilliam of Tiny WPA speaking on stage as part of the panel *Toward a Healthy Craft Ecosystem* with (from left) Ryan Berley, Seth Bruggeman, Syd Carpenter, Elisabeth Agro and panel organizer Jennifer Zwilling (not pictured Michael Hurwitz and Roberto Lugo)

Bottom Left to Right: Scott Pollock and Sarah Schultz of the ACC address crowds at Tyler School of Art event *Craft Mash-Up*; *Tense-Present Mixtape Release Party* at Paradigm Gallery + Studio

November is CraftMONTH in Philadelphia

CraftNOW kicked off November with its first ever *Craft Industry Night* in collaboration with The Center for Art in Wood. Philadelphia's hard-working craft community was invited to join curators, makers, and patrons after galleries closed on First Friday November 1 at Han Dynasty for food, trivia, and prizes.

Each year the 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 8 - 10 in 2019. This strategy marks the centerpiece of CraftNOW's efforts to support the craft and maker ecology of the region.

Craft Capital Exhibition Series

In 2019, CraftNOW's citywide exhibition series included twenty-one unique venues, some with multiple exhibitions, with craft-focused arts on view simultaneously throughout the city. Exploring the theme *Craft Capital*, partners celebrated Philadelphia's recognition as a vibrant center of fine craft and making. These exhibitions showcased the city as a destination for contemporary craft – from championing a handcrafted renaissance to pushing craft into the future through innovation. The following exhibitions are listed in the order they were presented in the CraftNOW brochure, which included a foldout map of the city.

- *Crafting Narratives*, Art in City Hall
- *Handywork by Twee*, Artspace 1241 at 1241 Carpenter Studios
- *Philadelphia: Then and Now (1950-2019)*, Helen Drutt, Globe Dye Works, and Bertrand Productions
- *Making a Seat at the Table: Women Transform Woodworking*, The Center for Art in Wood
- *John Schlesinger*, Center for Emerging Visual Artists
- *Acori Honzo, Carla J. Fisher, and Sharif Pendleton*, Cherry Street Pier
- *From Storage to Studio: The Clay Studio Resident Artists Explore the Philadelphia Museum of Art Collection*, The Clay Studio
- *Room for Living: Jacolby Satterwhite*, Fabric Workshop and Museum
- *Jill Bonovitz: Visionary Woman Awards*, The Galleries at Moore
- *June Lee: Today as the History of Tomorrow and Susan Green: Angels & Amulets*, Gravers Lane Gallery
- *John Y. Wind: The Women*, InLiquid
- *Destined for the Stars*, National Liberty Museum

- *Ulla-Stina Wikander*, Paradigm Gallery + Studio
- *Randy Dalton's Blue Grotto*, Philadelphia Dumpster Divers
- *Off the Wall: American Art to Wear and Designs for Different Futures*, Philadelphia Museum of Art
- *Mosaic Visionary Art of Isaiah Zagar*, Philadelphia's Magic Gardens
- *American Hats*, Leila Cartier, *The Clay Studio*, *Matty Geez*, *Don Miller and Peter Park*, PHL Art at the Airport
- *Domestic Landscape*, University of the Arts
- *Craft Forms*, Wayne Art Center
- *Wynorrific Times: Roberto Lugo and Mat Tomezsko*, Wexler Gallery
- *Lighting: 26th Annual Woodworking Competition*, Wharton Esherick Museum



Map of Center City Philadelphia craft venues included in CraftNOW's November program guide.

CraftNOW's Annual Symposium

Each year, CraftNOW hosts a symposium to provide a platform for critical discourse in contemporary craft. The Center for American Art of the Philadelphia Museum of Art fully funded this year's symposium so that CraftNOW could explore hosting the program in a location adjacent to the Philadelphia Museum of Art Contemporary Craft Show. A half-day of talks and moderated discussions surrounding the theme *Craft Capital* was staged at Pennsylvania Academy of Fine Arts' new state-of-the-art auditorium. Additional support was provided by the American Craft Council and Rago Auction. Michelle Millar Fisher was invited to be the keynote speaker presenting *Crafting a Moral Compass*. The other presentations and panels included:

Philadelphia Craft Resources with Jennifer Zwilling, moderator (The Clay Studio) and panelists Kelly Shindler (Pew Center for Arts and Heritage), Elisabeth Agro (Philadelphia Museum of Art), Chad Curtis (Tyler School of Art), and Luci Jockel (JV Collective and Towson University). The panelists reflected on Philadelphia's robust craft ecology from the varying perspectives of an artist, a university professor, a museum curator, and a grantmaker.

Make it Work: Craft, Business, and Building a Sustainable Life in the Arts with Emily Zilber, moderator (Independent Curator) and panelists Alex Conner (Philly Stewards), Liz Sytsma (Wild Hand), and Stacey Lee Webber (Artist). The panelists discussed craft, entrepreneurship, and navigating the opportunities and challenges offered by Philadelphia's unique landscape while building businesses in the arts.

Material Gestures: Performing Craft artist talk with Martha McDonald, an interdisciplinary artist whose site-specific installations and performances feature handcrafted costumes and objects, where she related her process of research and making.

Craft Driven Economic Development with Adam Kenney, who outlined the evolution and essentials of his programming through the Craft Business Accelerator and Monmade at Bridgeway Capital, and the methods used to empower craftspeople to become engaged and effective allies in equitable economic development.

Crafting a Moral Compass, the keynote with Michelle Millar Fisher, historical models of craft practice, as well as contemporary currents set forth from Fisher's position as a museum curator responsible for the intersection of craft, design, and decorative arts of our time. In a moment where global and local forms of political turmoil, human crisis, and environmental disaster cannot be ignored, her remarks explored modes of sustainability related to materials, process, and labor, as well as social responsibility, commerce, aesthetics, and equity.

CraftNOW provided a networking lunch where approximately eighty professionals and students in the field of craft came together prior to the start of the symposium. During introductions, Executive Director Leila Cartier presented CraftNOW Co-Founders Clara Hollander and David Seltzer with a commemorative gift created by artist Stacey Lee Webber to celebrate their vision and dedication throughout the organization's first five years. The day ended with guests being encouraged to visit the Philadelphia Museum of Art Contemporary Craft Show located across the Street at the Pennsylvania Convention Center.



Top Left to Right: CraftNOW's annual networking lunch prior to the start of the symposium in the Anne Bryan Gallery at PAFA;
 Cofounders David Seltzer and Clara Hollander with Executive Director Leila Cartier
 Bottom Left to Right: Emily Zilber moderating *Make it Work* with panelists Stacey Lee Webber, Liz Sytsma and Alex;
 Michelle Millar Fisher showing the work of Maria Eife as part of her keynote *Crafting a Moral Compass*

CraftNOW Create

Free and open to the public, the Fifth Annual *CraftNOW Create* was held on Saturday, November 9, 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 3,500 visitors walked through the vestibule throughout the day. Participants of all ages and backgrounds were invited to take part in the craft activities that filled the venue. This program gives exposure not only to handcraft projects but also the ten presenting organizations, which was an added marketing benefit for their participation. A handout described the following activities:

American Swedish Historical Museum, *Upcycling Craft*

Learn more about upcycled crafts from plastic bags and the eco art focused exhibit *Nordic Changes: Works by Diane Burko*.

The Center for Art in Wood, *Marionette Making*

The creation of these marionette puppets is a few easy steps! Discover the joys of working with wood through this kinetic project.

The Clay Studio, *Bicycle-Powered Wheel Throwing*

Enjoy watching and even participate by pedaling on this bicycle made to turn the potter's wheel.

Fabric Workshop + Museum, *Galaxy of Games*

Families and children are invited to create their own board game inspired by Jacoby Satterwhite's exhibition *Room for Living*.

The Handwork Studio, *Journal Making*

Make a personal journal with needle-felted covers and practice machine sewing to finish your own project to take home.

Main Line Art Center, *Comic Book Construction*

Participants will craft their very own comics using collage and other colorful materials.

Pennsylvania Academy of the Fine Arts, *Leaf Printing*

Inspired by nature, PAFA will help visitors create their own unique print.

Philadelphia Museum of Art, *Loom Weaving*

Inspired by their craft collection, Philadelphia Museum of Art will help visitors create a large collective project as well as a takeaway small masterpiece using 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*

Join the Craft + Material Studies program from UArts as they demonstrate wheel throwing, woodturning, jewelry making techniques and more. Experimental costumes by *The University of the Arts* students were modeled throughout the day!



Top Left to Right: The Center for Art in Wood, The Clay Studio and Handwork Studio provided on-air demonstrations for the PHL17 Morning News; An aerial view of The Center for Art in Wood's activity table
 Middle Left to Right: A young maker shows his handmade wooden marionette puppet; The Clay Studio's bicycle-powered potter's wheel had students of all ages waiting in line to give it a try
 Bottom Left to Right: Two guests modeling their upcycled craft accessories made with the American Swedish Historical Museum; A University of the Arts station presented metal stamping to create personalized jewelry

Tour to WheatonArts and Cultural Center

On Saturday, November 16, CraftNOW invited patrons to discover glassworks at the WheatonArts and Cultural Center through an exclusive sequence of programming. A curator's tour of *Emanation* in the Museum of American Glass highlighted works by contemporary artists Jesse Krimes, Tristin Lowe, Martha McDonald and Laura Baird, Karyn Olivier, Richard Torchia, Allan Wexler, and Jo Yarrington. Guests also enjoyed a live and narrated glass blowing demonstration before taking time to enjoy the cultural campus, museum stores and Gatehouse Cafe.

Phantom Frequencies, a mini opera using glass instruments, was performed for its final time by Martha McDonald and Laura Baird. Because of this performance, the excursion provided a timely opportunity to highlight the work of Martha McDonald, the multi-disciplinary artist featured on the cover of *Craft Capital: Philadelphia's Cultures of Making*, while also exposing CraftNOW audiences to an important regional institution.

This program was made possible with funding from Sherry and Brian Effron.



Top Left to Right: A curator's tour led CraftNOW patrons through the WheatonArts Cultural Center galleries and *Emanations* exhibition; A narrated glass-blowing demonstration provided insight as to how the glass instruments were constructed for Martha McDonald's installation

Bottom Left to Right: Laura Baird and Martha McDonald perform *Phantom Frequencies*, a mini opera using glass instruments; CraftNOW guests gathering in the Victorian inspired gallery to see *Phantom Frequencies*

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:

- *Philadelphia Furniture Show*, October 4 - 6
- *Old City Fest*, October 13
- *CraftMONTH First Friday with Craft Industry Night*, November 1
- *The Philadelphia Museum of Art Contemporary Craft Show Preview Party*, November 7
- *The PMA Craft Show*, November 8 – 10
- *Open Studio with Leo Sewell*, November 10
- *Irvin Borowsky International Prize in Glass Arts* at The University of the Arts, November 14
- *Second Thursday at Crane Arts*, November 14
- *Craft Forms 2019: An International Juried Exhibition of Contemporary Craft* juried by Jane Milosch with opening reception and curator's lectures at the Wayne Art Center, December 6 and 7

CraftNOW was fortunate to have support from the following sponsors in 2019. The financial and promotional support from the American Craft Council, Rago Auction, Philadelphia Cultural Fund, and the Women's Committee of the Philadelphia Museum of Art help CraftNOW continue to reach larger audiences and expand our programming.

The Center for American Art of the Philadelphia Museum of Art
CraftNOW's Board of Overseers
Jane Davis
Sherry and Brian Efron
The Virginia and Harvey Kimmel Arts Education Fund

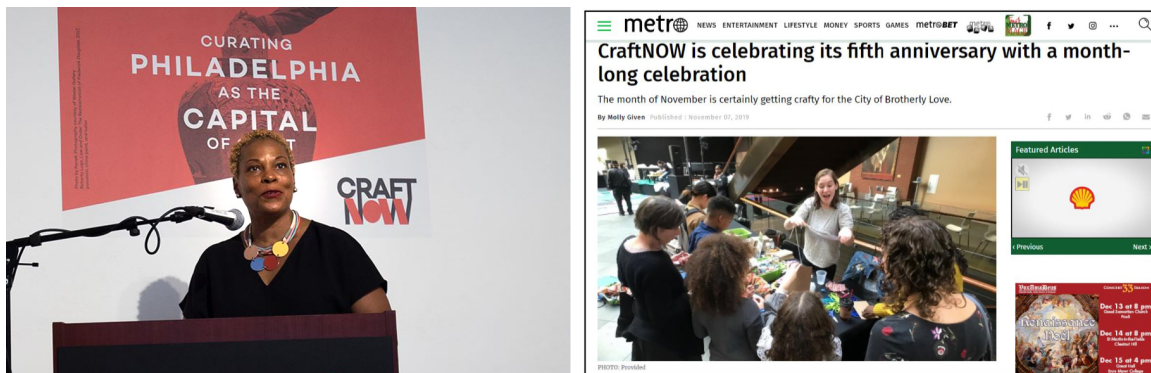


Marketing and Media

In 2019 CraftNOW began working with En Route Marketing early in the year to target awareness for the fifth anniversary messaging with local and national audiences. The tagline “*Curating Philadelphia as the Craft Capital*” was informed by the following messaging pillars En Route generated to share CraftNOW’s story -

- Capital as center and headquarters for fine craft in the U.S.
- The value of human capital in terms of artists and students
- The economic impact and financial capital created by craft
- The value of craft to communities and individuals

The fifth anniversary year was launched with a press event in June at University of the Arts to announce CraftNOW’s November programming and events, American Craft Council conference, and the exclusive release of the *Craft Capital* publication. A special pop-up craft exhibition was organized by MiKyoung Lee in Hamilton Hall for the reception.



Left: Kelly Lee, Chief Cultural Officer for the City of Philadelphia, delivering remarks at the June press event
Right: Fifth anniversary coverage appearing in *Metro* in November

En Route served as the social media community manager for CraftNOW throughout the year. Through daily monitoring, engagement, and paid campaigns, En Route increased CraftNOW social media reach 21.5% to 5,239 followers by distributing over 300 social media posts with over 100,000 impressions. Other print and digital advertising was coordinated with Masters Group Design informing the visual production of 10,000 brochures and other digital graphics for mass distribution.

CraftNOW continued to promote its campaign in **American Craft Magazine** through a sponsorship from the American Craft Council, which was distributed to over 100,000 craft connoisseurs and scholars. Many other cross-promotional opportunities through partner organizations serve to elevate the movement as a whole. CraftNOW appeared in 17 articles with UWishUNu receiving the most impressions and 673 shares.

Fundraising, Engagement and Financial Results

Shown here is an unaudited summary of revenues and expenditures for CraftNOW in 2019 alongside comparative results from two previous years.

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

	<u>2017</u>	<u>2018</u>	<u>2019</u>
BEGINNING BALANCE	\$9,368	\$15,157	\$69,724
REVENUES			
<i>Contributed</i>			
Board Member & Founding Orgn.			
Contributions	\$20,913	\$25,783	\$31,541
Women's Committee--PMA	\$5,000	\$5,000	\$5,000
Major Family Foundation	\$5,000		
Individual Contributions (other than			
Special Event)	\$10,325	\$15,000	\$15,000
<i>Special Project/Book Funding</i>	\$1,000	\$0	\$2,500
CFAA PMA		\$12,000	\$8,500
Poor Richards Charitable Trust		\$10,000	\$10,000
Kimmel Arts Fund		\$10,000	
Kimmel Match Opportunity		\$12,650	\$1,750
<i>Special Event (Gross)</i>			
Spring Event(s)	\$3,875	\$10,760	\$6,450
September Event	\$34,145	\$31,854	\$43,986
Other			\$3,090
<i>Philadelphia Cultural Fund</i>			\$9,023
<i>Corporate Sponsorships</i>	\$3,000	\$13,000	\$5,000
<i>Mailings, Appeals, Other</i>		\$400	\$14,086
<i>Ticketed Programs</i>		\$1,008	\$880
Current Year Revenues	\$83,258	\$147,455	\$156,806
COMBINED STARTING BALANCE & REVENUES	\$92,626	\$162,612	\$226,530
EXPENSES			
<i>Staff Costs</i>			
Executive Director Contract Time	\$33,280	\$42,720	\$59,739
<i>Outside Professional Fees</i>			
Marketing & PR Firm	\$14,000	\$15,000	\$18,600
Paid Advertising, Printing, Etc.	\$9,724	\$9,302	\$9,927
Editorial & Graphic Design	\$7,450	\$4,405	\$2,665
Website	\$483	\$568	\$532
<i>Craft NOW Programming</i>			
Economic Development			\$9,595
Tours	\$ -	\$1,292	\$2,412
CraftNOW Create	\$3,095	\$2,871	\$2,264
Symposium	\$1,500	\$750	\$7,342
Film Screening	\$ -	\$1,237	\$0
<i>Other Operating Expenses</i>			
Fiscal Sponsor Fees	\$ -	\$ -	\$ -
Miscellaneous	\$2,259	\$5,236	\$4,862
<i>Craft Capital Publication Costs</i>			\$46,352
<i>Fundraising Event Production Costs</i>	\$5,678	\$9,507	\$18,712
TOTAL EXPENSES & OUTFLOWS	\$77,469	\$92,888	\$183,002
<i>Reserved for Publication Costs</i>		\$44,650	
ENDING UNRESTRICTED BALANCE	\$15,157	\$25,074	\$43,528

CraftNOW was able to raise \$156,806 for its general operations in 2019 compared to \$102,805 in 2018, a considerable revenue increase of 35%. Over the last five years, the leadership of CraftNOW has made efforts to develop a rhythm in its strategies to support the annual programming series through fundraising activity. Through direct mail and online solicitations, we asked our community to contribute to an inaugural annual fund. This was the first non-event or project-based giving campaign, and it successfully yielded \$14,000 in new revenue. Additionally, CraftNOW received a Philadelphia Cultural Fund award for the first time in the amount of \$9,023, which was reinvested in the research for *The Social and Economic Benefits of the Craft and Maker Sector in Philadelphia: A Preliminary Analysis* undertaken with Econsult Solutions.

Everyone on the CraftNOW Board of Overseers contributes annually and continues to add to the momentum of the organization. This is evidenced by their financial contributions totaling 20% of the total funds raised for the year (excluding special event support). Since the founding of CraftNOW, the Women's Committee of the Philadelphia Museum of Art has dedicated \$5,000 a year. Further financial support from the American Craft Council and Rago Auction, combined with the generous support of Jane C. Davis and Sherry and Brian Effron, provided for a distinctive itinerary of Fall programs to mark CraftNOW's five-year history.

Special grant funding from The Center for American Art of the Philadelphia Museum of Art enabled CraftNOW to bring the symposium to the doorstep of the PMA Craft Show. Staging the symposium nearby at the Pennsylvania Academy of the Fine Arts generated a new, synergistic relationship between our audience of academics, patrons, and makers; the 195 fine craft vendors set up inside the Convention Center; and PMA Craft Show attendees.

CraftNOW continued to stage unique events to educate and expose patrons to innovation and the extraordinary. In the spring, noted collector Victor Keen hosted a CraftNOW fundraising event in his prized Bethany Mission Gallery. This event was soon followed by a private tour of the BDDW manufacturing space where Tyler Hayes described his creative and business practices with a small group of CraftNOW stakeholders.



Image Left: Victor Keen (right) speaking about his collection at Bethany Mission Gallery
Image Right: Tyler Hays (left) describes his process at a worktable in BDDW's North Philadelphia manufacturing space



CraftNOW's main fundraising event was held on September 26th at The Deacon, which was previously home to the First African Baptist Church – a congregation rich in history. The original stained glass windows were preserved along with other fine details of the architecture by owners Everett and Valerie Abitbol. Thoughtfully designed with handcrafted pieces commissioned to help tell its story, The Deacon was just starting to open its doors as a unique boutique hotel and event space this past Fall.

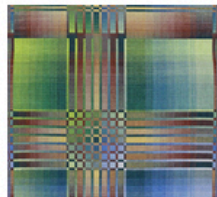
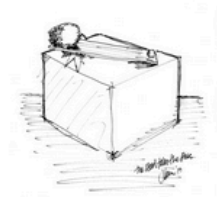
Moore Brothers Wine Company was onsite conducting a wine tasting one-on-one with guests while Manatawny Still Works presented their small-batch spirits, which are handcrafted locally in the northwestern suburbs.



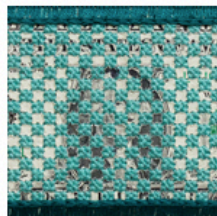
Suited to the ambitious plans of honoring Philadelphia as a *Craft Capital* throughout the year, craft artists and makers from around Philadelphia were invited to create a special piece that would be donated to our auction. Spearheaded by CraftNOW Vice President Elissa Topol, this effort was complemented by the curatorial efforts of Barbara Harberger who continues to serve as a trusted advisor for the raffle and auction each year.



B D D W



Stacy Lee Webber



edge
wood
made



Auction and Raffle Contributors

William Alburger
BDDW
Lynne Berman
Anna Boothe
Carol Cole
Marla Duran
East Falls Glassworks
Edgewood Made
Maria Eife
Fabric Workshop and Museum
FordForlano
Forge and Finish
Furniture from the Barn
Diane Koppisch Hricko
Bob Ingram
InLiquid
Carol Klein
Mi-Kyoung Lee
Madalynne Intimates
Roberta Massuch
Rod McCormick
John McFadden
Nancy Middlebrook
Don Miller
Claudia Mills
Warren Muller
NextFab
Philadelphia Museum of Art
Contemporary Craft Show
K Riley
Lincoln Seitzman
Bradford Smith
Chris Storb
Joy Stemper
Marianne Tebbens
Stacey Lee Webber
Wellnest
Wharton Esherick Museum
John Wind
Isaiah Zagar



Top Left to Right: CraftNOW fundraiser at The Deacon; Lisa Roberts and Barbara Adams
 Middle Left to Right: Owner of The Deacon Everett Abitbol with President of CraftNOW Clara Hollander; CraftNOW
 Board Members Julie Siglin, Brenton McCloskey, Emily Zilber, and Executive Director Leila Cartier
 Bottom Left to Right: Barbara Harberger and Rebecca O'Leary; Carol Klein, Ruth Snyderman, and RJ Thornburg
 Event Photography by Philly Chit Chat

In addition to financial donations, CraftNOW receives significant in-kind contributions each year from partner organizations and generous individuals. For five years and counting, The Kimmel Center for the Performing Arts has donated use of the Commonwealth Plaza for CraftNOW Create. The Advancement Office of University of the Arts provides invaluable services to CraftNOW as fiscal sponsor on a pro-bono basis with the added benefit of their camaraderie as loyal colleagues and collaborators. CraftNOW reasonably estimates the total value of in-kind goods and services contributed to be near \$75,000 in 2019.

CraftNOW's 2019 Leadership

CraftNOW's Board of Overseers is comprised of individuals who are dedicated to raising the profile of craft in Philadelphia and promoting hands-on activity for bolstering quality of life for all Philadelphians. Over the last several years, CraftNOW has grown from a small group of individuals into a formalized organization with 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*

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 – Independent Curator and Consultant

Jennifer Zwilling – Curator of Artistic Programs, The Clay Studio

*Non-voting

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.

Envisioning the Future of CraftNOW

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, prolong their stay and generate 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.

The *Craft Capital* annual programming, book project, and hosting the American Craft Council conference were planned over the course of 2018 and required additional fundraising in 2018, which translated into increased spending and additional project management in 2019. CraftNOW continues to invest time and research for future productivity in 2020 and beyond. The Society of North American Goldsmiths will be working with CraftNOW during the development of their May 2020 conference in Philadelphia *From Grit to Gold*. Leila Cartier, Executive Director for CraftNOW Philadelphia, has been invited to present a talk entitled *Working with Opportunities Instead of Objects* and identify the history, vision, and recent projects of this young and innovative organization. CraftNOW is also partnering with FAIMER (The Foundation for Advancement of International Medical Education and Research) on a Global Health Matters symposium in 2020 encouraging medical professionals working in the field to utilize the arts to inform their therapeutic and healing strategies. Based on the discussion and enthusiasm generated at the Economic Roundtable in November 2019, CraftNOW leadership is currently exploring the development of a Craft Business Accelerator to launch in 2021.

CraftNOW believes craft can serve as a vehicle for personal and cultural empowerment. As discussed in the text *Craft for America* by Jo Lauria and Steve Fenton, for underrepresented populations – including women, African Americans, immigrants, and those in communities with low employment – craft has always been accessible to help individuals and communities survive and ultimately achieve economic independence.

Having completed a fifth year of programming, CraftNOW remains devoted to establishing these connections and amplifying Philadelphia's collective voice as an urban destination for craft nationally and internationally.

CraftNOW wishes to extend its sincere gratitude for all of the 2019 donors and partners that have been central to the success of this important initiative.