



2020 Annual Report summarizing the programs of



Graphic Recording by Terry LaBan of the Global Health Matters Forum on March 25, 2020
Co-Hosted by CraftNOW and the Foundation for Advancement of International Medical Education and Research

With Gratitude to Our 2020 Contributors*

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*Gifts recorded by December 31, 2020

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CraftNOW Philadelphia is made possible through a collaborative partnership with University of the Arts serving as our fiscal sponsor.

Philadelphia's Cultures of Making in 2020

Anticipating a full year of diverse activities, CraftNOW's programming committee borrowed the annual theme from *Craft Capital: Philadelphia's Cultures of Making*, our second book scheduled to debut in Schiffer Publishing's Spring 2020 global portfolio. A broad theme like *Cultures of Making* inspired consideration for the ways community, activism, research, and connection can develop out of craft practices throughout Philadelphia and beyond.

When the City of Philadelphia announced the first closure of non-essential businesses on March 16, CraftNOW and the Foundation for Advancement of International Medical Education and Research (FAIMER) were less than two weeks away from our March 25 in-person Global Health Matters Forum. Hosting the symposium at the Pennsylvania Academy of the Fine Arts as planned was no longer possible. Together we quickly modified the platform to become virtual rather than cancel, so that all could attend safely amid the escalating COVID-19 outbreak.

During the Global Health Matters Forum, representatives from Philadelphia's craft community brainstormed with medical educators and physicians from over twenty countries including Indonesia, Saudi Arabia, South Africa, and Mexico to name a few. These distinct communities were confronting the same global crisis. The forum focused on the use of creativity to overcome physical distance and isolation especially with regards to education. Many participants expressed it was their first experience using Zoom video conferencing, which would eventually become the ubiquitous tool for communicating and delivering programming during quarantine.



Available on our website at <https://www.craftnowphila.org/health/> are the PowerPoint presentations and Vimeo recordings of the keynote speakers Rachel Brandoff and Diana Nicholas with the graphic recordings of artist Terry LaBan shown above.

By the end of the Forum, participants were able to:

- Use interdisciplinary dialogue to activate a generative mindset;
- Identify skills and opportunities that health practitioners and the arts can share; and
- Apply concepts of creativity to innovation and the healing arts.

Craft Responds in an Ever-Changing Environment

CraftNOW and its partners focused efforts on adapting and worked to ensure the craft community remained intact beyond this time of intense crisis. The 50th anniversary Society of North American Goldsmiths conference that CraftNOW was helping to organize for late-May 2020 was postponed indefinitely. The possibility of hosting an in-person book launch for *Craft Capital* was shelved. Our community of makers were called upon to help with creating personal protective wear with their sewing machines and 3D printers. Our network of nonprofits continued to serve patrons by generating free online content for educational and emotional support.

New opportunities to support and engage with audiences would emerge as events unfolded in the spring and summer. To start, CraftNOW created a shortlist of online resources targeting members of our sector with links to applications for financial relief, support guides for small businesses, and responses from the nonprofit community.

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

Our network of museums and galleries needed a collaborative virtual platform to showcase the artists and exhibitions that had been planned for the Spring. CraftNOW became the hosting partner for *The First Friday Preview*, which began with Manatawny Still Works crafting a cocktail with their small-batch local spirits. Although First Fridays were an Old City tradition, the virtual platform enabled participants and audiences to join this intimate preview and conversation from anywhere. Participating organizations included Bertrand Productions, The Clay Studio, The Center for Art in Wood, DaVinci Art Alliance, Galerie Marie, InLiquid, Michener Art Museum, NextFab, Past Present Projects, Paradigm Gallery, Pentimenti Gallery, Philadelphia Museum of Art, University of the Arts, Wharton Esherick Museum, and YOWIE.

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



CRAFTNOW PHILADELPHIA CRAFT BUSINESS SURVEY

Quantify. Identify. Advocate.



#craftnowphl

This *Craft Business Survey* was launched over the summer, having retained Andrew Dahlgren and Heather Holiday to help CraftNOW identify business services that would assist Philadelphia’s craft and makers sector. This work grew out of the 2019 Economic Development Roundtable discussions where Dahlgren presented, drawing upon his experience with initiatives that engage, organize, and bring attention to making communities. Correspondingly, Holiday is an active member of the Philly maker and slow fashion community and forges close relationships with local artisans and entrepreneurs. The questions in our survey aimed to –

- Quantify Philadelphia’s craft business and small-batch manufacturing sector
- Identify existing support programs that can serve makers
- Advocate for the development of new services that will support and grow this network

Their research included 145 survey respondents, four group discussions with 19 participants, six interviews with local branding initiatives in other major cities, 10 individual artisan interviews, and 10 interviews with individuals who work in Philadelphia institutions that in some way support the business of craft.

Characteristics of Artisanal Manufacturers

- Company owned by skilled individual(s)
- Combine production, design, business, and training
- Small company (1 to 30) employing skilled workers
- Diverse set of talents under one roof
- Focused on high quality, diverse products
- Produce their own designs, create custom versions of their designs and produce other people’s designs
- Work in small batches and small runs, often doing custom and one-off work as well
- Focused on ongoing innovation
- Businesses collaborate to meet demand
- Sales are regional, national, and or global
- Utilize triple bottom line and impact business models
- Depend on multiple markets (customer groups and sales strategies)



This page describing “Characteristics of Artisanal Manufacturers” is from Dahlgren-Holiday’s final report *Philadelphia’s Artisanal Economy*, where they listed 33 potential options for economic development programs that would support the city’s craft sector. From these, CraftNOW ranked the top six programs based on their consistency with our mission and scalability to the artisan sector, and will begin implementation in 2021:

- Resource Mapping of the retail, gallery, and collector network in region and beyond
- Developing an Artisan Database to inventory artisans in the region
- Artisan Workshops on business skills
- Resource Mapping of existing providers of technical assistance and professional services
- Digital programming featuring artisans sharing stories of working in Philadelphia
- Identifying procurement opportunities with developers, designers, and architects

Also in the summer, CraftNOW connected with the City of Philadelphia's Department of Parks and Recreation as they were looking to enhance their Playstreets program. Playstreets extends out into all Philadelphia neighborhoods and is designed to create safe spaces for play during the summer enhanced by meal delivery as well as physical and educational activities. Seen here is an activity led by our partners at the American Swedish Historical Museum introducing the Viking runestones and alphabet using clay while playing with traditional costuming on a Playstreet in Southwest Philadelphia. Further detail on this innovative program is provided under *CraftNOW Create*, below.



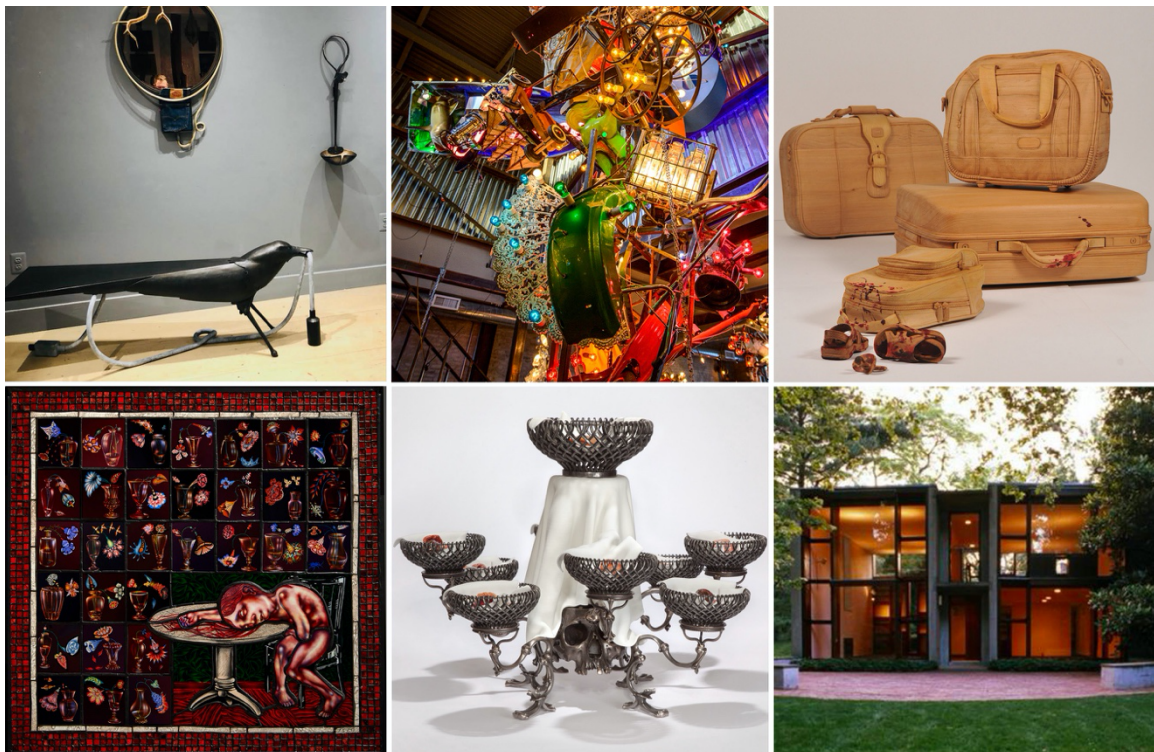
With travel cancelled for many, the James Renwick Alliance headquartered in Washington DC approached CraftNOW to partner on a new kind of virtual tour of our *Craft Capital*. The unique experience featured some of Philadelphia's most important craft destinations and influencers. Guests were invited to converse with presenters midway through the online program.



The afternoon itinerary included:

- An insider's view of several **private collections** including works by Robert Arneson, Ruth Duckworth, Wharton Esherick, Wayne Higby, Michael Hurwitz, Mi-Kyoung Lee, Roberto Lugo, George Nakashima, and Robert Winokur.

- **The Clay Studio's** (and CraftNOW Board member) Jennifer Zwilling, Curator of Artistic Programs, presented the history of craft in Philadelphia from 1876 to today, weaving in the 46-year history of The Clay Studio and introducing plans for their new facility currently under construction.
- **The Center for Art in Wood** presented *Humaira Abid: Searching for Home* with the curator and Center's Artistic Director (and CraftNOW Board member) Jennifer-Navva Milliken.
- **Gravers Lane Gallery** toured the new exhibition for metalsmith John J. Rais and issued a discount for tour attendees made exclusively for this event.
- A visit to the South Philadelphia studio of world-renowned stained glass artist **Judith Schaechter** included a discussion of her recent transition away from human figures toward the ornamental.
- Emily Zilber, Director of Curatorial Affairs at **Wharton Esherick Museum** (and CraftNOW Board member), invited us into the home of Paul Savidge and Dan Macey, owners of the Louis Kahn Esherick House.
- Attendees eavesdropped on a conversation between Elisabeth Agro, **Philadelphia Museum of Art's** Curator of Contemporary Craft and Decorative Arts, and **Doug Bucci**, renowned Jeweler and Professor of Metal/Jewelry/CAD-CAM at Tyler School of Art.
- **Warren Muller** at **Bahdeebahdu** concluded the tour with an insider's view of his recent exhibition at **Philadelphia's Magic Gardens** with director Emily Smith.



Top Left to Right: Installation of John J. Rais at Gravers Lane Gallery; A light sculpture by Warren Muller at Bahdeebahdu; *Searching for Home* by Humara Abid at The Center for Art in Wood
 Bottom Left to Right: *The Florist* by stained glass artist Judith Schaechter; *Sweetmeat* by Doug Bucci in 3D printed steel; the Louis Kahn Esherick House

November is CraftMONTH in Philadelphia

The origins of CraftNOW's mission center around the Philadelphia Museum of Art Contemporary Craft Show held each November. In 2020, the PMA Craft Show was hosted entirely online with artists receiving 100% of their sales. The first-ever Online Preview November 5th kicked off the November 6 - 8 event filled with virtual studio visits, artist talks, and opportunities to shop for unique works by premier artists from all over the country. CraftNOW's work building partnerships throughout the year culminates in November as CraftMONTH - a monthlong citywide campaign acknowledged with a mayoral proclamation where organizations create a portfolio of collaborative programs around a common theme which CraftNOW promotes and markets, further amplifying the activity generated by the PMA Craft Show.

Cultures of Making Exhibition Series

Over the last six years, CraftNOW has highlighted exhibits on view in November related to our annual theme and generated a printed brochure with a map to encourage the exploration of craft around the city and in the region. In 2020, the exhibition venues listed on our website were in varying stages of scheduling due to the outbreak of COVID-19. Even if they did not have a new exhibition, we continued to list past exhibition partners so that visitors could click to learn about how museums and galleries were being impacted and remaining dedicated to their programming. * An asterisk indicates new exhibitions in 2020.

- **Our Say in Clay*, Artspace 1241 at 1241 Carpenter Studios
- **No Fair*, Bertrand Productions
- **allTURNatives*, The Center for Art in Wood
- Center for Emerging Visual Artists
- Cherry Street Pier
- **Using the Sun to Find North: Lisa Naples*, The Clay Studio
- **Samara Golden: Upstairs at Steve's*, Fabric Workshop and Museum
- The Galleries at Moore
- **Doug Herren: Chroma Structure*, Gravers Lane Gallery
- **Emily Richardson's This Moment: New Fiber Works*, Gross McCleaf Gallery
- **Time Unbound*, InLiquid
- National Liberty Museum
- **Seth Clark and The Jaunt Chicago*, Paradigm Gallery + Studio
- **John Preus: On Patriotism and Oikophobia*, Pentimenti Gallery
- Philadelphia Dumpster Divers
- Philadelphia Museum of Art
- Philadelphia's Magic Gardens
- **Taro Yaguchi, Kambel Smith, Hope Hummingbird, Natalie Flor Negron, and Ambrella*, PHL Art at the Airport
- **Innovation in Fiber with Tsinghua University Beijing*, University of the Arts
- Wayne Art Center
- Wexler Gallery
- Wharton Esherick Museum

CraftNOW's Annual Symposium

CraftNOW's 2020 symposium *Cultures of Making* examined the many ways community, activism, research, and connection develop out of collaborative craft practices ranging from the neighborhoods of Philadelphia to the Santa Clara Pueblo and beyond. Keynote speakers **Vashti DuBois**, Executive Director of The Colored Girls Museum in Philadelphia, and **Hinda Mandell**, editor of *Crafting Dissent: Handicraft as Protest from the American Revolution to the Pussyhats*, were central to each day's conversation as we talked and thought about the role of craft as a tool for provocation and exchange, especially in this heightened time of social unrest.

Flanking the United States presidential election, this symposium was scheduled for Friday, October 30 and Friday, November 6, 2020. The sessions were organized in collaboration with the Philadelphia Museum of Art and underwritten by Techné, the museum's affinity group exploring and celebrating international craft.



Left: Vashti DuBois is Executive Director of The Colored Girls Museum launched in 2015 to honor the stories, experiences, and history of Colored Girls of the African diaspora. It is the first institution of its kind, offering visitors a multi-disciplinary experience of memoir, in all its variety, in a residential space.

Right: Hinda Mandell is an associate professor in the Rochester Institute of Technology School of Communication. Since 2018, her research has focused on the intersection of craft and political events, examining craft as a gendered communication tool that can subvert the social order.

Friday, October 30, 2020

Vessel and Vehicle: Curator of the Fabric Workshop and Museum Karen Patterson with Upcoming Artist-in-Residence Rose B Simpson

With an interdisciplinary practice that includes ceramic sculpture, metalwork, fashion, performance, music, custom cars, and writing, Rose B Simpson considers ideas of vessel and vehicle, literally and poetically. As an incoming FWM Artist-In-Residence, Simpson discussed with FWM Curator Karen Patterson what she is hoping to learn from communities both in Santa Clara Pueblo and Philadelphia as she embarks on her two-year program.

Crafting Dissent: Keynote Speaker Hinda Mandell with Panelists Diane Ivey, Claudia Carpenter, Karen Hampton, Betsy Hawley, Yu Ra Kim, Felicity Lufkin, Tal Fitzpatrick, and Sara Trail

Crafting Dissent keynote and panel with Hinda Mandell celebrates the power of craft as a change-agent, an expressive form of media and as a political tool. The panel consisted of many other contributors to the book *Crafting Dissent*, and makers whose work challenges social structures and explores the following questions among others: Why do people choose craft as a means to channel their activism? Can craft as activism actually move the needle forward on social progress?

Friday, November 6, 2020

Crafting Public Ritual: Keynote by Vashti DuBois of The Colored Girls Museum

In this keynote *Crafting Public Ritual*, DuBois invited us to imagine and re-imagine the alchemy of craft:

Its politics

Its poetry

and its purpose to all of us at a time like this.

What happens when crafting is a verb, as it is at The Colored Girls Museum?

Exploration, Experimentation, Collaboration: 25 Years of the Windgate International Residency Program

This discussion was led by The Center for Art in Wood's Artistic Director Navva Milliken with residency fellows Max Brosi, Stefano Catalani, Vivian Chiu, and Betty Scarpino. Founded in 1995, the Windgate International Turning Exchange (ITE) is a uniquely collaborative arts residency program. For two summer months, artists and researchers from around the world live, work, ideate, and create together in the clamorous center of Philadelphia.

On Patriotism and Oikophobia: John Preus with Christine Pfister of Pentimenti Gallery

On view at Pentimenti Gallery in Philadelphia, John Preus's work focuses on the relationship between the material and the social, and how the objects that surround us obscure and reveal our histories. Preus has been working with a warehouse of materials collected from closed Chicago public schools as a way to entangle the mundane and domestic with the more abstract relationships we have to strangers through politics and social policy.

Even though CraftNOW organizers had been looking forward to the prospect of staging the symposium in the Perelman Building auditorium at the Philadelphia Museum of Art, we were able to capture nearly 500 registrants by hosting the symposium entirely online. Added benefits included an expanded geographic reach with reduced carbon footprint not only for the audience members signing on but for the panelists who were able to participate. Speakers from Philadelphia were joined by colleagues in New York, Boston, Chicago, and the Santa Clara Pueblo plus Tal Fitzpatrick signed on in the middle of the night from Australia and Max Brosi video-conferenced in from Ireland.

CraftNOW Create

This year CraftNOW Create became Philadelphia's largest free art class! The Joseph Robert Foundation supported the reimagining of this annual program with its first grant to our organization. For its first six years, CraftNOW Create could be found taking over the Commonwealth Plaza in partnership with the Kimmel Center for the Performing Arts. With the Kimmel Center closed through the end of 2020, the opportunity allowed us to expand our audience out into neighborhoods all over the city.



Pictured above are snapshots of the individual projects and 500 take-home kits we put together, which were bags filled with seven unique craft activities ideal for elementary-age school children. These were made available for pick-up at sixteen unique locations illustrated by the map on our website, which included partner galleries, retailers, schools, and community centers. Once kits were no longer available, parents and students could visit a link on our website for a listing all of the materials needed to follow along during the virtual program, most of which could be found around the home. <https://www.craftnowphila.org/createlist/>



On Saturday, November 7th, we hosted an online virtual party with instructions and storytelling for nearly 200 registrants. The instructional clips remained available at this link on our website because we hoped students would want to spend more time with each project after learning the different techniques. <https://www.craftnowphila.org/craftnowcreate/>. The participating craft organizations and their activities were:

American Swedish Historical Museum, *Holiday Gnome*

Learn about Swedish holiday traditions by making your own felt Tomten gnome

The Center for Art in Wood, *Butterflies and Dragonflies*

Craft takes flight with these wooden sculptures made from clothespins, wooden sticks, markers and more

The Clay Studio, *Pinch Pot Animal Heads*

Discover the basics of hand-building with air-dry clay while making a wild portrait of your favorite animal

Fabric Workshop + Museum, *Kite Making*

Local artist and kite maker Alice Thompson created her print *Brick Atmosphere*, which will be brought to life through sound, gesture, and play using these kites

Philadelphia's Magic Gardens, *Mini Tile Making*

Make your very own tile like Philadelphia's mosaic artist Isaiah Zagar

The University of the Arts, *Puppet Building*

Put together your own puppet using paper and buttons or build your own unique character with the materials provided

Wild Hand, *Felted Soaps*

Find a bar of soap and wrap with the felted material in the kits to create a fun and squishy lather

CraftNOW would like thank our partners at the following distribution sites for volunteering to help us reach young crafters amid the pandemic:

Al-Aqsa Islamic Society, 1501 North Germantown Ave, Philadelphia
American Swedish Historical Center, 1900 Pattison Avenue, Philadelphia
Bache-Martin Elementary School, 2201 Brown Street, Philadelphia
The Clay Studio, 139 N 2nd Street, Philadelphia
The Center for Art in Wood, 141 N 3rd Street, Philadelphia
Cobbs Creek Recreation Center, 280 Cobbs Creek Parkway, Philadelphia
East Passyunk Recreation Center, 1025 Mifflin Street, Philadelphia
Fabric Workshop and Museum, 1214 Arch Street, Philadelphia
Galerie Marie, 709 Haddon Avenue, Collingswood, New Jersey
InLiquid, 1400 N American Street, Philadelphia
James L. Wight Recreation Center, 3320 Haverford Avenue, Philadelphia
Philadelphia's Magic Gardens, 1020 South Street, Philadelphia
Southeast x Southeast – Mural Arts, 2106 South 8th Street, Philadelphia
Village of Arts and Humanities, 2544 Germantown Avenue, Philadelphia
Wharton Square Recreation Center, 2300 Wharton Street, Philadelphia
Wild Hand, 606 Carpenter Lane, Philadelphia

CraftNOW leadership works with partners on other opportunities throughout the year in advance and as part of CraftMONTH in November. In 2020, CraftNOW's Executive Director Leila Cartier contributed to several activities not previously mentioned -

- Juror, *Small Favors*, The Clay Studio, February 2020
- Presenter, *Object Lesson: Norm Sartorius*, The Center for Art in Wood, September 2020
- Juror, *Inaugural Winter Residency Fellowship*, The Center for Art in Wood and NextFab, October 2020
- Moderator, *Distinguished Educators Symposium Honoring Syd Carpenter, Warren Seelig, Sondra Sherman, and Craft in America*, James Renwick Society, October 2020
- Juror, *Wind Fellowship and Scholarship*, InLiquid, December 2020
- Presenter, *Lunch and Learn*, The Clay Studio, November 2020

CraftNOW was very fortunate to have support from the following sponsors in 2020. Financial and promotional support from the Drexel University Lenfest Center for Cultural Partnerships, James Renwick Alliance, Joseph Robert Foundation, Philadelphia Cultural Fund, Rago Auction as well as Techné and the Women's Committee of the Philadelphia Museum of Art helped CraftNOW continue to expand programming and reach new audiences. Emergency funding from the City of Philadelphia's Office of the Arts, Culture and the Creative Economy, Greater Philadelphia Cultural Alliance, and Philadelphia Cultural Fund was also distributed. Other notable contributors include

CraftNOW's Board of Overseers

Jane Davis

Poor Richard's Charitable Trust



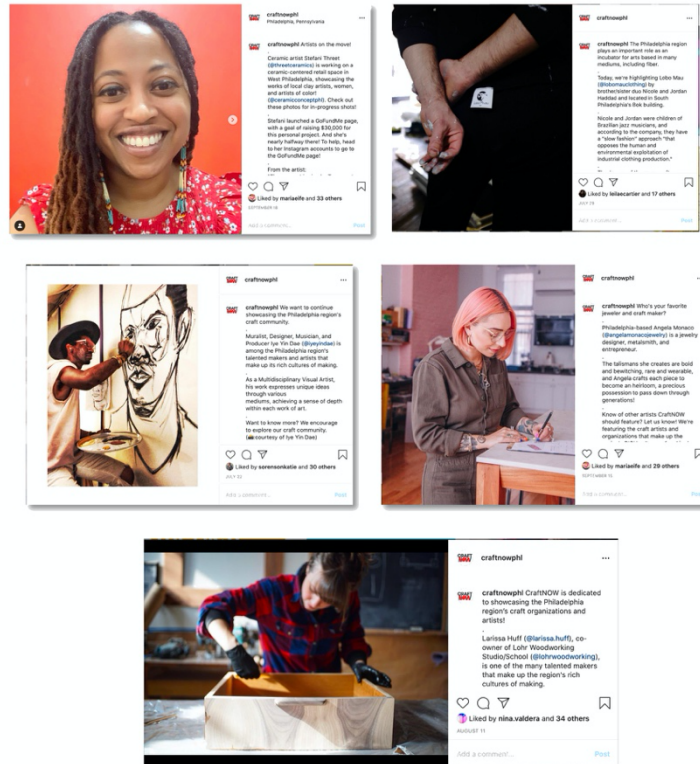
Marketing and Media

The team at En Route Marketing is central to CraftNOW's messaging, helping to amplify who the organization is, what it does, its impact on the region, and the value of its work and achievements to the largest possible audience. In 2020 En Route's goal was to highlight the 2020 theme *Cultures of Making* by showcasing Philadelphia's craft institutions and communities, yet with a greater focus on individual artists and makers than ever before.

SOCIAL MEDIA

En Route reached out to craft artists and makers to generate a social media campaign that focused on their high quality work and the rich story behind Philadelphia's *Cultures of Making*.

- Ceramic artist Stefani Threet
- Textile artists Nicole and Jordan Haddad of Lobo Mau Clothing
- Muralist, designer, musician, and producer Iye Yin Dae
- Jewelry maker Angela Monaco
- Woodworker Larissa Huff



Highlights from the year's marketing and public relations outreach included features for CraftNOW in *The Philadelphia Inquirer*, *Philadelphia Magazine*, *Philadelphia Weekly*, and an interview on FOX29 among others. En Route launched a YouTube channel to archive all sessions from the *Cultures of Making* Symposium, CraftNOW Create, and the First Friday Previews. Developing new content for the website aimed to optimize our appearance in search engines. Masters Group Design helped to produce the visuals for advertising CraftNOW's programs.

Compared to 2019, www.craftnowphila.org saw a 7% increase in direct traffic and a 49% increase in social media traffic. Our Instagram @CraftNOWPHL saw the greatest increase in new followers, up 18%. The *Cultures of Making* Symposium was featured in a full-page ad in *American Craft* magazine's October/November issue and was highlighted in Freeman's fall magazine published in September. In total, CraftNOW worked with En Route to look for opportunities to reach audiences in new geographic and demographic markets and even beyond the craft community, since our virtual programming was not limited by space and location.

Fundraising, Engagement and Financial Results

Shown below is an unaudited summary of revenues and expenditures for CraftNOW in 2020 alongside comparative results from two previous years.

Note: Shows only direct spending.

Excludes other non-cash contributions and invoices processed after December 31, 2020.

	<u>2018</u>	<u>2019</u>	<u>2020</u>
BEGINNING BALANCE	\$15,157	\$69,724	\$43,528
REVENUES			
<i>Contributed</i>			
Board Member & Founding Orgn.	\$ 25,783	\$ 31,541	\$ 43,264
Women's Committee--PMA	\$ 5,000	\$ 5,000	\$ 500
Individual Contributions (other than Special Event)	\$ 15,000	\$ 15,000	\$ 15,000
<i>Special Project/Book Funding</i>		\$ 2,500	
CFAA PMA	\$ 12,000	\$ 8,500	
Poor Richards Charitable Trust	\$ 10,000	\$ 10,000	\$ 25,000
Joseph Robert Foundation			\$ 4,500
Kimmel Arts Fund	\$ 10,000		
Kimmel Match Opportunity	\$ 12,650	\$ 1,750	
<i>Special Event (Gross)</i>			
Spring Event(s)	\$ 10,760	\$ 6,450	
September Event	\$ 31,854	\$ 43,986	\$ 18,388
Other		\$ 3,090	
<i>Drexel University Lenfest Center</i>			\$ 13,380
<i>Philadelphia Cultural Fund</i>		\$ 9,023	\$ 9,341
<i>GPCA, PCF, OACCE</i>			\$ 1,000
<i>Corporate Sponsorships</i>	\$ 13,000	\$ 5,000	\$ 1,500
<i>Mailings, Appeals, Other</i>	\$ 400	\$ 14,086	\$ 5,236
<i>Ticketed Programs</i>	\$ 1,008	\$ 880	\$ 1,829
Current Year Revenues	\$ 147,455	\$ 156,806	\$ 138,938
COMBINED STARTING BALANCE & REVENUES	\$ 162,612	\$ 226,530	\$ 182,466
EXPENSES			
<i>Staff Costs</i>			
Executive Director Contract Time	\$42,720	\$59,739	\$58,695
Drexel University Co-op			\$6,940
<i>Outside Professional Fees</i>			
Marketing & PR Firm	\$15,000	\$18,600	\$19,100
Paid Advertising, Printing, Etc.	\$9,302	\$9,927	\$743
Editorial & Graphic Design	\$4,405	\$2,665	\$260
Website and Tech	\$568	\$532	\$1,474
<i>Craft NOW Programming</i>			
Economic Development		\$9,595	\$10,000
Tours	\$1,292	\$2,412	\$ -
CraftNOW Create	\$2,871	\$2,264	\$4,500
Symposium	\$750	\$7,342	\$ -
Film Screening	\$1,237	\$ -	\$ -
<i>Other Operating Expenses</i>			
Office Rental			\$9,011
Fiscal Sponsor Fees	\$ -	\$ -	\$ -
Miscellaneous	\$5,236	\$4,862	\$2,843
<i>Craft Capital Publication Costs</i>		\$46,352	
<i>Fundraising Event Production Costs</i>	\$9,507	\$18,712	\$5,197
TOTAL EXPENSES & OUTFLOWS	\$92,888	\$183,002	\$118,763
<i>Reserved for Economic Development</i>			\$15,000
<i>Reserved for Drexel Co-op</i>			\$6,440
<i>Reserved for Publication Costs</i>	\$44,650		
ENDING UNRESTRICTED BALANCE	\$25,074	\$43,528	\$ 42,263

CraftNOW raised \$138,938 for programming and operations in 2020 during an extremely challenging environment for all nonprofits. CraftNOW's Board of Overseers increased its giving 28% demonstrating their commitment to the organization and belief in our mission as vital for a

healthy cultural ecosystem in Philadelphia. \$9,341 from the Philadelphia Cultural Fund arrived in March just before an additional \$1,000 was sent as part of their COVID-19 emergency relief campaign, organized with the Greater Philadelphia Cultural Alliance and the City of Philadelphia's Office of Arts, Culture and the Creative Economy.

A grant from the Joseph Robert Foundation for \$4,500 gave us the flexibility to transform the original CraftNOW Create proposed program from an in-person to virtual event. Drexel University's Lenfest Center for Cultural Partnerships granted \$13,360 for us to hire our first co-op student working fulltime throughout the fall and winter term. A special \$25,000 grant from Poor Richard's Charitable Trust supported the continuation of CraftNOW's economic development research and identifying craft business support systems to implement in Philadelphia.

Programming sponsorships from Rago Auction and the Women's Committee of the Philadelphia Museum of Art were maintained while Techné: Ambassadors for International Craft at the Philadelphia Museum of Art underwrote the CraftNOW symposium via the leadership and collaborative support of Elisabeth Agro, Nancy M. McNeil Curator of American Modern and Contemporary Crafts and Decorative Arts. The ticketed tour with the James Renwick Alliance of Philadelphia's *Craft Capital* generated an additional \$1,829 in revenue.



Online Auction and Virtual Event

Celebrating the Philadelphia
Craft Community



Nina Simone Cup and Mug Pair by Roberto Lugo

AUCTION CLOSES
SATURDAY, NOVEMBER 14, 2020
immediately following our interactive
virtual program featuring artists, curators,
and collectors beginning at **7:00PM**

Register and bid online at
CraftNOW2020.givesmart.com
50% of winning bids to artists

CraftNOW's Fall fundraising event was held on November 14th amidst our annual CraftMONTH celebrations. Our Event Committee met throughout the year to help create a program that would unite and support the exceptional talents of Philadelphia's craft community. The online auction was promoted starting in late October with a 98-page catalogue highlighting the stories of each artist and organization that donated on issuu.com. Auction artist-contributors were invited to retain 50% of their sale, yet many generously chose to donate their contribution in full.



Judith Schaechter



Don Miller



Roberto Lugo | Wexler
Gallery



Garden Dinner for Two
with Helen Drutt



Stacey Lee Webber



Isaiah Zagar



Nakashima | Moderne
Gallery



The Deacon



Lauren Mabry | Pentimenti
Gallery

CraftNOW is thankful to all of the artists and individuals listed here who donated their pieces
and time in support of the event:

Valerie and Everett Abitbol | Robert and Joshua Aibel | Harry Anderson
Bertrand Productions | The Center for Art in Wood | Claire Oliver Gallery
The Clay Studio | The Deacon | Di Bruno Bros. | Helen Williams Drutt Family Collection
Edgewood Made | Maria Eife | Eye's Gallery | Fabric Workshop and Museum
Ford/Forlano | Gravers Lane Gallery | Joshua Hebbert | Bob Ingram | InLiquid
Estate of Ron Kent | Carol Klein | Ann Lagos | Tina and Albert LeCoff | Mi-Kyoung Lee
Joseph Leroux | Roberto Lugo | Lauren Mabry | Roberta Massuch | Rod McCormick
Don Miller | Claudia Mills Studio | Moderne Gallery | Moore Brothers Wine Company
NextFab | Pentimenti Gallery | Philadelphia's Magic Gardens
REALM Fine + Fashion Jewelry | K. Riley | Marian Robinson | Judith Schaechter
Marjorie Simon | Lawrence Spitz | Students of UArts Craft + Material Studies
Marianne Tebbens | Vetro Vero | Stacey Lee Webber | Wexler Gallery
Wharton Esherick Museum | John Wind Jewelry | Wire2Wear
Paula and Robert Winokur Estate | Julia and Isaiah Zagar

The evening of November 14 CraftNOW closed the auction with a casual virtual gathering filled with scholarly information as well as entertaining surprises! Glenn Adamson, editor of *Craft Capital: Philadelphia's Cultures of Making*, hosted a conversation with Dan Saal and Erika Brask of Wonderfull Design about their design and development of the book, a craft masterpiece in its own right. Suzanne Peurralt and David Rago from Rago Auctions spoke to the historic quality and value of some of our highlighted auction items. The program concluded with artists and curators sharing humorous and heartfelt limericks to commemorate the 90th birthday of Philadelphia's millinery maestro and craft legend, Helen Drutt:

*There is a chic woman named Helen
Who picked up a crow feather and then
Fixed it on her chapeau
and proclaimed it "Nouveau"
And now crow hats are everyone's yen!*

- Fred Kaplan-Mayer, Jennifer-Navva Milliken, and The Center for Art in Wood



Top Left to Right: Josie Burri, Michelle Millar Fisher, Jennifer Zwilling, Ilene Weiss, Abraham Thomas
Second Row Left to Right: Clara Hollander, Elisabeth Agro, Judith Tannenbaum, Ruth Snyderman, Cierra Frantz and Erik Calvo-Fielding
Third Row Left to Right: Barbara Harberger, Helen Drutt, Don Miller, Patricia Fowler, Matthew Drutt
Bottom Left to Right: Jennifer-Navva Milliken, Leila Cartier, Elizabeth Essner, Tina and Albert LeCoff, Robert Potter and Marianne Tebbens

CraftNOW has leveraged many significant in-kind contributions year after year from partner organizations and generous individuals to establish a firm foundation and dedicate resources to programming. The Advancement Office of University of the Arts continued to advocate for and support CraftNOW as our fiscal sponsor pro-bono throughout 2020. The annual total of all donated professional services including support from University of the Arts, our auction contributions, and many other in-kind gifts extends beyond \$85,000 in value.

Planning for 2021 After a Year Like No Other

The beginning of 2020 marked the completion of five years of programming for CraftNOW, offering an occasion to reflect on our accomplishments and how the organization wishes to grow over the next five years. An ad hoc committee comprised of members from the Board of Overseers was formed to generate a strategic plan to guide future work. To begin, they drafted an outline of our core values:

- Craft is a form of expression, which brings wholeness to people's lives and enriches communities.
- Craft can be seen as a community convener. People from all walks of life, all ethnicities, all age groups, all neighborhoods, and all political viewpoints can find common ground in making things.
- Craft is and should remain a sustainable livelihood for artists and artisans and, as a sector, is worthy of development and promotion.
- Philadelphia has played and continues to play an important role in being a leading center of craft in the United States and has the potential to serve as a model for other cities and regions.

As the year progressed and challenges arose from the pandemic, these core values were a reminder of why the work of CraftNOW is vitally important and how we can positively impact individuals and communities through innovative partnerships and programming.

A second ad hoc committee was formed to develop economic development initiatives for the Board to consider, and review the programmatic opportunities outlined in the report delivered by Heather Holiday and Andrew Dahlgren following their summer research. Each program was evaluated according to a set of criteria such as consistency with mission and scalability for impact to sector. At the end of 2020, the committee proposed CraftNOW move forward with the implementation of the following programs to establish a foundation before moving onto other initiatives on the list:

- Resource Mapping of the retail, gallery, and collector network in region and beyond
- Developing an Artisan Database to inventory artisans in the region
- Artisan Workshops on business skills
- Resource Mapping of existing providers of technical assistance and professional services
- Digital programming featuring artisans sharing stories of working in Philadelphia
- Identifying procurement opportunities with developers, designers, and architects

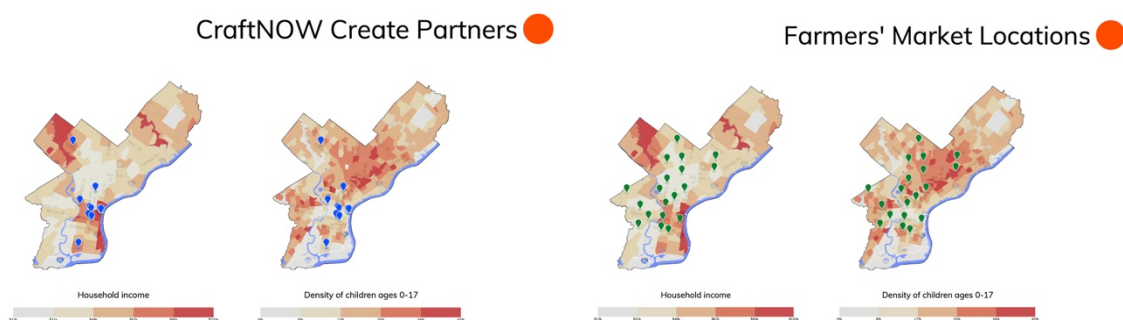
Seeing our website craftnowphila.org as a tool for hosting the resource mapping and assembly of artisan profiles, this work has become a major focus of CraftNOW's first Drexel University Co-op student employee, Cierra Frantz. Cierra is a third year Communications major, accomplished musician, member of a debate team, and arts enthusiast. She joined CraftNOW in September as our *Project Design and Operations Co-op* working closely with the Executive Director and other members of leadership from the organization as it implemented annual programming and designed these new programmatic offerings. An interest in management, small business development, start-ups, and entrepreneurship are included in this arts-focused position.

In addition, a team of Master's students in the University of Pennsylvania's Integrated Product Design program in September selected CraftNOW for a research project on youth education. They were asked to imagine how CraftNOW as an umbrella organization could administer a program targeting underserved, inner-city youth and exposing them to opportunities in craft and making. Their design criteria are outlined below, and their research demonstrated that programming needs to be driven out into the neighborhoods beyond Center City Philadelphia for greater impact.

Design Criteria

- ▶ Leverage **partnerships** and increase **collaboration** within the Philadelphia community
- ▶ Help **grow** the Philadelphia craft and making community by **providing opportunities** in underserved communities
- ▶ Easily **accessible** despite barriers to **cost and transportation**
- ▶ Engages and interests people who have **never been exposed** to crafts and making
- ▶ Provide an important **creative outlet** to children in historically silenced communities
- ▶ Enhance what organizations **already do best**

The students then sought to uncover inexpensive, accessible, and approachable locations in various communities with a greater density of children, such as farmer's market locations shown below, while analyzing the level of support Philadelphia craft organizations would need in order to be able to participate in this program as service providers.



A \$50,000 grant from Poor Richard's Charitable Trust will seed pilot programs for both the economic development and youth education initiatives in 2021 based upon the extensive research conducted throughout 2020. The goal will be to ensure that both current practitioners and the next generation of Philadelphia's makers from increasingly diverse backgrounds uphold our status as the nation's *craft capital*.

CraftNOW's Leadership and Organizational Status

After six years of generous support from University of the Arts serving as CraftNOW's fiscal sponsor, the board concluded that the organization had matured sufficiently to enable it to emerge as an independent 501(c)(3) nonprofit organization. In October, the Board voted to file with the Commonwealth of Pennsylvania to incorporate as a not-for-profit entity, seek an IRS determination letter as a tax-exempt corporation, and upgrade Leila Cartier's position from a part-time consultant to a full-time Executive Director. As a result of this decision, CraftNOW anticipates it will be able to obtain funding from foundations and other, more diverse sources. CraftNOW officially began 2021 as an incorporated entity recognized by the Commonwealth, and we are grateful to University of the Arts for its willingness to continue serving in the interim as our fiscal sponsor until the transition and IRS registration have been completed in the first half of 2021. Concurrent with this transition, CraftNOW elected Elissa Topol to Chair the inaugural fiduciary Board of Directors following and building upon Clara Hollander's six years of dedicated and passionate leadership, dating from the inception of CraftNOW in 2015.

2021 Inaugural Board of Directors

Elissa Topol, Chair – Women's Committee of the Philadelphia Museum of Art
Josie Burri, Vice-Chair – Director of Development, The Shipley School
David Seltzer, Co-Founder and Treasurer – Principal, Mercator Advisors LLC
Clara Hollander, Founding Chair and Secretary – IAPAA

Christina Copeland, Principal, Conserve
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
Mi-Kyoung Lee – Director of Craft and Material Studies, University of the Arts
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

Leila Cartier – Executive Director, CraftNOW Philadelphia

Entering our seventh year of programming, CraftNOW sees the collective work of our partners as critical to getting beyond this pivotal moment in history. The importance of handmade activity was lifesaving and life-altering for many people throughout 2020. Craft could be turned to for protection, community, respite, education, entertainment, therapy, income, activism, and purpose. CraftNOW sincerely appreciates each of our colleagues and supporters listed in this annual report for their role in helping to safeguard — and advance — the future of craft in Philadelphia.