

# 2021 Annual Report summarizing the programs of



Map of Philadelphia generated by Chris Park, Graphic Information Systems Coordinator for Philadelphia's Department of Parks and Recreation, to illustrate the nearly 120 summer camp sites CraftNOW reached in 2021

## With Gratitude to Our 2021 Contributors\*

### \$10,000 +

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Drexel University Lenfest Center for Cultural  
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Pentimenti Gallery  
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Morgan Soulas  
Susan Thompson and Don Miller  
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Caroline Wischmann and David Rasner

John Wind  
Jan Yager  
Rachel Zimmerman and John Boyko  
Jennifer Zwilling

\*Gifts recorded by December 31, 2021

## In-Kind Contributors

Archives of American Art, Smithsonian  
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Jessica Alpern Brown  
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Disability Pride PA  
DiBruno Bros.  
Helen Drutt  
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Maria Eife  
The Enterprise Center  
Eye's Gallery  
Fabric Workshop and Museum  
Ford|Forlano  
Greater Philadelphia Cultural Alliance  
Lou Grotta  
Gravers Lane Gallery  
Marguerita Hagan  
HOT BED Gallery  
Larissa Huff  
Idol Light  
Bob Ingram  
InLiquid  
Sarah Kavage  
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Carol Klein  
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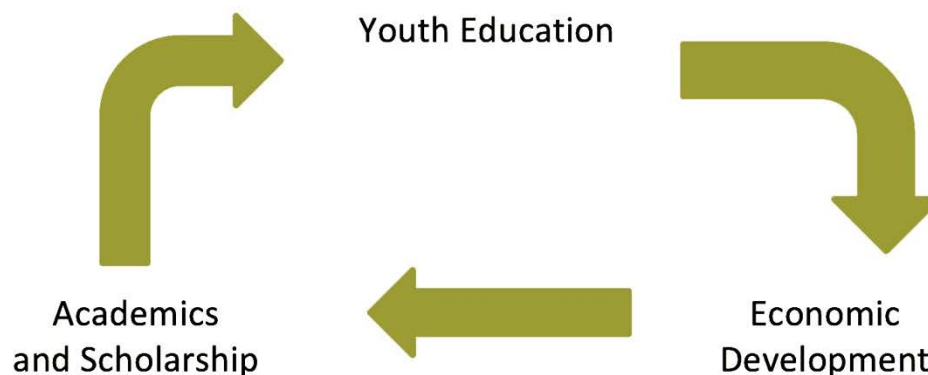
Leeway Foundation  
Lauren Mabry  
Edgewood Made  
Manatawny Still Works  
Roberta Massuch  
Lobo Mau  
Deanna McLaughlin  
Michener Art Museum  
Claudia Mills Studio  
Moore Brothers Wine Company  
Jayden Moore  
The Neon Museum of Philadelphia  
NextFab  
No. 5 Butchie Alley  
Kevin O'Brien Studio  
Past Present Projects  
Pentimenti Gallery  
R & Company  
REALM Fine + Fashion Jewelry  
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Wexler Gallery  
Wharton Esherick Museum  
John Wind Jewelry  
Winterthur Museum, Garden & Library  
Julia and Isaiah Zagar  
Emily Zilber

## Generating Positive *Environmental Effects* in 2021

CraftNOW Philadelphia entered 2021 optimistically and with ambition while staying mindful of the many challenges faced in 2020 and continued uncertainties caused by the ongoing pandemic. Early in the year with guidance from Duane Morris attorneys Eric Hague and Barry Small, CraftNOW filed its application to become an independent 501(c)(3) organization. Throughout this process, University of the Arts remained supportive as our fiscal sponsor until the transition was complete at the end of the year. This filing encouraged several internal goals including the adoption of a new strategic plan, the addition of administrative procedures and consultants to help with bookkeeping, audits, and more, and the introduction of two new committees of the board – Governance and Finance. Moreover, careful attention was given to composing a DEIA (Diversity, Equity, Inclusion, and Access) and Non-Discrimination policy to inform the services we offer and our interactions with the community-at-large. These important inner-facing objectives helped to establish a firm foundation upon which a newly established nonprofit corporation could build.

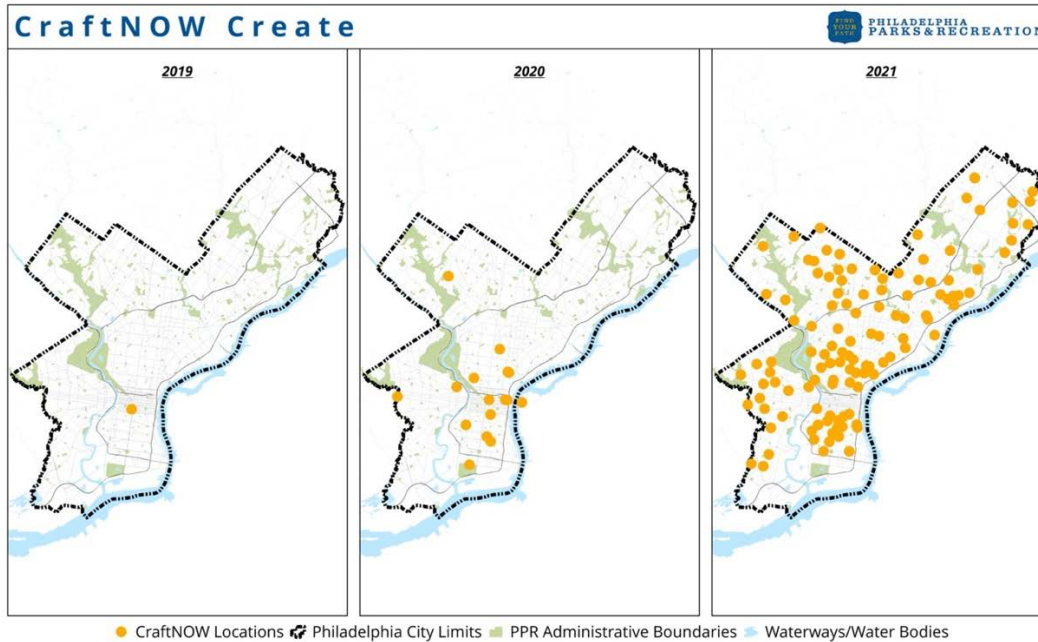
Two new streams of programming were informed by the 2020 research conducted through the University of Pennsylvania’s Integrated Product Design Master’s level course and our *Craft Business Survey* led by Andrew Dahlgren and Heather Holiday. Increasing our activities in youth education and economic development stand to have long-term *Environmental Effects*, our thematic approach for the year named by our Programming Committee early in 2021. This theme was applied to our CraftMONTH activities in November, which examined how communities and interiors shape our experiences when sustainability issues are expressed through craft, and the greater impact of our contemporary material culture.

At CraftNOW, we believe that by presenting opportunities available through craft to young audiences and engaging them with our nonprofit partners, we can inspire future study, introduce rewarding experiences, and promote occupational prospects. This is especially true in critical, underserved areas of the city lacking access to arts programming. These activities can begin to serve as pipelines to the outstanding university-level craft programs offered in the area. From there, skilled professionals can engage with the economic development programming we are generating and the networks CraftNOW cultivates. Matriculation into Philadelphia’s retail, gallery, and museum systems will undoubtedly serve to intensify future contributions and innovations in the field. Ultimately, these organizations are the very ones that help to generate new talent through their educational programming, and thus continuing a healthy and more sustainable ecosystem.



## Philadelphia's Largest Free Art Class

With dedicated financial support from Poor Richard's Charitable Trust and Marcia Docter, CraftNOW Create expanded dramatically in 2021 through a partnership with Philadelphia's Department of Parks and Recreation (PPR). Bill Salvatore, PPR Director of Strategic Development, helped ten CraftNOW partner organizations offer in-person craft activities at twelve unique sites. When combined we reached nearly all 120 summer camps as illustrated on the cover of this 2021 Annual Report. The steady increase in our reach since 2019 is shown in the maps below.



In addition, the Philadelphia Museum of Art provided take-home kits with art supplies and free passes to the museum for each student and their family. Thanks to this collaborative effort, CraftNOW was able to bring the wonder and imagination of the craft studio into every Philadelphia neighborhood.

Education partners and their projects included:

- Al-Bustan Seeds of Culture: *SWANA Art Exploration*
- American Swedish Historical Museum: *Voyaging Vikings*
- Asian Arts Initiative: *Upcycled Structures*
- The Clay Studio: *Claymobile*
- Fabric Workshop and Museum: *Flying Free*
- The Handwork Studio: *Kumihimo*
- Philadelphia's Magic Gardens: *Mosaic Techniques*
- Philadelphia Museum of Art: *Field of Flowers*
- Tyler School of Art and Architecture: *We the Flower Field*
- University of the Arts: *Mini-Tapestry Workshop*

For more detailed descriptions of these projects, visit <https://www.craftnowphila.org/summer-camp/>

According to the surveys sent to our partners and the recreation center site leaders, this program was received with enthusiasm, appreciation, and all-around remarks wishing for the program to return next year. Nearly 60% of the recreation centers said their sites were not offering other arts and crafts

programming at the time of the survey. As a result, CraftNOW intends to expand the depth of the program by offering week-long “immersives” in selected locations to augment our summer camp program in 2022.

[Please take a few minutes to enjoy this video documentation by Beau Monde Productions captured at Jerome Brown Playground and Hawthorne Cultural Center.](#)



Clockwise from top left: Photos submitted by Fabric Workshop and Museum; The Handwork Studio; Tyler School of Art and Architecture; Philadelphia’s Magic Gardens; Al-Bustan Seeds of Culture; and American Swedish Historical Museum

## Launching *CraftECON*

Also new in 2021, we officially launched *CraftECON*, a comprehensive series of programs focused on economic opportunity through craft. Building from our [study in 2019](#) and [survey in 2020](#), CraftNOW is utilizing resources and networks to implement programs that further advance the local craft, maker, and small batch manufacturing industries in Philadelphia. These programs unite creative businesses, increase the economic impact of the artisanal sector, and support policies that encourage investment in the field.

As part of this process, CraftNOW entered a yearlong consultation with Adam Kenney and his team at the Creative Business Accelerator in Pittsburgh along with Robert Burack of Brocade Studios. They helped advise our implementation strategy by focusing on key activities, measurable goals, and a working timeline during our biweekly calls. CraftNOW set out to establish new partnerships and generated monthly newsletters with opportunities for makers to access space, capital, peers, markets, and guidance. Ongoing data entry in the Impact Management System (IMS) will help track our progress in the coming year. Plus, the design of several other new programs confirmed the value of CraftNOW's role as a vital intermediary for creative entrepreneurs. CraftNOW in collaboration with the Creative Business Accelerator and Pennsylvania Council on the Arts launched the Keystone Alliance for Creative Economies (KACE, formerly KACEE). It is the first-of-its-kind statewide initiative that will share systems and best practices among organizations throughout Pennsylvania working to support artisanal businesses.



Image courtesy of [Nick Lenker](#)

Our *CraftECON* research and programming is available for free through our website [www.craftnowphila.org/craftecon/](http://www.craftnowphila.org/craftecon/). Here may be found the *CapitalNOW* instructional videos, a directory of links to service providers, access to past research reports, and much more.

[\*CapitalNOW\*](#) – This virtual series included five sessions focused on capital readiness to provide creative entrepreneurs with a working understanding of three key forms of funding – grants, crowdfunding, and financing – and the business readiness required to secure the investments and put them to good use.

[\*Resource Directory\*](#) – This is a growing list of professionals and organizations that provide technical assistance and support services for creative businesses.

CraftSUPPORT – Makers and craft artists may access this site to help find answers to the questions they have, connect them to local resources and business services, and introduce them to the community networks who will support their work.

Keystone Alliance for Creative Economies (KACE) – This statewide partnership with the Pittsburgh-based Creative Business Accelerator is collecting data to capture the impact of Pennsylvania’s creative economies.

COVID-19 Resources – This list of resources aims to help support nonprofits, artists, makers, and anyone in the craft sector that has been negatively impacted by the pandemic.

Directory of Artists and Makers – Shown in world class museums and found in grassroots movements, Philadelphia’s artisans are able to draw from a wealth of accessible resources in the city to establish and grow their businesses and creative practices.

A significant accomplishment resulting from this initiative is the above listed new Directory of Artists and Makers. Sorted according to eleven categories, the ongoing list serves to inform collectors, curators, and the general public about the significant number of artists and makers that contribute to Philadelphia’s thriving contemporary craft scene. Equally, we are able to draw from this list when opportunities arise and encourage artisans to reach out to their listed peers for collaboration and industry advice. Additional portfolios can be uploaded via [www.craftnowphila.org/sign-up/](http://www.craftnowphila.org/sign-up/)

Ceramics,  
Functional

Ceramics,  
Sculptural

Furniture

Glass

Jewelry

Leatherwork

Metalwork

Mixed Media

Textiles, Fibers

Textiles, Wearable

Wood



From left to right: Judith Schaechter; Doug Buccci; Hemlock and Hyde

CraftNOW maintains on this website links to reports from prior years relating to the local economic impact of the craft sector. These include our [2020 Business Survey](#) with resulting data and the [2019 Roundtable](#) presentations from our multi-organizational conference hosted to discuss the economic impact of Philadelphia’s artisanal sector and policies to encourage further growth in the field.



## Highlighting Opportunities and Collaboration through Craft

CraftNOW works hard to promote existing exhibitions, opportunities, and other important work being done in the field of craft. Our programs and communications are designed so we are not duplicating efforts, but instead are creating a platform that connects the dots, aggregates information, encourages collaboration, and supports communication among professionals. In doing so, we unify a wide range of institutions, artisans, and opportunities throughout the region.

### CraftNOW Monthly Newsletters

Our newsletters now include highlights from our Artist and Maker Directory chosen from the directory for their connection to the year's theme *Environmental Effects*. Opportunities to exhibit, enroll in courses, apply for grants, or share research were also listed.

### Artist and Maker Directory



#### Fuugs Woodworking

We are a locally rooted woodworking studio, committed to sustainable furniture making through the use of trees we salvage in the Philadelphia bioregion.

#### Hemlock and Hyde

We envision a fashion industry where quality, fair trade, and fair wage are the norm, and where environmental stewardship and customer impact are considered an integral part of our success.



#### Lobo Mau

Rooted in slow fashion values, Lobo Mau is a zero-waste company that produces with local factories and silkscreens its original textiles in-house with careful consideration of its social and environmental impact of the world.

#### Threet Ceramics

I use sgraffito to carve images onto the surfaces of my hand-built clay pieces. My work is often bright and colorful, and very organic in nature. The concentric circle designs in my work derive from plants, greenery, nature.



### Artisan Opportunities



#### Camden FireWorks

Camden FireWorks is soliciting artistic work for their upcoming exhibit, *We Are Here*, opening September 12 to October 20, 2021, exploring what it means to be situated in a place where environmental injustice happens. Deadline to apply is August 15.

#### Artisan Accelerator

NextFab's 8-week experience gives creative entrepreneurs the essential tools, support, and structure to focus on the things that matter to build a viable business. The program is free for participants. Apply by August 22.



#### American Craft Made

Formerly known as *American Craft Shows*, these in-person marketplaces are open to artists from across the country and will feature a brand new ecommerce component. Apply through August 23.



#### Scholars and Writers

This call invites manuscripts, queries, and proposals to be included in a new chapbook project with RIT Press. Email Hinda Mandell at [hbmgt@rit.edu](mailto:hbmgt@rit.edu) for details.

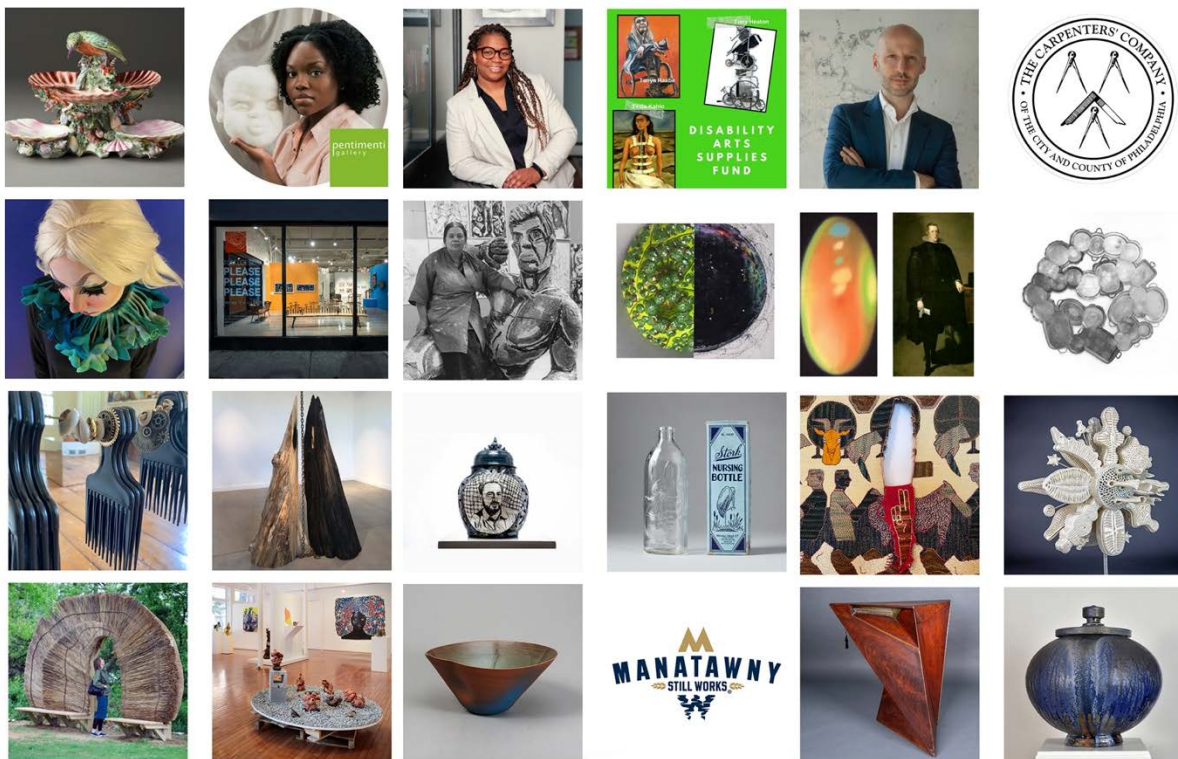


First Friday Previews



Introduced at the start of the pandemic in 2020, our *First Friday Previews* continued in 2021 bringing together many notable curators and artists promoting new exhibitions and projects. This casual program provided a virtual industry night and drew participation from beyond Philadelphia. The list below is a sampling of the galleries we spoke with and an asterisk indicates a first-time collaboration with CraftNOW. To discover all the presenters pictured below, visit [www.craftnowphila.org/firstfridaypreview/](http://www.craftnowphila.org/firstfridaypreview/)

Arthur Ross Gallery\* | Camden FireWorks\* | The Carpenters' Company\* | The Center for Art in Wood | The Clay Studio | Designing Motherhood\* | Disability Pride PA\* | Fabric Workshop and Museum | Glen Foerd\* | Gravers Lane Gallery | HOT BED Gallery\* | No. 5 Butchie Alley\* | Michener Art Museum | Past Present Projects | Pentimenti Gallery | R & Company\* | Wayne Art Center | Winterthur Museum, Library & Gardens\*



## City of Philadelphia's Arts and Culture Recovery Week

On Thursday, July 8, CraftNOW hosted a walking tour in Old City in collaboration with the City of Philadelphia's Arts and Culture Recovery Week (ACRW). The Clay Studio gallery featured three solo exhibitions with Peter Barbor, Carly Slade, and Kopal Seth. Pentimenti Gallery's *visions of the new terrain* brought together the work of nine artists. Working in a small production setting, Claudia Mills Studio provided a rug weaving demo and tour of the new showroom. The Center for Art in Wood presented imaginative furniture and works on paper by Tom Loeser and encouraged guests to end their evening by shopping in their remarkable museum shop.



Detail images from left to right: Kopal Seth; Andréa Wolfensberger; Claudia Mills Studio; Tom Loeser

CraftNOW's Executive Director Leila Cartier also participates in several professional forums uniting like-minded organizations from across the city and nation that had met over the course of the year.

- *The Greater Philadelphia Extracurricular Consortium (GPEC)* has been formed since the onset of the pandemic to bring together stakeholders seeking to improve the quality and reach of the out-of-school time and extracurricular ecosystem in the region, so that children reap benefits across every part of their lives.
- *Philadelphia 250* is comprised of leaders from all sectors throughout Philadelphia anticipating the 250<sup>th</sup> anniversary of the signing of the Declaration of Independence celebrations in 2026 and initiating major projects and events.
- *Urban Manufacturing Alliance* hosts monthly meetings to discuss topics that apply to creative economies and mission-driven local brand initiatives with directors joining in from New York City, Baltimore, Seattle, San Francisco, and more.
- *Racial Equity in Craft* is a workgroup that meets monthly and is moderated by Alison Croney Moses from the Eliot School of Fine and Applied Arts in Boston.

Other organizations also invited CraftNOW to participate in their programming, especially leading up to the launch of CraftMONTH in November. These opportunities provide CraftNOW the ability to promote November programming to new and relevant audiences.

*Working Together: CraftNOW in Conversation with Edgewood Made with The Furniture Society*



On Tuesday, October 19, CraftNOW's Executive Director Leila Cartier spoke with furniture-makers George Dubinsky and David Short of the Philadelphia-based furniture company Edgewood Made for an exploration of what partnerships, collaboration, and making can do to bolster business and the economy of a city. Dubinsky and Short described how they use their *Craft Capital* in ways that generate a supportive network to the betterment of their local communities and the field at large.

*Strategies to Get Handmade Products to Gallerists and Retailers with NextFab*



*From Making to Selling* is NextFab's online series for makers and artisans. On Thursday, October 28, Cartier joined NextFab's Anna Solomon for *Strategies to Get your Handmade Products to Gallerists and Retailers*, which talked about opportunities and challenges in the craft community. The presentation included tips to maximize networking and getting products noticed by local galleries and boutiques.

## Celebrating CraftMONTH Annually in November

### CraftNOW's Annual Symposium

On Friday, November 5, CraftNOW hosted its first ever hybrid symposium with impressive technical support from The Center for Architecture, allowing attendees and presenters to join either in person at The Center or by Zoom. Emphasizing this year's theme *Environmental Effects*, presentations included largescale craft installations and sustainability issues from many artisans and artists whose work is influencing the paradigm of contemporary craft. Longer presentations were complemented by shorter "Pecha Kucha"-style talks.

Dr. Kelli Morgan was the keynote speaker, having contributed the chapter "Crafting Diversity" in our recent publication *Craft Capital: Philadelphia's Cultures of Making*. Dr. Morgan is a curator, educator, and social justice activist who specializes in American art and visual culture and has held teaching positions at the Tyler School of Art and Architecture at Temple University, Wayne State University, and the University of Michigan, as well as curatorial positions at the Indianapolis Museum of Art at Newfields, the Birmingham Museum of Art, and the Pennsylvania Academy of the Fine Arts. Currently she is Professor of the Practice and the inaugural Director of Curatorial Studies at Tufts University in Boston.



From left to right: Helen Drutt; Edgar Mosa's *Round Trip*; Detail of *Who's Hot* by G. Farrel Kellum; Ibrahim Said

The morning opened with recognition of the work of Jennifer Zwilling, CraftNOW's Programming Chair, founding board member, and Curator of Artistic Programs at The Clay Studio. Elisabeth Agro, Philadelphia Museum of Art's Nancy M. McNeil Curator of Modern and Contemporary Crafts and Decorative Arts, gave remarks describing Zwilling's commitment to craft and constant advocacy for her peers in the field and presented her with a gift of commemorative jewelry by Stacey Lee Webber.

The following presentations featured a break in the middle for lunch where attendees were invited to enjoy nearby Reading Terminal Market.

Helen Drutt: 55 Years, Helen Drutt and Liza Kirwin, Archives of American Art, Smithsonian

Helen Drutt is renowned for advancing contemporary craft across the globe. As a celebrated educator, author, gallerist, collector, and advisor, she has introduced craft collectors to a world of extraordinary makers and their expansive ideas. Liza Kirwin, interim director of the Smithsonian's Archives of American Art, held a conversation with Drutt, who shared her key experiences of the past five decades at the center of the contemporary craft world, as well as her current projects.

Wood + Body: Jennifer-Navva Milliken, Attai Chen and Shamaka Thompson, The Center for Art in Wood

In conjunction with the exhibition *Wood + Body: Expressions of Contemporary Jewelry*, and in consideration of the CraftNOW PHL Symposium 2021 theme, Environmental Effects, this panel addressed the phenomenology of the making and wearing of wood on the body. The relationship between wood and the human body holds narrative and conceptual significance rooted in ancient art and literature that has continued into the present. Wood plays a leading role in the environments of most cultures and people worldwide, providing shelter, fuel, mobility, and tools, as well as a medium for ritual and personal expression. This panel featured artists whose works were included in the exhibition in conversation with exhibition curator Jennifer-Navva Milliken. Among the issues discussed were: the body as environment for art; the jewel as an effect; and the act of adornment in private vs. public spaces.

World Building: Roberta Massuch, Lauren Fensterstock, and Emily Zilber, Wharton Esherick Museum

Artists Lauren Fensterstock and Roberta Massuch, although working in different styles and materials, each explored what it means to build objects or worlds that respond to architectural and natural environments. The conversation was hosted by Curator Emily Zilber, who worked with Fensterstock and Massuch on separate, site-specific projects for the Renwick Gallery of the Smithsonian American Art Museum (2020) and Wharton Esherick Museum (2021) respectively. For Fensterstock and Massuch, their creative work took form as ineffable as the nature of light or the patterning of weather, and as concrete as a second-Empire style formal gallery and an iconoclastic artist's home and studio.

Cords and Kellum: Annette Cords and G. Farrel Kellum, InLiquid

Material Voices at The InLiquid Gallery was a two-person exhibition of Annette Cords' Jacquard tapestries and G. Farrell Kellum's sculptural works that connected through their visual references to an urban aesthetic while investigating deeper issues of marginalized identities and the production of visual culture. Utilizing reference points of labor, binary systems, and mark-making, Cords' and Kellum's work gave voices to individuals who are often relinquished to their collective identity. Annette Cords' jacquard tapestry and G Farrel Kellum's painted fiber sculptures came to the InLiquid Gallery for Philadelphia's Craft Month with CraftNOW in November. Kellum dove into the world of urban aesthetics, while Cords focused on the convergence of visual and written languages; together, these works created a rich texture of contemporary craft.

Making Place Matter: Ibrahim Said and Elizabeth Essner, The Clay Studio

Egyptian-born, North Carolina-based ceramic artist Ibrahim Said discussed his new sculpture *On the Bank of the Nile*, featured in *Making Place Matter*, the inaugural exhibition

at The Clay Studio's new South Kensington home. In conversation with exhibition co-curator Elizabeth Essner, Said related how narratives of home, memory, and place intersect with larger social, political, and environmental issues around the Nile River.

Earth Itself: Lauren Mabry and Christine Pfister, Pentimenti Gallery

Lauren Mabry makes ceramic objects, vessels, and dimensional glaze paintings. The ever-dynamic compositions feature rich, vibrant glazes that remain in constant fluctuation between flowing liquids and solid structures, challenging viewers to contemplate the perceived physical state of matter. Sometimes the surfaces look weathered and aged, but at the same time colorfully lush and wet. Similar to glass, her glazes push to new limits possibilities of the material, to create a spectrum of flow and gesture in work that carries forward the histories of both glazed ceramic and abstract painting.

Shifting Landscapes: How Commitment to Change Can Create New Futures in the Arts, Kelli Morgan of Tufts University

In her keynote address, Dr. Kelli Morgan discussed how her commitment to changing her professional environments resulted in significant shifts within various art museum landscapes. Her scholarly investigation of anti-blackness within those fields has demonstrated how traditional art history and museum practices work specifically to uphold white supremacy. Beyond her teaching and curatorial positions in 2014, the Ford Foundation awarded her a dissertation fellowship. She earned her PhD in Afro-American studies and a graduate certificate in public history–museum studies from the University of Massachusetts Amherst.

At the end of the symposium, attendees were encouraged to cross the street and attend The [45th Annual Philadelphia Museum of Art Craft Show](#), which returned to the Pennsylvania Convention Center November 5 – 7, 2021 after a year's absence due to the pandemic. Additionally, The Center for Art in Wood celebrated the opening of its new exhibition, *Extra-Human: The Sculpture of Michael Ferris*, the evening of Friday, November 5.

[Environmental Effects Exhibition Partners](#)

CraftNOW invited exhibition venues throughout the city and region of Philadelphia to stage materials-based shows for us to feature in our annual portfolio of November events. Participants were invited to contribute to a marketing campaign that included social media takeovers, press releases, and other promotions encouraging gallery-going, event attendance, in-depth study, and art collecting. We sincerely appreciate the enthusiasm our partners have shown for this collaborative multi-venue program year-after-year.

Al-Bustan Seeds of Culture  
American Swedish Historical Museum  
The Center for Art in Wood  
The Center for Emerging Visual Artists  
The Clay Studio  
Da Vinci Art Alliance  
Fabric Workshop + Museum  
Gravers Lane Gallery  
InLiquid  
Michener Art Museum

National Liberty Museum  
The Neon Museum of Philadelphia  
Paradigm Gallery  
Past Present Projects  
Pentimenti Gallery  
PHL Airport  
University of the Arts  
Wexler Gallery  
Wayne Art Center  
Wharton Esherick Museum

## CraftNOW Create

This year, [Smith Memorial Playground](#) invited us to host CraftNOW Create on their beautiful campus Saturday, November 6, from 11am-2pm. Demonstrations and take-home kits were set up on their wrap-around porch and immediately in front of the Playhouse. This event was held outside with up to 100 kids accommodated each hour for the safety of all guests. Demonstrations and take-home kits allowed for safe learning and social distancing, with most projects ideal for elementary-aged students. Enjoying the playhouse and playground was also encouraged!

CraftNOW Create 2021 was generously funded by the Joseph Robert Foundation.



Clockwise from top: Sophia and Chris Curico volunteering at the sign-in table; Focusing on tapestry making with University of the Arts; Young artists visit Philadelphia Museum of Art activity; Rachel Kiskaddon hands out take-home kits from the American Swedish Historical Museum; Free handmade chalk was donated by Twee; A giant whale was the main project in The Clay Studio tent



Nine of our collaborating partners provided the staff to help with the take-home kits and day-of activities. Listed below are each of the activities offered, with more information available on the website at [www.craftnowphila.org/craftnowcreate/](http://www.craftnowphila.org/craftnowcreate/)

American Swedish Historical Museum, *Plarn Woven Bowl*

Put your recycling skills to work and create a woven bowl with yarn made from plastic bags and a paper plate

Asian Arts Initiative, *Upcycled Sculptures*

Learn about the importance of sustainability in art-making while creating fun sculptures using recycled materials

The Center for Art in Wood, *Wooden Bead Creatures*

Let your imagination loose with just a few beads and a pipe cleaner! Add googly eyes, and you have a new little friend

The Clay Studio, *Group Sculpting a Giant Whale*

Together we will transform 500 pounds of clay into a fun collaborative sculpture inspired by nature

Fabric Workshop and Museum, *Nature Screen Printing*

Gather inspiration from fallen leaves with the Fabric Workshop and Museum to screenprint with nature

Philadelphia's Magic Gardens, *Mosaic Collages*

Cut up glossy images from Philadelphia's Magic Gardens and use the pieces to create your own mosaic

Philadelphia Museum of Art, *Body of Work*

Explore movement and the human body from head to toe with special highlights from the exhibit

Philadelphia Parks & Recreation, *Marbled Paper*

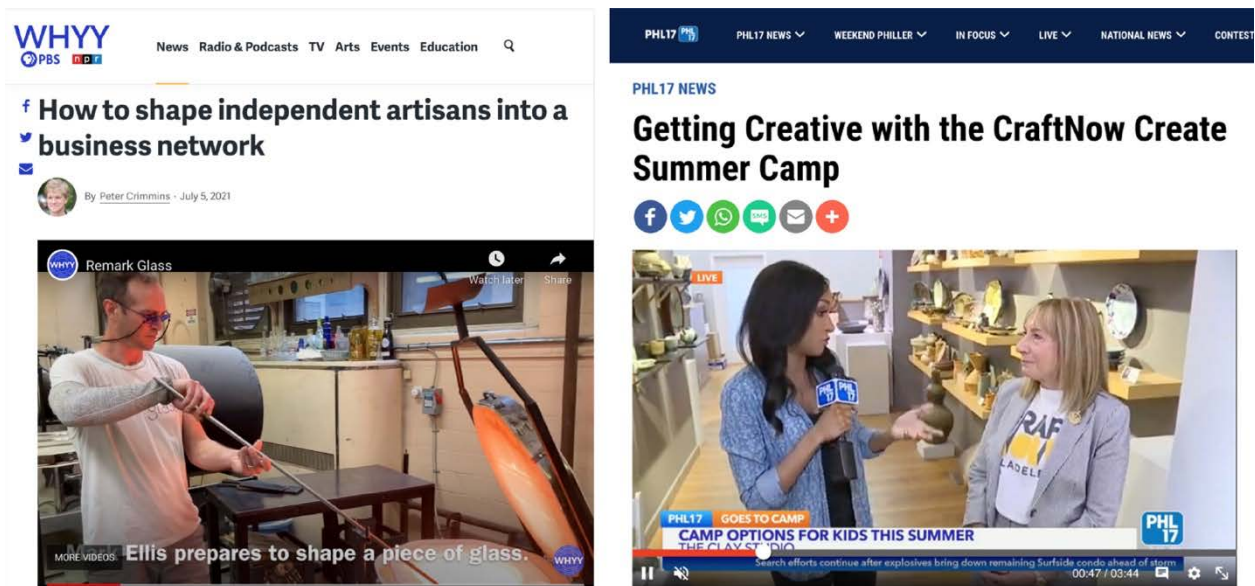
Creating marbled paper is easier than it sounds, just look around you for some easy supplies that you may already have in your home

The University of the Arts, *Soft Coaster Making*

Work on laser-cut fabrics to stitch and assemble your own design. Fabric, yarn, and a tapestry needle are provided

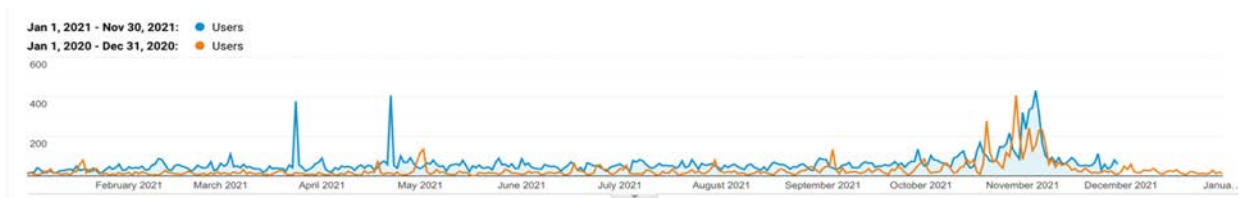
## Marketing and Media

En Route is contracted each year to help manage CraftNOW's marketing, public relations, graphic design, and social media accounts. A highpoint in our 2021 portfolio included working on stories with several prominent news outlets, including WHYY, The Philadelphia Inquirer, Pittsburgh Post-Gazette, Metro Philadelphia, Keystone Edge, Philadelphia Weekly, Marilyn Russel's *Remarkable Women* podcast series, and PHL17 News. These are among the 36 total features we secured in the news, on air, and online. The reports included content about all three of our current programming tracks including economic development initiatives and the Keystone Alliance for Creative Economies, the summer camp collaboration with Philadelphia's Department of Parks and Recreation, and how to engage with our annual portfolio of CraftMONTH activities in November.



From left: Remark Glass in their studio with WHYY; CraftNOW Board Chair Elissa Topol (right) is interviewed by PHL17 News

We were also happy to see a jump in website traffic up nearly 100% in 2021 compared to 2020, mainly due to a major increase in organic traffic search with 17,504 visitors in 2021 as opposed to 2020's 8,764. Some of this is likely attributed to the added content like the Artist and Maker Directory, Studio Directory, CraftECON, and other exploratory pages that had visitors frequenting the site more and staying longer.



During CraftMONTH, CraftNOW Philadelphia Instagram takeovers featured partner organizations including Da Vinci Art Alliance, Wharton Esherick Museum, Neon Museum of Philadelphia, InLiquid, The Center for Art in Wood, and The Clay Studio. Other takeovers throughout the year included makers synchronized with businesses we were featuring in monthly newsletters.

## Fundraising, Engagement, and Financial Results

Shown below is an unaudited summary of revenues and expenditures for CraftNOW in 2021 alongside comparative results from two previous years.

Note: Shows only direct spending.

Excludes other non-cash contributions and invoices processed after December 31, 2021.

	<u>2019</u>	<u>2020</u>	<u>2021</u>
<b>BEGINNING BALANCE</b>	<b>\$69,724</b>	<b>\$43,528</b>	<b>\$64,638</b>
<b>REVENUES</b>			
<i>Contributed</i>			
Board Member & Founding Orgn.	\$ 31,541	\$ 43,264	\$ 49,801
Women's Committee--PMA	\$ 5,000	\$ 500	\$ 500
Individual Contributions (other than Special Event)	\$ 15,000	\$ 15,000	\$ 24,200
<i>Special Project/Book Funding</i>	\$ 2,500		
CFAA PMA	\$ 8,500		
Poor Richards Charitable Trust	\$ 10,000	\$ 25,000	\$ 100,000
Joseph Robert Foundation		\$ 4,500	\$ 5,000
PA Council on the Arts			\$ 10,000
Kimmel Match Opportunity	\$ 1,750		
<i>Special Event (Gross)</i>			
Spring Event(s)	\$ 6,450		
September Event	\$ 43,986	\$ 18,388	\$ 19,067
Other	\$ 3,090		
<i>Drexel University Lenfest Center</i>		\$ 13,380	\$ 26,760
<i>Philadelphia Cultural Fund</i>	\$ 9,023	\$ 9,341	\$ 5,648
<i>GPCA, PCF, OACCE</i>		\$ 1,000	
<i>Corporate Sponsorships</i>	\$ 5,000	\$ 1,500	\$ 2,000
<i>Mailings, Appeals, Other</i>	\$ 14,086	\$ 5,236	\$ 9,460
<i>Ticketed Programs</i>	\$ 880	\$ 1,829	\$ 3,432
<b>Current Year Revenues</b>	<b>\$ 156,806</b>	<b>\$ 138,938</b>	<b>\$ 255,868</b>
<b>COMBINED STARTING BALANCE &amp; REVENUES</b>	<b>\$ 226,530</b>	<b>\$ 182,466</b>	<b>\$ 320,506</b>
<b>EXPENSES</b>			
<i>Staff Costs</i>			
Executive Director Contract Time	\$59,739	\$58,695	\$69,997
Employer Taxes and Benefits			\$11,366
Drexel University Co-op		\$6,940	\$26,431
<i>Outside Professional Fees</i>			
Marketing & PR Firm	\$18,600	\$19,100	\$20,000
Paid Advertising, Printing, Etc.	\$9,927	\$500	\$1,050
Editorial & Graphic Design	\$2,665	\$260	\$0
Website and Tech	\$532	\$1,474	\$3,200
<i>Craft NOW Programming</i>			
Economic Development	\$9,595	\$10,000	\$17,043
Tours	\$2,412	\$ -	\$100
CraftNOW Create	\$2,264	\$3,808	\$4,482
Symposium	\$7,342	\$ -	\$1,816
First Friday Previews	\$ -	\$ -	\$288
Summer Camps	\$ -	\$ -	\$32,035
<i>Other Operating Expenses</i>			
Office Rental		\$9,011	\$11,137
Accounting and Payroll	\$ -	\$ -	\$3,137
Insurance	\$ -	\$ -	\$2,462
Miscellaneous	\$4,862	\$2,843	\$5,068
<i>Craft Capital Publication Costs</i>	\$46,352		
<i>Parting Gift to UArts</i>			\$5,000
<i>Fundraising Event Production Costs</i>	\$18,712	\$5,197	\$6,967
<b>TOTAL EXPENSES &amp; OUTFLOWS</b>	<b>\$183,002</b>	<b>\$117,828</b>	<b>\$221,579</b>
<i>Reserved for Economic Development</i>		\$15,000	\$32,957
<i>Reserved for Drexel Co-op</i>		\$6,440	\$6,769
<b>ENDING UNRESTRICTED BALANCE</b>	<b>\$43,528</b>	<b>\$ 43,198</b>	<b>\$ 59,201</b>
<b>ENDING TOTAL CASH</b>	<b>\$ 43,528</b>	<b>\$ 64,638</b>	<b>\$98,927</b>

Preparing in advance for expanded programming and establishing an independent 501(c)(3) required an increased budget and added fundraising responsibilities. Poor Richard’s Charitable Trust gave CraftNOW its largest gift to date in the amount of \$100,000 with 50% reserved for piloting new activities relating to economic development and youth education based on the prior year’s research. An additional \$155,868 of revenues were raised from other sources. Together with the special gift, CraftNOW’s operational budget stretched to \$221,579, nearly doubling its 2020 budget.

CraftNOW programming is made possible by many generous foundations, sponsors, and individuals. The significant support from the Drexel University Lenfest Center for Cultural Partnerships for \$26,760 has allowed CraftNOW to retain fulltime temporary co-op students to serve as Project Designers. For the first time the Pennsylvania Council on the Arts is supporting CraftNOW with a \$10,000 catalyst grant to implement *Tools of the Trades*, a virtual conference in collaboration with NextFab scheduled for March 2022. The Philadelphia Cultural Fund was partially restored in 2021 and provided \$5,648 in general operating support. The Carpenters’ Company helped raise nearly \$3,000 to sponsor the First Friday Preview and book launch for *Craft: An American History* with Glenn Adamson. \$2,000 from Rago Auction and \$500 from the Women’s Committee of the Philadelphia Museum of Art supported the CraftMONTH itinerary in November. The Joseph Robert Foundation fully sponsored CraftNOW Create again with an increased gift of \$5,000. These notable contributors and others include

CraftNOW’s Board of Overseers

Jane Davis

Marcia Docter

Poor Richard’s Charitable Trust



In-kind support from individuals, businesses, makers, and other nonprofit partners are essential and account for an estimated \$80,000 of added support each and every year. This year significant pro-bono services were provided by Duane Morris when filing our nonprofit applications with the State of Pennsylvania and IRS, and by University of the Arts, which continued their steadfast support as our fiscal sponsor through December.

Duane Morris®

UNIVERSITY OF THE Arts   
The Place of Choice.

CraftNOW's fall fundraising event was held on November 17 during the annual celebration of CraftMONTH. Hoping to return to more in-person gatherings, the event committee met throughout the summer and into the fall devising creative solutions for ensuring a safe and engaging event while pandemic obstacles continued to reappear.



The graphic features a central image of a glass sculpture of a flower, with the 'CRAFT NOW' logo to its left. The text on the right side of the graphic provides details about the fundraiser event.

**CraftNOW Philadelphia's 2021 Fundraiser**

Join CraftNOW for a special auction and in-person tours uniting the city's best-known artists and showcasing its newest creative spaces, NextFab and The Neon Museum of Philadelphia

**WEDNESDAY, NOVEMBER 17**  
Tours start at 5 p.m. and 6:30 p.m., 1800 North American Street

**AUCTION:** November 1–17, closing at 9:00 p.m.  
**TOUR TICKETS:** \$150 per person

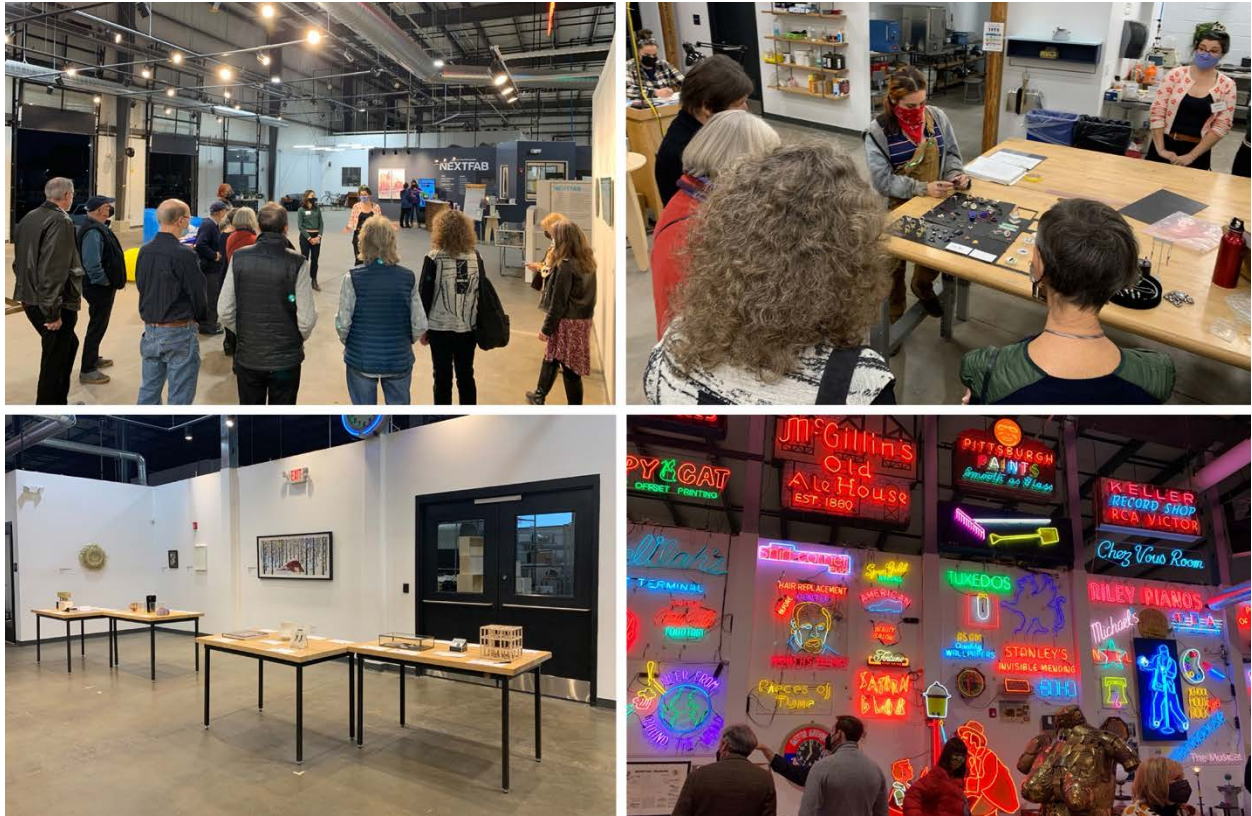
Registration required: [CraftNOW2021.givesmart.com](https://craftnow2021.givesmart.com)

Magnolia Mudra, Anna Boothe

Fortunately, the newly opened NextFab facility on North American Street and its tenant, The Neon Museum of Philadelphia, were adaptable and encouraging throughout the process. Together we planned an auction which opened November 1 and closed November 17 following in-person tours of NextFab and The Neon Museum of Philadelphia. Select auction items were on view during this event.

NextFab's new location is destined to become a creative hub for multiple businesses with its more than 30,000 square foot space, which includes unique and state-of-the-art wood, metals, jewelry, textiles, and 3D printing studios. Several makers, including Machele Nettles of Idol Light, Lia Huntington of brick and wire, Maxfield Diehl of Niji Furnishing, and Rachel Kedinger who makes utilitarian works, were onsite giving demonstrations and available to answer questions about their work and process. Founder of The Neon Museum of Philadelphia, Len Davidson, gave an insider's view of the collection, which contains 120 signs and was forty years in the making. A group exhibition featuring The Dumpster Divers entitled *Alchemy Illuminated: The Art of Crafting Trash* was also on view. Following the tours, a complimentary drink in the new onsite restaurant Sor Ynez could be enjoyed and anyone wanting to

stay for dinner could receive 10% off their check. Everyone's drink ticket doubled as a raffle entry for a gift basket from DiBruno Bros.



From left: Tours began in the NextFab entrance; Machele Nettles of Idol Light demonstrates her jewelry production using optometry glass; CraftNOW's auction items on exhibit; Guests gathering in The Neon Museum of Philadelphia

Our annual auctions proudly bring together some of the craft field's finest and most sought-after artists and makers alongside the city's outstanding institutions. The 2021 online auction was promoted starting in October with a [102-page virtual catalogue](#) sharing the stories of their artistry, careers, and greater public mission. Any artists donating their work to the auction were invited to retain 50% of the winning bid. Our list of generous contributors includes

Valerie and Everett Abitbol | Arden + James | Jen Blazina | Anna Boothe | Bri Brant | Kimberly Camp | The Center for Art in Wood | Claire Oliver Gallery | The Clay Studio | R & Company | The Deacon | Di Bruno Bros. | Helen Williams Drutt Family Collection | Edgewood Made | Maria Eife | Eye's Gallery | Fabric Workshop and Museum | Ford/Forlano | Lou Grotta | Gravers Lane Gallery | Larissa Huff | Bob Ingram | InLiquid | Estate of Ron Kent | Carol Klein | Ann Lagos | Mi-Kyoung Lee | Idol Light | Lauren Mabry | Edgewood Made | Roberta Massuch | Lobo Mau | Deanna McLaughlin | Moore Brothers Wine Company | Claudia Mills | The Neon Museum of Philadelphia | Machele Nettles | NextFab | Kevin O'Brien Studio | Pentimenti Gallery | REALM Fine + Fashion Jewelry | Remark Glass | K. Riley | Marian Robinson | Claire Rogers | Judith Schaechter | Ruth & Rick Snyderman | Lawrence Spitz | Marianne Tebbens | Stacey Lee Webber | Wharton Esherick Museum | John Wind Jewelry | Julia and Isaiah Zagar

## What to Look for in 2022

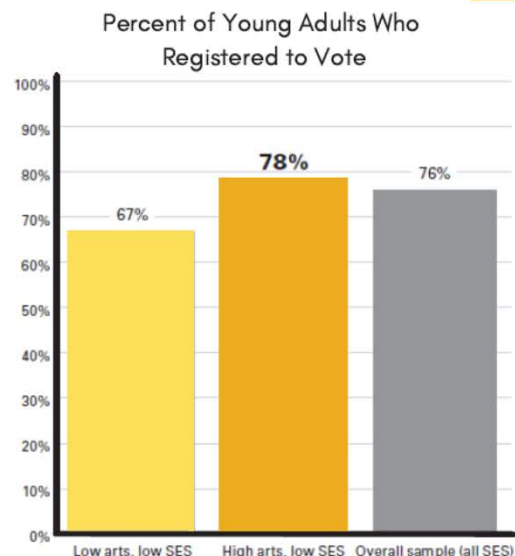
The strategic plan CraftNOW's Board of Directors drafted early in 2021 built upon the mission statement and added this vision statement - *We aim to be innovators and thought leaders when encouraging our peers to unite their "craft capital" in ways that generate a supportive network to the betterment of their local communities and the field at large. Philadelphia has played and continues to play an important role in being a leading center of craft in the United States, and our work has the potential to serve as a model for other cities and regions.*

At the same time, an extensive inventory of our administrative and programming practices was conducted to identify actionable opportunities to be more diverse, equitable, inclusive, and accessible. The board adopted the following statement as part of its DEIA policy: *Cultural equity embodies the values, policies, and practices that ensure that all people, including but not limited to those who have been historically underrepresented, are represented in the development of arts policy; the support of artists; the nurturing of accessible, thriving venues for expression; and the fair distribution of programmatic, financial and information resources.*

Accomplishing the goals outlined in these statements and in this report has set the stage for 2022 to be very promising. By the end of 2021, CraftNOW had secured the funding to reinstate the summer camp collaboration with PPR, based on the overwhelmingly favorable feedback from our 2021 programming partners and site leaders. In 2022, CraftNOW aims to take an expanded approach to include a *full week of craft activity* at ten individual centers during a gap week between the regular school season and summer camp. This will be in addition to visiting the 120 recreation center camp locations in July and August. With the same ten partner organizations providing a morning or afternoon session at ten sites, we will be able to provide a more substantive experience of hands-on activity, engage more fully with these groups of students, and make more of a difference. Fundraising will continue in early 2022 so that both camps projects can be successfully implemented.



## Impact on Socioeconomic Status

- Creative arts programs have a significant impact on youth from low-SES (socioeconomic status) backgrounds
- Participation in arts programs (Ballard et al., 2019):
  - Is associated with increased civic engagement
    - volunteering, voting, activism
  - Reduces risk factors associated with low-SES
    - Smoking
    - Drinking
    - Juvenile delinquency
    - Sexual activity
  - Improves self-efficacy, which is associated with positive developmental outcomes (Elpus, 2013)
    - Occupational and educational attainment



During the last quarter of 2021, Drexel University’s School of Public Health was invited to conduct in-depth research related to our community engagement and craft education in Philadelphia. This project was guided by Tariem Burroughs, the department’s Director of Experiential Learning and Career Services, whose goal is to provide master’s students with an opportunity to gain practical experience in addressing critical public health challenges. We posed the question *How can CraftNOW quantify and demonstrate the public health need for arts in communities?*

Four students worked throughout the term to conduct an extensive literature review and one-page handout that can be used for advocacy and fundraising. Their research focused on youth arts programs as they relate to mental health, socioeconomic status, and education as can be seen in the graphic above.

 <h2 data-bbox="641 636 987 737">Arts Program Misconceptions</h2>	
<p data-bbox="224 758 792 835">Art programs have been used to address social inequalities to promote social inclusion, skills development, capacity development, and health promotion.</p> <p data-bbox="199 835 784 863"><small>Fancourt D, Finn S. (2019). What is the evidence on the role of the arts in improving health and well-being? A scoping review. World Health Organization, Regional Office for Europe.</small></p>	<p data-bbox="883 758 1377 842">After-school programs are not sources of personal development for adolescents and keep them safely occupied and out of trouble.</p>
<p data-bbox="212 877 797 955">Multiple art form interventions are more effective in reducing mental health related stigmas and positively affect depression, self-esteem, confidence, and self-worth.</p> <p data-bbox="199 961 797 989"><small>Opaho, Salisbury, T. T., Umanzi, S., Kocchorika, M., Ramon, U., &amp; Petherick, M. (2021). Effectiveness of arts interventions to reduce mental health-related stigma among youth: a systematic review and meta-analysis. BMC Psychiatry, 21(1), 1-564. <a href="https://doi.org/10.1186/s12888-021-05550-8">https://doi.org/10.1186/s12888-021-05550-8</a></small></p>	<p data-bbox="886 890 1377 947">Arts programs are purely for fun and have no impact on mental health.</p>
<p data-bbox="212 1014 792 1092">Children who engaged in the arts experienced a decrease in disciplinary breaches and an increase in standardized writing scores when compared to students who did not.</p> <p data-bbox="199 1098 797 1117"><small>Schneider, V., &amp; Bohmann, A. (2021). Arts in Education: A Systematic Review of Competency Outcomes in Quasi-Experimental and Experimental Studies. Frontiers in Psychology, 12, 623935. <a href="https://doi.org/10.3389/fpsyg.2021.623935">https://doi.org/10.3389/fpsyg.2021.623935</a></small></p>	<p data-bbox="857 1014 1390 1092">Very few will benefit from arts programs, and the majority waste their time when they could be studying other subjects.</p>

The one-page summary includes these misconceptions to help illuminate the importance of arts and dispel myths that have led to severe cuts for school-based programs in the arts in Philadelphia. The report emphasizes, *“Arts programs teach adolescents valuable skills and knowledge that are valued by leaders and future employers, such as persistence, collaboration, creative thinking, motivation, and problem-solving. Additionally, arts programs build self-efficacy – an individual’s belief in their capacity to engage in a behavior – by growing their creativity and ability to express that creativity in a physical form.”* CraftNOW and the School of Public Health have discussed continuing the research and surveying the impact arts programming can have at the community level in conjunction with our ongoing collaboration with Philadelphia’s Department of Parks and Recreation this summer.



2022 will also see the continuation of KACE in collaboration with the Creative Business Accelerator in Pittsburgh plus the addition of several other agencies focused on creative economies throughout Pennsylvania. Our goals are to share technical assistance providers and digital programming to help makers with their business goals. We are exploring new advocacy and branding efforts for all Pennsylvania-made products through staging exhibitions, public relations, and market opportunities. Our reporting in the IMS database will help to track the impact of our collective organizations so we can seek shared resources at the state and national level. A new website will be launching early in 2022 outlining these efforts and more.



CraftNOW is currently working with the Building Industry Association of Philadelphia to explore ways to connect local developers and architects with makers who have the interest and capacity to produce work for the built environment. Nearly twelve months of planning has also gone into the production of *Tools of the Trades*, Philadelphia's first conference dedicated to uniting artisans with business resources. In partnership with NextFab, three days of virtual instruction will focus on three distinct tracks organized around fundamentals in business, the creative processes, and peer support. Informative webinars, networking events, and instructional materials will provide conference attendees with their own unique roadmap for crafting success. COVID allowing, the goal is to host a celebratory in-person networking event post-conference on a Friday evening at NextFab's new location in Philadelphia's South Kensington neighborhood. CraftNOW and NextFab imagine this event to include demonstrations, displays by makers and vendors, and locally crafted food and drink. To learn more and register, visit

[www.toolsofthetrades.org](http://www.toolsofthetrades.org)



## 501c3 Status and CraftNOW's Dedicated Leadership

CraftNOW received a fitting announcement at the beginning of CraftMONTH on November 1 from the IRS stating our application for 501( c)(3) status was accepted. This designation will open many doors for the organization as we continue to grow. There are so many individuals who are committed to craft in its many forms and fortunately many of them contributed their talents to us as board members. Frances Hoover and Paul Stark are among our new board recruits with impressive resumes. Hoover is currently the Executive Director of Smith Memorial Playground in Philadelphia and has successfully overseen an \$8 million dollar renovation of the campus. Additionally, she has worked in corporate and educational settings. Stark is a retired partner of Alexander, Wollman & Stark with expertise in healthcare administration, an avid collector of contemporary craft, and has served on several arts boards with a tenure as president of the Watershed Center for Ceramic Arts in Maine. Listed below are the current board members of CraftNOW.

### 2022 Board of Directors

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

Christina Copeland, Principal, Conservest  
Bill Gehrman – Founder and Principal, En Route  
Patricia Fowler – Trustee, University of the Arts  
Frances Hoover – Executive Director, Smith Memorial Playground  
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  
Jennifer-Navva Milliken – Artistic Director, The Center for Art in Wood  
Julie Siglin – Executive Director, Wharton Esherick Museum  
Paul Stark – Retired Partner of Alexander, Wollman & Stark  
Emily Zilber – Independent Curator and Consultant  
Jennifer Zwilling – Curator of Artistic Programs, The Clay Studio

Leila Cartier – Executive Director, CraftNOW Philadelphia

CraftNOW offers its sincere gratitude to the three Drexel University Co-op students who worked as Project Designers in 2021. From September, 2020 through March, 2021, Cierra Frantz led the organization and design of our newly launched Artist and Maker Directory on [www.craftnowphila.org](http://www.craftnowphila.org). Rafael Parsacala's term March through September meant he was integral to the implementation of the summer camp project and economic development work. When Zaria Thomas joined us in September, she quickly was introduced to the excitement of planning CraftMONTH including the symposium, CraftNOW Create, and our fundraising event with NextFab and The Neon Museum of Philadelphia. We are confident the future is bright for this hardworking team of emerging professionals.