

2022 Annual Report

Summarizing the Programs of CraftNOW Philadelphia

NOVEMBER

35+

programs and exhibitions at regional museums, galleries, and institutions annually during CraftMONTH

CraftNOW's online Artist & Maker Directory promotes

300+

local studios and businesses

Innovative, curatorial, and educational programming has brought information and engagement to

3,000+

participants

Provided free craft activities for nearly

5,000 STUDENTS

at Parks and Recreation's

120

SUMMER CAMPS

CONNECTED

artists & makers with professional resources for

1,500+

hours of professional guidance

Economic Impact

Youth Education

CRAFT NOW

Public Programs and Exhibitions



Table of Contents

3 Introduction

Letter from the Chair

4 With Gratitude to Our Contributors

6 Tools of the Trades

Program Description

Schedule of Lectures and Events

Sponsors

10 CraftBUILD

11 CraftNOW Create: Summer Camp Edition

15 CraftBLAST! Annual Fundraiser

16 CraftMONTH in November

Itinerary of Events

CraftNOW Create

Public | Private Theme and Exhibitions

CraftNOW's Annual Symposium

22 Marketing and Media

23 Financial Report

24 What to Look for in 2023

25 CraftNOW's Dedicated Leadership

2023 Board of Directors

Introduction

Letter from the Chair

Dear Philadelphia's Craft Community,

As CraftNOW Philadelphia's Board Chair, I thank all for your energy and support of CraftNOW in 2022. Having been involved with CraftNOW since its inception has allowed me to witness the organization's continued development in the areas of Youth Education, Economic Development and Curatorial Activities.

Three significant 2022 additions building on previous endeavors were the Tools of the Trade Conference in conjunction with Next Fab, collaboration with the Building Industry Association, and expansion of the Summer Camp program with a Gap Week addition. Returning to live events along with digital programming reinforced and fostered personal connections.

My overwhelming appreciation to Leila Cartier, CraftNOW's Executive Director, for her leadership skills, attention to detail, and creativity. New Board members representing varied professional skills and backgrounds have facilitated CraftNOW's development as an organization while staying true to its mission.

This Annual Report details CraftNOW's commitment to our mission of uniting and supporting Philadelphia's craft community. We look forward to all that 2023 will be.



Elissa Topol
CraftNOW Board Chair



With Gratitude to Our Contributors*

\$10,000+

Jane Davis
Marcia Docter
Drexel University Lenfest Center
for Cultural Partnerships
Patricia and Gordon Fowler
Howard Family Gift Fund
Pennsylvania Council on the Arts
Philadelphia Cultural Fund
Poor Richard's Charitable Trust
Lisa Roberts and David Seltzer

\$5,000-\$9,999

Joseph Robert Foundation
Elissa Topol and Lee Osterman

\$2,500-\$4,999

Cathie Berrey
The Decorative Arts Trust
William Gehrman and Chris
Mullins
Clara and Ben Hollander
Konnie and Paul Stark

\$1,000-\$2,499

Josephine and Michael Burri
Tariem Burroughs
The Center for Art in Wood
The Clay Studio
Eric Hague
Frances Hoover
Carol Klein and Lawrence K. Spitz
Mi-Kyoung Lee
Jacqueline Lewis
Rago Auctions
Vanessa Stella
Caroline Wischmann and David
Rasner
Wharton Esherick Museum

\$500-\$999

Christine Altman
American Craft Council
Blick Art Materials
Suzanne and Norman Cohn
Tobey and Mark Dichter
Lillian and Joseph Hassman
Nancy Hays
Tina and Albert LeCoff
Deanna McLaughlin and Thomas
Miles
Navva Milliken and Ron Gardi
Mark Mitchell
Philadelphia Museum of Art
Contemporary Craft Show
Philadelphia's Department of
Parks and Recreation
Claire and John Rodgers
Val Rossman
Marianne Tebbens

Up to \$499

Anonymous
Joyce Barker-Schwartz
Julie and Lawrence Berger
Carol Blank
Darlene Cavalier
Kayhan Celik
Rose Cheney and Howard
Wiener
Kenneth Chin
Amy Day
Nathaniel Day
Patrick Doust
Helen Drutt
Claudine Fritz
Michael Griffin
Barbara J. Harberger
Sophia Harrison and Chris Curcio

Alice Hendricks
Julie and Bill Isaacson
Thora Jacobson
Sarah Kaizar and Sean Kelley
Michael Logsdon
Ami Lonner
Margery Maurer
Diane Marimow
Constance McBride
Brenton McCloskey and Peter
Vasques
Nancy O'Meara
Betsy Oliphant
Samuel Olshin FAIA
Karen Orman and David Lewis
Karen Peckham
Jane G. Pepper
Susan Pevaroff
Amanda Phillips
Marian Robinson
Marsha Rothman
Michelle Shuman
Charlotte Siegel
Ruth and Rick Snyderman
Katie Sorenson
Fay Stanford
Susan Thompson and Don Miller
Kathy Tunney
John Wind
Patricia Young
Anne Zelonis
Emily Zilber
Rachel Zimmerman
Jennifer Zwilling

In-Kind*

Valerie and Everett Abitbol	Maria Eife	Philadelphia Museum of Art
African American Museum of Philadelphia	Entrepreneur Works	Philadelphia Museum of Art
AJ Zone Designs	The Enterprise Center	Contemporary Craft Show
Al Bustan Seeds of Culture	Fabric Workshop + Museum	Philadelphia Parks & Recreation
Alterra Property Group	The Galleries at Moore	Philadelphia's Magic Gardens
American Swedish Historical Museum	Gravers Lane Gallery	Philadelphia Volunteer Lawyers for the Arts
Asian Arts Initiative	Grid Magazine	Remark Glass
Jen Blazina	Melissa Guglielmo	Marian Robinson
Bridgeway Capital and the Creative Business Accelerator	The Handwork Studio	Skylight Foundation
Bruce D. Hoffman Studios	Helen William Drutt Family Collection	Smith Memorial Playground
Building Industry Association of Philadelphia	InLiquid	Anna Solomon
Kimberly Camp	Carol Klein	Lawrence Spitz
CARTrageous Jewelry	Jack Larimore	Marianne Tebbens
The Center for Architecture	Tina and Albert LeCoff	Technical.ly
The Center for Art in Wood	Rebecca Ledbetter	Temple University Small Business Development Center
The Clay Studio	Mi-Kyoung Lee	Eileen Tognini
The Colored Girls Museum	Made in Baltimore	Tyler School of Art
Commonweal Gallery	Roberta Massuch	Venture Café Philadelphia
Craft Emergency Relief Fund	Deanna McLaughlin	Welcoming Center for New Pennsylvanians
Craft in America	Don Miller	Wharton Esherick Museum
The Deacon	Claudia Mills	Widener University Small Business Development
Di Bruno Bros.	Moderne Gallery	Caroline Wischmann
DIGSAU	Moore Brothers Wine Company	Wooder Ice
Duane Morris	Moore College of Art & Design	
Edgewood Made	NextFab	
	One City	
	Past Present Projects	
	Sharif Pendleton	

*All contributions recorded by December 31, 2022



Tools of the Trades

Program Description



CraftNOW's first major program in 2022 was the Tools of the Trades four-day conference and networking event March 23 through 26. This program was designed by and for creative entrepreneurs throughout Greater Philadelphia at every skill level built upon years of research led by CraftNOW.

In recent years, we surveyed approximately 200 Philadelphia artisans and service providers to the craft sector to determine and understand further (1) the business needs of the community, (2) the organizations already offering related support services, and (3) the gaps needing to be addressed. The results of this survey indicated that artists and makers lack access to small business training. Specific areas of need included marketing, accounting, sales, legal, and website design. The results also illustrated the need for facilitating peer interaction in a network largely made up of sole proprietors. This was seen to be a critical component to creating and sustaining successful businesses.

NextFab had begun offering a successful series of webinars preparing makers to sell online, which reached over 1,200 makers regionally. Working together to design a multi-day conference for 2022, CraftNOW and NextFab combined their marketing and programming efforts to provide makers a wider variety of tools and network of colleagues.

Because the core program was virtual and several presenters were included from Pittsburgh through CraftNOW's partnership with Bridgeway Capital's Creative Business Accelerator (CBA) and its Keystone Alliance for Creative Economies (KACE), CraftNOW invited audiences from across Pennsylvania and demonstrated ways for galvanizing local resources in any community. Additional partners from the local branding initiative Made in Baltimore, NextFab's Wilmington, DE, location, and a marketing campaign extending into New Jersey made the program known to artisans throughout the mid-Atlantic region.



From left to right: Hannah Cole, Sunlight Tax and Jay Vereen, Wooder Ice.

The Tools of the Trades conference schedule was organized with three distinct tracks described below. More information can be found on our shared website <https://www.toolsofthetrades.org/>

Tools in Business

These programs were targeted toward all artisans who were either ready to launch their business or update their skills. We had put together a series of fundamental as well as targeted business topics for creative entrepreneurs.

Accounting and Cashflows + Becoming an LLC + Disaster Planning + Marketing Basics + Legal Issues + Tax Prep + Time Management + Funding + Human Resources + Sustainability and Waste Reduction

Tools for Creatives

This series focused on creative solutions for advancing one's business through design, visual storytelling, marketing strategies, and more. New processes, digital tools, and access to what can help one stand out, become more productive, and strengthen the practice.

Building a Portfolio + E-Commerce + Pricing + Product Photography + Merchandising + Batch Production + Digital Tools + Process Development + Scalability

Tools with Contemporaries

These presentations and networking sessions included topics that spoke to the issues contemporary craft artists and makers often face, adapt to, and overcome. The goal was to learn from others and find supportive and collaborative colleagues in a field made up of many sole proprietors who learn as they go.

Client Relations + Networking + Prospecting + Fairs + Galleries + Retail + Scaling + Peer Support



From left to right: Leila Cartier, Anna Solomon, Jessica Eskow, Sharif Pendleton, Rebecca Ledbetter, Erik Curtis, Troy Musto, Larissa Huff, and Anneliese King.

A celebratory in-person networking event post-conference was held during happy hour on Saturday March 26, 2022 at NextFab's new location in Philadelphia's South Kensington neighborhood. In this 60,000 square foot makerspace, artist-led demonstrations, displays by makers and vendors, and locally crafted food and drink were provided for conference registrants and other patrons. Tickets were made available for attendees who did not attend the conference and used as a fundraiser and development opportunity for both organizations.

Schedule of Lectures and Events

Wednesday, March 23, 2022

Defining Creative Success Webinar

Sharif Pendleton, PLAID: Philadelphia Laser & Industrial Design and Sara Villari, Occasionette

Foundations of Business: What is Your Plan and Why an LLC? Webinar

Erika Tapp Duran, Temple SBDC

Design Thinking and Prototyping: An Artist Perspective Webinar

Caroline Gore & Marc DiGiaimo, NextFab

Taxes for Creators and Artists Webinar

Hannah Cole, Sunlight Tax School

Triple Bottom Line: Entrepreneurship with a Purpose Webinar

Danielle Ruttenberg, Remark Glass and Kimberly McGlenn, Grant BLVD

Thursday, March 24, 2022

BIPOC and in Business Webinar

Sharif Pendleton, PLAID: Philadelphia Laser & Industrial Design and William Toms, REC Philly

Emergence: Professional Pathways Webinar

Mi-Kyoung Lee, University of the Arts and Doug Bucci, Tyler School of Art & Architecture

Contracts for Creatives: Reducing Risk, Enhancing Your Business Practices Webinar

Gabrielle J. Sellei, Esq., Philadelphia Volunteer Lawyers for the Arts

Confidence in Your Craft: Refining Your Finished Product for Selling Webinar

Melissa Guglielmo, NextFab and Jennifer Zwilling, The Clay Studio

How to Turn Social Media Followers into Loyal Customers Webinar

Jay Vereen, Wooder Ice and Gwanyan Barker, Kpelle Designs

Friday, March 25, 2022

Keep It Covered! Emergency Planning and Business Insurance for Artists Webinar

Carrie Cleveland, CERF+

Grow Online: Ecommerce Foundations for Creative Businesses Webinar

Alecia Dawn Young, Yogamotif

The Art of the Pop-Up: How to stage a successful temporary retail event Webinar

Andy Cook, Made in Baltimore

Funding Your Business: When is the Right Time, and What Are Your Options? Webinar

Adam Kenney, Creative Business Accelerator

Saturday, March 26, 2022

Vendor Showcase

Made by Hank, Commonweal Gallery, Yemisi Ajayi, and Leah Creation Jewelry

Makerspace Tours

Demonstration with Machele Nettles of Idol Light in Nextfab's Jewelry Studio

Woodturning Demonstrations with Marc DiGiaimo at the Lathe

Sponsors

NEXTFAB



BLICK
art materials

Community
College
of Philadelphia
Corporate Solutions

**POWER
UP**
Your
BUSINESS



cerf+
The Artists Safety Net

The
Clay
Studio



PHILADELPHIA
VOLUNTEER
LAWYERS FOR
THE ARTS

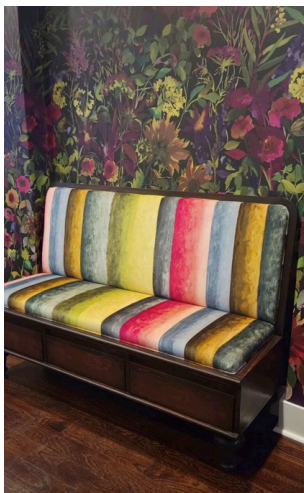
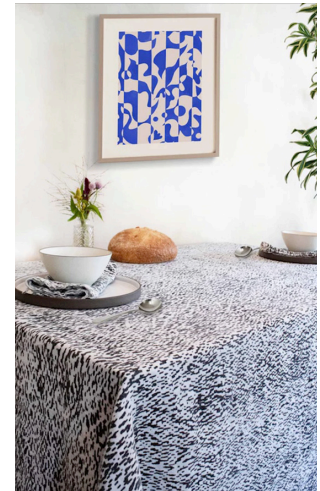
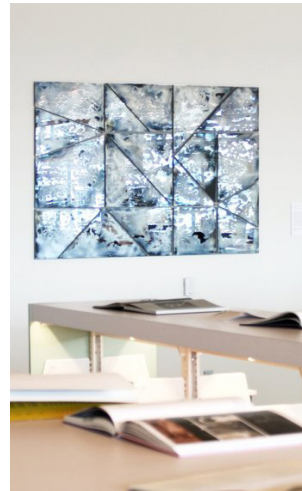


CraftBUILD

CraftBUILD launched in 2022 in partnership with the Building Industry Association of Philadelphia (BIA) to unite the developer community with local makers. Together we have a curated directory of artisans and fabricators working specifically with furniture, fixtures, and equipment (FF&E) suited for built environments. Members of CraftNOW and BIA hope to make this everyone's go-to place for real estate projects. More information can be found on our website <https://www.craftnowphila.org/craftbuild/>

The first of many CraftBUILD events was held on June 8, at Alterra Property Group's One City residence tower, which included 78 registrants - 42% makers and 41% architects-developers. A second event was held at The Clay Studio September 14, and saw 50 registrants and a similar balance between the two memberships.

The goal is to establish a calendar of these quarterly networking events for 2023 at newly constructed projects or makerspaces and keep the CraftBUILD conversations and connections alive in-between quarterly in-person gatherings through email campaigns.



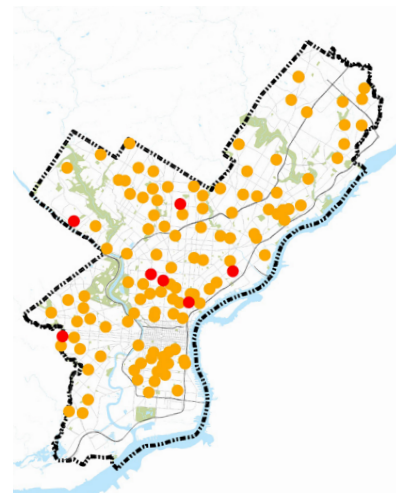
From top left to right: Leila Cartier interviewing designer Eileen Tognini at One City, Laura Sallade, Lobo Mau, Breck Built, PLAID, and Jennifer Martin leading a tour at The Clay Studio.



CraftNOW Create: Summer Camp Edition

Funded by Poor Richard's Charitable Trust, Howard Family Gift Fund and Marcia Docter

CraftNOW Create: Summer Camp Edition has come to be known as Philadelphia's largest free art class for children. In partnership with the Philadelphia Department of Parks and Recreation's 120 summer camps across the city, this program now delivers approximately 10,000 hours of craft instruction and reaches up to 5,000 campers. The Philadelphia Art Museum generously provides take-home kits for all campers with art supplies and free passes to the museum for up to six people.



Shown above is a map of all 120 locations of summer camps provided in partnership by Philadelphia's Parks and Recreation. Our seven gap week camp sites are indicated in red.

For its second annual program in 2022, CraftNOW introduced immersive weeklong art camps at seven individual rec centers during the gap weeks between the end and start of school in late June and mid-August. Registered students were offered more concentrated time with art instruction and toured some of the city's most renowned galleries. The camp location for the June gap week was at Hancock Playground. Six locations were available for the August gap week including Chershore Playground, Cobbs Creek Community Environmental Center, Samuel Recreation Center, Hillside Recreation Center, C.B. Moore Recreation Center, and Winchester Recreation Center. Free registrations were promoted and administered by the individual centers, with up to 30 students ages 6 to 12 accommodated per camp. Video documentation of the gap weeks can be found on our website at <https://www.craftnowphila.org/gap-week-2022/>

Participating Partners

This program was made possible because of Philadelphia's vast network of arts institutions and educators. CraftNOW is grateful for the generosity and commitment shown to this program by the following partner organizations.

African American Museum in Philadelphia
Al-Bustan Seeds of Culture
American Swedish Historical Museum
Asian Arts Initiative
Center for Architecture + Design
The Center for Art in Wood
The Clay Studio
The Colored Girls Museum

Fabric Workshop and Museum
The Handwork Studio
NextFab
Past Present Projects
Philadelphia's Magic Gardens
Philadelphia Museum of Art
Tyler School of Art
1241 Carpenter Studios

Sample Activities



Legendary Creatures with Asian Arts Initiative

Using colorful clay, students sculpted their own legendary creatures to take home!

Hurdy-Gurdy Sculpture with The Center for Art in Wood

Students created their own collaborative wooden piece inspired by "Hurdy-Gurdy," a piece by Mark Sfirri and Jean-François Escoulen.

Isaiah Zagar Mosaics with Philadelphia's Magic Gardens

The two projects included making a mosaic sculpture by pressing tiles and other bits into self-hardening clay. Some groups also made a fabric mosaic collage.



Cardboard Loom Weaving with 1241 Carpenter Studios

Camp students learned how to make a basic hand weaving with acrylic yarn and cardboard looms that they took home with them.

Sample Itinerary

Monday, June 28

Past Present Projects introduced the life and work of artist Ruth Asawa and then used balloons, string, and glue to help campers create their own abstract sculptures.

The Center for Art in Wood welcomed campers in the afternoon for a guided tour of the exhibition *Spoons to Stir the Soul: The World of Norm Sartorius* followed by a hands-on activity in their Old City galleries.

Tuesday, June 28

Campers started their morning with an activity led by **The Clay Studio** mixing air-dry clay and individual expression. After a lunch break, students walked over to The Clay Studio's new South Kensington facility.

Wednesday, June 29

Philadelphia's Magic Gardens welcomed campers for a tour to learn about their art environment, the artist Isaiah Zagar, and created a mosaic-themed project inspired by self portraits.

Thursday, June 30

Campers spent all day visiting **The Center for Architecture and Design** to discover engaging projects based on real life career scenarios in design. Using Hancock Playground itself, campers imagined ways to improve the existing structures, landscapes, furniture, and play areas to invent new designs.

Friday, July 1

With the **Fabric Workshop and Museum**, campers discovered block-printing that contained images of animals, plants, objects, and people. Later in the afternoon, campers expanded their landscapes into stories and cards!

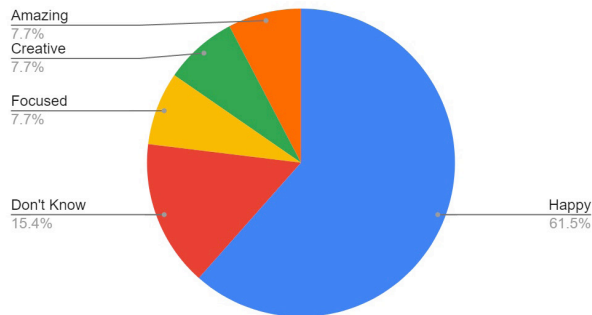
Survey Results

In the Fall of 2021, CraftNOW posed to Drexel University's Dornsife School of Public Health the question of how arts programming influences youth development. Based on the results of the study that showed positive impacts of craft arts, in the summer of 2022, four masters-level students designed and administered surveys to the students and recreation center leaders to identify where the implementation of the new immersive gap week camps could be improved and how they were successful.

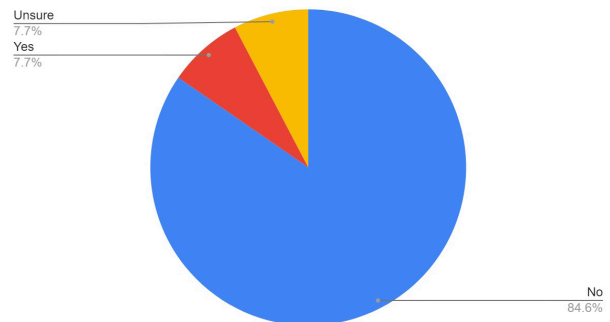
Suggested areas for improvement included scheduling longer engagements between craft educators and students, offering activities and methods that suit the wide age range from 6 to 12, and incorporating more time for outside activities during the gap weeks. Year-round arts and mentoring programs were suggested to increase youth engagement with craft and expand access to safe programs in the city. Alternatively, CraftNOW might find ways to support existing after school programs in the arts.

These graphics demonstrate some of the positive experiences students shared at Cherashore Playground as well as the importance of introducing new audiences to the arts through this collaborative effort. Below are quotes from site leaders who widely recognized that these programs are also helping them discover new activities and opportunities for field trips with partners they can implement on their own.

How they Feel Making Crafts - Cherashore



Attended Art Program Before - Cherashore



"It was plenty of fun! I participated in three of the on-site art projects with the children. We learned from and about each other." - Alicia at Cobbs Creek Environmental Center

"The children loved working with the clay and creating different sculptures. There was even a clay pizza pie competition." - Folami at West Mill Creek Playground



CraftBLAST! Annual Fundraiser

CraftNOW's annual fall fundraiser was newly branded CraftBLAST! and held at Moderne Gallery September 28. The evening was filled with fine craft throughout the galleries, food prepared by Balboa Catering, wines selected by Moore Brothers Wine Company, and a University of the Arts jazz quartet.

The online auction featured 45 contributions from the city's talented artists and organizations, showcasing the thriving craft community. Participating artists and organizations are offered the chance to retain 50% of the proceeds from their auctioned items, however, many have chosen to generously donate their entire share. Guests could preview select auction items as well as go on an exclusive champagne tour with early entry tickets. The event helped raise over \$35,000 for operations and programming.

Celebrating their 38th anniversary, Moderne Gallery is renowned for high quality, vintage 20th century furniture, lighting, and accessories and its specialization in vintage work from the American Studio Craft Movement. Moderne's large and exceptionally fine inventory is enhanced by rotating exhibitions that include Esherick, Nakashima, Maloof, Espenet, and other Studio makers.



From top left to right: Vanessa Stella, Elissa Topol, Kimberly Camp, Tina LeCoff, Rose Cheney, Marianne Tebbens, Robert Potter, Ruth Snyderman, Suzanne Cohn, Leila Cartier, Sean Kelley, Sarah Kaizar, Jacqueline Lewis, Christine Rad, Bill Salvatore, and Emily Coleman.



CraftMONTH in November

Itinerary of Events

For eight years, CraftNOW's fall programming throughout the month of November has been organized to complement the Philadelphia Museum of Art Contemporary Craft Show. In 2022, CraftNOW presented the theme *Public | Private* to examine how handmade elements and crafted objects communicate, whether architectural space is shared or private, and to explore which processes and aspects of their creative identities artists choose to share with their audiences. With a return to in-person events, CraftNOW saw an expanded itinerary which kicked off with a program at the Fabric Workshop and Museum and closed with the opening reception of *Craft Forms*, Wayne Arts Center's 27th International Juried Exhibition.

Ritual of Tea with Dye Workshop - November 1 Learned about tea preparation before going to print an eco-printed cotton bandana at Fabric Workshop and Museum.

First Fridays in Old City - November 4 On the First Friday of every month, art galleries and shops in Old City stay open late. The night started with an opening reception at The Center for Art in Wood for *Vessel: Embodiment, Autonomy, and Ornament in Wood*.

CraftNOW Create - November 5 Craft stepped out of the studio and into the hearts of Philadelphians with CraftNOW Create at Smith Memorial Playground with free activities.

Commonweal Gallery Artist Workshops and Tours - Dates Varied Akiko Jackson, Emilio Jose Maldonado, Alexander Rosenberg and Misha Wyllie hosted activities and tours during their exhibition.

PMA Craft Show Preview Event - November 10 At this cocktail gala, attendees were among the first to meet the artists and purchase their unique works.

Second Thursday - November 10 The North American Street corridor is quickly becoming a contemporary craft destination. Bahdeebahdu, The Clay Studio, Next Fab, InLiquid, and more at the Crane Arts Building hosted evening receptions.

Public | Private Symposium - November 11 CraftNOW hosted their annual symposium to provide a platform for critical discourse in contemporary craft.

PMA Craft Show - November 11-13 This premier show and sale of contemporary craft included 160 of the finest and most dynamic craft artists selected from more than 1,000 applicants.

Collector's Night with InLiquid - November 17 The InLiquid Silent Auction and Benefit celebrated contemporary art, design, and craft with the much anticipated annual event.

Meet the Residents - December 1 A hybrid event was held to enjoy artist talks, studio tours, and reception with current resident artists at The Clay Studio.

Craft Forms - December 2 CraftNOW closed CraftMONTH with Wayne Art Center's *Craft Forms: An International Juried Exhibition of Contemporary Craft*, by Jeannine Falino.

CraftNOW Create

Funded by the Joseph Robert Foundation

Smith Memorial Playground welcomed back CraftNOW for a second year to host CraftNOW Create 2022 on their campus Saturday, November 5, from 10am till 1pm. Ideal for elementary-aged students, ten unique craft activities listed below were set up on tables in front of the Playhouse. Take-home kits were also available. We encouraged everyone to enjoy the playground and playhouse!

Worry Dolls with 1241 Carpenter Studios Kids wrap small sticks with different yarns to create worry dolls, little friends that sit under your pillow and protect your dreams.

Sami Bracelet with American Swedish Historical Museum Learn about the Sami people with this bracelet craft that incorporates traditional Sami colors and patterns.

Peace Pebbles with The Center for Art in Wood Create a Peace Pebble out of wood that can be kept in a pocket for when you might need some calming thoughts through the day.

Group Sculpture with The Clay Studio Imagine, create, and collaborate on an enormous clay sculpture with teaching artists from The Clay Studio!

Crafted Paper Quilts with Da Vinci Art Alliance Learn how to dye paper using plants, then transform your creations by collaging and weaving them into one of a kind paper quilts!

Dream Planting with Fabric Workshop and Museum Make seed paper inspired by Rose B. Simpson.

Yarn Birds with Past Present Projects Make a colorful bird from recycled cardboard and yarn.

Hojalata Tin Art Ornaments with Philadelphia's Magic Gardens Make your own colorful, embossed tin art ornament inspired by Mexican hojalata.

Dragons, Mermaids, and Gryphons, OH MY! With Philadelphia's Museum of Art Combine different animals to create your own magical creature!

Handprint Stamp Trees with Philadelphia Parks and Recreation Create a tree by tracing your hands and adding stamped leaves.



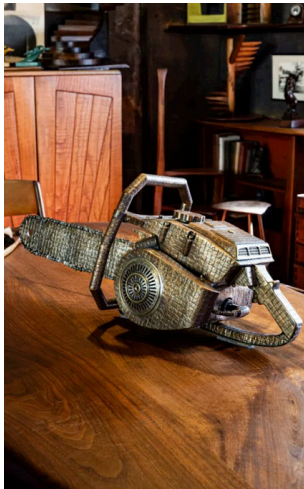
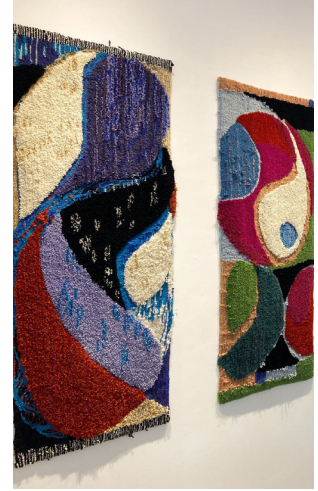
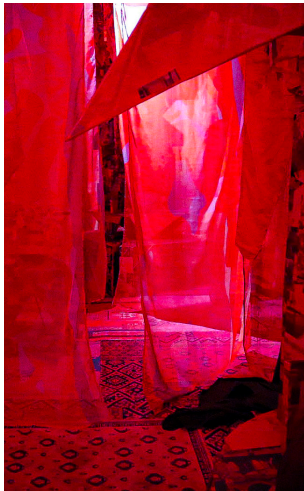
Public | Private Exhibitions

Throughout the year, Philadelphia is a place where anyone can engage with some of the most highly acclaimed curators and innovative artists working with wood, clay, fiber, metal, and glass. Each November, CraftNOW unites these museums, galleries, and other venues emphasizing Philadelphia as a destination for touring and collecting craft around the time of the annual Philadelphia Museum of Art Contemporary Craft Show. In 2022, CraftNOW's eighth annual exhibit portfolio featured 24 participating partners who benefited from the increased visibility and opportunities generated by the elevated profile of the event.

African American Museum in Philadelphia
 Al-Bustan Seeds of Culture
 Allens Lane Art Center
 American Swedish Historical Museum
 The Center for Art in Wood
 The Clay Studio
 Commonweal Gallery

Da Vinci Art Alliance
 Fabric Workshop and Museum
 The Galleries at Moore
 Gravers Lane Gallery
 Hyatt Centric Hotel
 InLiquid
 Michener Art Museum
 Moderne Gallery
 National Liberty Museum

Paradigm Gallery
 Past Present Projects
 Pentimenti Gallery
 Philadelphia's Magic Gardens
 Wexler Gallery
 Wayne Art Center
 Wharton Esherick Museum



From top left to right:
 Sara Jimenez in *Places of Freedom and Containment* at The Galleries at Moore,
 Jack Larimore in *Vessels* at The Center of Art in Wood,
 Sharon Bloomfield Hicks in *Concepts and Compositions* at Da Vinci Art Alliance,
 Stacey Lee Webber in *Home as Stage* at The Wharton Esherick Museum, and
 Akiko Jackson *Public/Private* at Commonweal Gallery

Public | Private Theme and Symposium

Sponsored by The Decorative Arts Trust, Moore College of Art & Design, and Rago

Each year, CraftNOW hosts a symposium to provide a platform for critical discourse in contemporary craft. This year the event was hybrid and hosted by The Galleries at Moore at Moore College of Art & Design. The hybrid symposium event included a networking luncheon and was free and open to the public.

CraftNOW's 2022 symposium and programming centered on the theme *Public | Private* and explored continually evolving concepts of shared versus personal space. It offered the opportunity to think about how handmade elements and crafted objects communicate, whether architectural space is shared or private, and explored which processes and aspects of their creative identities artists choose to share with their audiences. As private space becomes increasingly public, these lenses have shifted dichotomies of shared and personal space for students, practitioners, educators, and consumers of craft.

The keynote speaker was Michael Lewis, architectural critic for the Wall Street Journal and author of *Philadelphia Builds: Essays on Architecture*. Other presenting institutions included Craft in America, The Center for Art in Wood, Wharton Esherick Museum, varying divisions of the Philadelphia Mummers Parade, among many others.

Keynote Michael J. Lewis teaches modern architecture and American art at Williams College, and he is the architecture critic for the Wall Street Journal. After receiving his B.A. from Haverford College in 1980, and two years at the University of Hannover Germany, he received his Ph.D. from the University of Pennsylvania in 1989. He has taught at Bryn Mawr College; McGill University, Montreal; and the University of Natal, South Africa. Other books he has authored include *Frank Furness: Architecture and the Violent Mind* (2001), *American Art and Architecture* (2006), and the prize-winning *August Reichensperger: The Politics of the German Gothic Revival* (1993). He was a Fellow of the Institute for Advanced Studies at Princeton (2000-2001) and in 2008 received a Guggenheim Fellowship to support the completion of *City of Refuge* (2016), his study of millennial utopias. Lewis has been at Williams College since 1993 and in 2008 he was named Faison-Pierson-Stoddard Professor of Art.



Lecture and Event Descriptions

Vessel with artists Alison Croney Moses, Jack Larimore, and Vivian Chiu, and exhibition curator Jennifer-Navva Milliken In celebration of the exhibition opening at The Center for Art in Wood on November 4, the exhibition curator was joined by participating artists to discuss the vessel, one of the most fundamental forms in craft. The vessel's role of containment also positions it as a metaphysical device for delineating the soul, or as a metaphor for understanding autonomy, power, and agency over one's body.

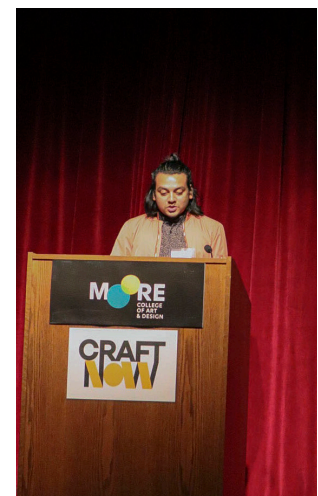
HOME: Craft in America with Carol Sauvion, Syd Carpenter, Helen Drutt, Julie Siglin, and moderated by Josephine Shea This preview of Craft in America's episode, HOME, embraced its many meanings—from the four walls in which we live, to the belongings we cherish and the meals we share with families and friends. The show offered a nuanced exploration of the environments and the influences that shaped them.

Places of Freedom & Containment This tour at The Galleries at Moore presented an exhibition organized by Charlotta Kotik. Kotik's project focused on a multicultural approach that explored how spaces are conceived, modified, and inhabited based on women's roles as providers. Exhibitors included Sara Jimenez, Rehab El Sadek, Shervone Neckles, and Kara Rooney.

Making a Mummers Parade While focusing on each club's unique cultures of making, this panel of mummers shared a brief history and current organizational structure behind the nation's longest standing winter solstice tradition. We heard from Michael Carwile and the last remaining Fancy Club Golden Sunrise, Melissa MacNair representing the Comic Brigade Vaudevillains, President Rick Burkhardt of Spartans Fancy Brigade, and Jamie Caldwell from Uptown String Band.

Rings! 1968 – 2021 This catalog featured an incredible selection of wearable pieces that capture avant-garde notions of contemporary jewelry from the traveling exhibition organized by Helen Drutt, renowned advocate of modern and contemporary craft.

The symposium concluded with a reception and book signing featuring CraftNOW's publication *Craft Capital*, *Philadelphia Builds* by Michael J. Lewis, and *Rings!* by Helen Drutt.



From left to right: Head House Books signing event, Mummers panel Michael Carwile, Melissa MacNair, Rick Burkhardt, Jamie Caldwell, and Emerging Voices presenter Amrut Mishra.

Emerging Voices with The Decorative Arts Trust Descriptions

The Decorative Arts Trust is a non-profit membership organization that promotes and fosters the appreciation and study of the decorative arts through programs, partnerships, grants, and scholarships. With help from a grant facilitated by Executive Director Matthew Thurlow, we launched this new *Emerging Voices* segment of the symposium through a call for papers.

Me, Myself, and I: The Public-Private Space of the Mirror Forrest Hudes thinks and makes work about gender, identity, and the reciprocal relationship between the way that we build our world and the way that our world builds us. Forrest's work focuses on the interplay of personal and public identity construction that takes place in front of the mirror, where we have many of our most private moments of the day.

Weaving Publics: The Performance of Craftwork in the Art of Raisa Kabir Amrut Mishra has curated installations for the Ackland Art Museum, Carolina Performing Arts, and is currently serving as a graduate intern at The Center for Art in Wood. In this presentation, Amrut turned to the work of craft artist Raisa Kabir to meditate on her weaving performances, which expose the labor of craftwork in a public setting.

Community, Craft, and the Reclamation of Public Space Deirdre Visser is a curator, educator, visual artist, and woodworker in San Francisco's Mission District. This talk discussed placing benches, market stalls, bus stops, and other street furnishings in the cityscape, where chance encounters with strangers animate our days and make the city a little more personal.

Using Ornamentation to Look at Preservation and Homeownership in Philadelphia's Marginalized Neighborhoods Isabella Segalovich is a writer and educator who studies the intersections of craft, art, and politics. This lecture used rowhouse ornamentation as a lens to examine how the assumed value of craft has fallen, and with it, the value of historic homes and the homeowners that inhabit them in marginalized neighborhoods of the city.

Major funding and support for CraftNOW's 2022 educational programming has been provided by CraftNOW's Board of Directors, Jane Davis, Marcia Docter, Howard Family Gift Fund, and Poor Richard's Charitable Trust.



THE DECORATIVE ARTS TRUST



JOSEPH ROBERT
FOUNDATION



MODERNE GALLERY



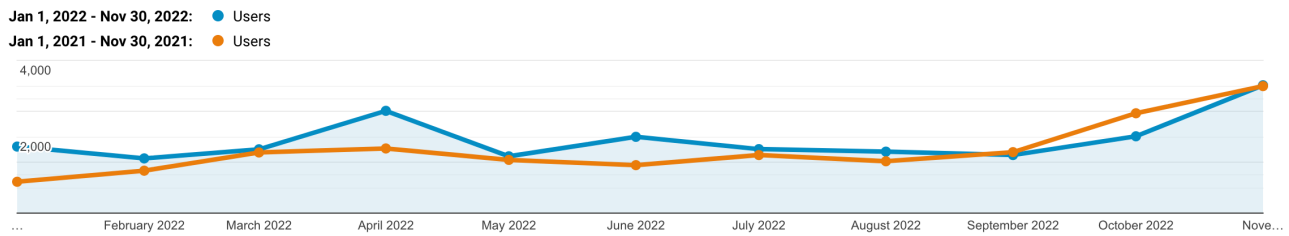
Poor Richard's Charitable Trust



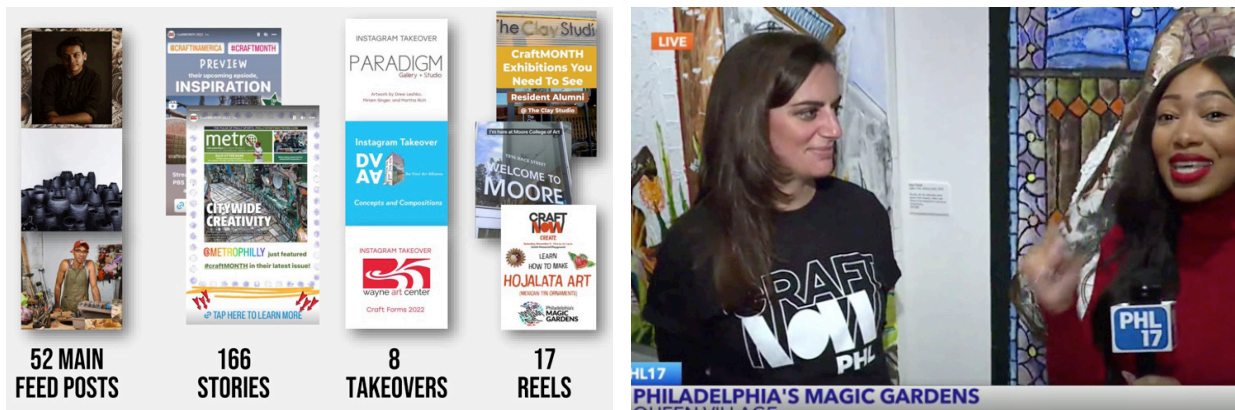
Marketing and Media

As a result of the expanded programming offered by CraftNOW, our engagement with En Route and their team of marketing and public relations professionals has also increased. Their goal is to help our ongoing events continue to attract diverse participants from both the regional and national level. The overall objectives for En Route are to boost attendance at CraftNOW events and programs, raise awareness for our network of partners and craft artists, and expand our influence among current and new audiences.

In 2022, there was a 16 percent increase both in website traffic and engagement when compared to 2021. Organic search was the top channel that led users to the website and direct search was the second. Facebook had the highest social media referrals out of all accounts for 2022.



CraftNOW was seen in numerous articles, features, and TV segments from media organizations. The CraftNOW Create Summer Camp and Gap Week programs were featured on 6ABC July 28th. The 215 FOX29 aired a segment sharing CraftNOW’s mission for three days in August. CraftMONTH was highlighted four times in November including on the front page of Metro, articles in Philadelphia Magazine and Philadelphia Style Magazine, and a two-part segment on PHL17. The news spotlight on PHL17 promoted the CraftMONTH exhibition at Philadelphia’s Magic Gardens and CraftNOW Create at Smith Memorial Playground.



En Route invited eight Instagram takeovers and guided the following partners through the process Da Vinci Art Alliance, Commonwealth Gallery, The Center for Art in Wood, Past Present Projects, Michener Art Museum, Paradigm Gallery & Studio, InLiquid, and Wayne Art Center. In late October, En Route facilitated a meeting with marketing professionals with organizations from across the city, providing them with a marketing toolkit and discussed methods for reaching the largest possible audience.

Financial Results

	<u>2021</u>	<u>2022</u> <u>Preliminary</u>
Revenues		
Contributions and grants	\$321,364	\$264,891
Other income	\$3,829	\$34,910
Total Revenue and Support	<u>\$325,193</u>	<u>\$299,801</u>
Expenses		
Program services		
CraftNOW Create	\$12,906	\$15,075
Economic Development	\$20,651	\$48,776
Symposium	\$5,163	\$3,993
Youth Education	\$77,441	\$107,298
General Program	\$12,907	\$77,509
Total Program Services	<u>\$129,068</u>	<u>\$252,651</u>
Supporting services		
Management and general	\$18,316	\$30,254
Fundraising	\$24,108	\$38,309
Total Expenses	<u>\$171,492</u>	<u>\$321,214</u>
Change in net assets	\$153,701	(\$21,413)
Net Assets		
Beginning of year	\$100,037	\$253,738
End of year	\$253,738	\$232,325
Without donor restrictions	\$53,618	\$84,325
With donor restrictions	\$200,120	\$148,000

It has become clear CraftNOW was able to leverage the downtime mandated by the pandemic years. The time spent on strategic planning and capacity-building has ultimately strengthened the financial position and future prospects for CraftNOW. Led by considerable support from Poor Richard's Charitable Trust, new grants from the Howard Family Fund, Decorative Arts Trust, increased support from Drexel University and the Philadelphia Cultural Fund, and a return to our in-person fundraiser helped CraftNOW secure nearly \$350,000 in income. Although not indicated here, some income is restricted to certain programs, which helps CraftNOW purposefully increase its programming without threatening other projects or the overall sustainability of the organization.

The increased expenses in 2022 were also directly related to expanded programming. The gap week summer camps and funding supported the re-hire of Cierra Frantz as Program Manager, CraftNOW's first Drexel co-op September 2020 – March 2021. 2022 was also the first year CraftNOW operated fully on its own as a 501(c)(3), which required additional administrative support as well as the organization's first financial statements, review, and 990 filing performed by BBD Certified Public Accountants.



What to Look for in 2023

In the context of CraftNOW's overall history, 2022 might eventually be viewed as a landmark year for the organization. The last eight years of research, relationship building, and program implementation have culminated in a portfolio of events that stretch from spring through fall and are devoted to supporting each aspect of our craft ecosystem. In the spring we hosted our first annual Tools of the Trades conference that convened our craft artist and maker community and connected them to the business services that will help them succeed. In the summer, we focused our efforts on introducing craft to young students in every neighborhood of Philadelphia thanks to our partnership with Parks and Recreation as well as a dedicated network of talented educators. In the fall, we saw the return of our original curatorial programming during CraftMONTH where we unite the institutions, scholars, and collectors to observe the exceptional work being done in Philadelphia in the sector.

Finally, each winter we reflect on our work, draft this annual report, and gather for a board retreat to ask ourselves if the work we are doing is serving our community and showcasing contemporary craft in the best possible light. Given the positive responses CraftNOW has documented showing enthusiasm and support from donors and participants, we have established a structure and cadence for ourselves that will be repeated during our ninth year. Please add these programs to your 2023 calendar!

March 22 - 25

Tools of the Trades Conference
& Networking Event

Fall TBD

Annual Fundraiser

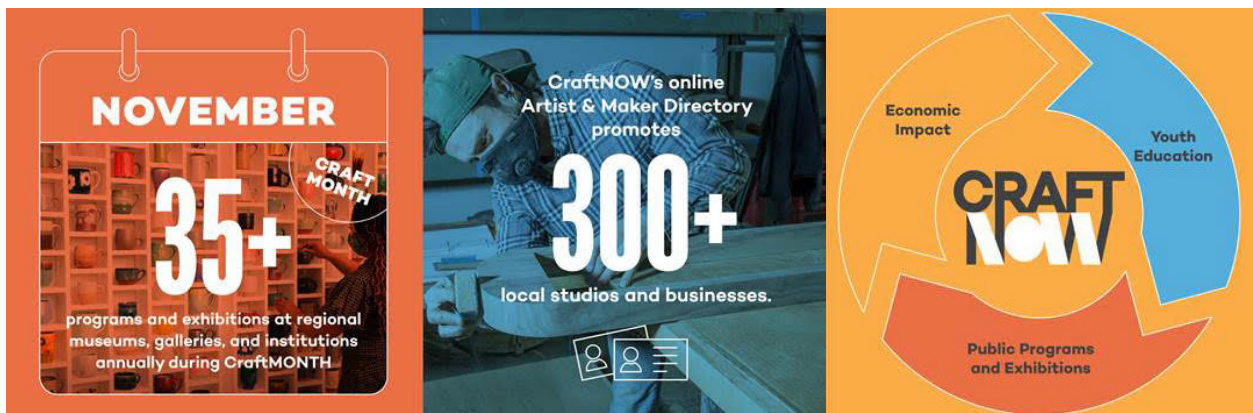
June 26 - August 18

Summer Camp
Gap Weeks

November

CraftMONTH
CraftNOW Create
Annual Symposium

None of this work would be possible without CraftNOW Philadelphia's Board of Directors, volunteers, committee members, community activists, creative entrepreneurs, and bright student population. Thank you for your support and continued involvement.



Stay up to date through following CraftNOW on social media @craftnowphl and sign up for our newsletter on the website <https://www.craftnowphila.org/>



CraftNOW's Dedicated Leadership

2023 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 and Co-Founder of Mercator Advisors

Clara Hollander, Co-Founder and Secretary – APAA

Tariem Burroughs – Director of Experiential Learning, Drexel University

Patricia Fowler – Trustee, University of the Arts

Eric Hague – Attorney, Duane Morris LLP

Frances Hoover – Executive Director, Smith Memorial Playground and Playhouse

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

MiKyoung Lee – Director of School of Art, Design and Art History, James Madison University

Jacqueline Lewis – Deputy Director of External Affairs, City of Philadelphia Department of Aviation

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

Michelle Shuman – Director of Design, City of Philadelphia's Rebuild Initiative

Julie Siglin – Executive Director, Wharton Esherick Museum

Paul Stark – Retired Partner of Alexander, Wollman & Stark

Vanessa Stella – Director of Marketing, JLL

Emily Zibler – Independent Curator and Consultant

Jennifer Zwilling – Curator of Artistic Programs, The Clay Studio

Leila Cartier – Executive Director, CraftNOW Philadelphia

Cierra Frantz – Project Manager, CraftNOW Philadelphia

The Drexel University cooperative education model continues to contribute to CraftNOW's ambitious annual programming thanks to a stream of dedicated students who join the staff full time for six months at a time. With support from Drexel University's Lenfest Center for Cultural Partnerships, Zaria Thomas, Graeme Turner, and Amy Day each brought with them unique skill sets and interests that could be applied to the different projects we hosted throughout the year. In 2022, Zaria helped with the implementation of our first Tools of the Trades conference in the spring and utilized her interest in library sciences to help organize CraftNOW's growing databases. Graeme Turner's interest in entrepreneurship and small business was applied to his development of the new CraftBUILD directory while also helping to support the needs of our growing summer camp program. Amy Day hit the ground running by helping with our CraftBLAST! fundraiser during the early days of her co-op. Her graphic design and photography skills have been an asset to the organization as she has taken on the layout of many inhouse promotional materials and documenting our special events. We are deeply grateful to Drexel's Lenfest Center for making these young professionals available to CraftNOW through grant funding.

This 2022 annual report has been designed with supplementing photography by Amy Day.



CraftNOW Philadelphia unites the leading institutions, artists, and patrons of Philadelphia's craft community to celebrate the city's rich legacy, its internationally-recognized contemporary scene, and its important role as an incubator for arts based in wood, clay, fiber, metal, and glass. Together with partners, we invite residents and visitors alike to explore Philadelphia's innovations in the world of the handmade through an itinerary of hands-on activities, academic programming, events and tours, and directories of local galleries, studios, and makers. Other programs unite creative businesses with support services, increase the economic impact of the artisanal sector, and advocate for policies that encourage investment in the field. CraftNOW's youth education initiatives serve neighborhoods citywide.

Your support helps us highlight the importance of craft in Philadelphia.

To make a gift today, visit <https://www.craftnowphila.org/support/>

We invite you to explore the many institutions and individuals that contribute to Philadelphia's thriving contemporary scene listed here <https://www.craftnowphila.org/explore/>



[CraftNOWPhila.org](https://www.craftnowphila.org)

[#CraftNOWPHL](https://twitter.com/CraftNOWPHL)

[@CraftNOWPHL](https://twitter.com/CraftNOWPHL)