# 2023 Annual Report

Summarizing the Programs of CraftNOW Philadelphia





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# **Contributors**

## With Gratitude to our 2023 Contributors\*

#### \$10,000+

Drexel University Lenfest Center for Cultural

**Partnerships** 

Jane Davis

Lisa Roberts and David Seltzer

Marcia Docter

Patricia and Gordon Fowler

Poor Richard's Charitable Trust

Philadelphia Cultural Fund

The Howard Family Gift Fund

#### \$5,000-\$9,999

Clara and Ben Hollander

Elissa Topol and Lee Osterman

Joseph Robert Foundation

The Altman Philadelphia Fund

#### \$2,500-\$4,999

Paul and Konnie Stark

**Rago Auctions** 

#### \$1,000-\$2,499

Eric Hauge

Josephine and Michael Burri

John Foote

Jacqueline Lewis

Kimberly Frank and Jeffrey Brown

Karen Degerberg

MAKEN

Museum for Art in Wood

Michelle Shuman

Mi-Kyoung Lee

**PIDC** 

The Clay Studio

**Tobey and Mark Dichter** 

Vanessa Stella

Wendy and Mort Branzburg

#### \$500-\$999

**American Craft Council** 

Arts and Business Council of Philadelphia

**Blick Art Materials** 

Nancy Hays

The Philadelphia Museum of Art Craft Show

The University of the Arts

Wharton Esherick Museum

#### Up to \$499

**Bright Funds** 

**Bill Salvatore** 

Billy Cook

Beth and Billy Landman

Carol Blank

CyberPlayGround Inc.

Denise C. Shaheen

Denzell Wallace

**Emily Zilber** 

Frances Hoover

Frances Metzman

Jen Blazina

Julie Matherly

Julia Esteves Gartshore

Karen Peckham

Katie Sorenson

Leila Cartier

Maria Eife

Mina and Ronald White

Patricia Young

Tina and Albert LeCoff

Anonyomous (6)

## In-Kind Contributors\*

Smith Memorial Playground

Moore College of Art and Design

Lincoln Square

Laurie Gold

The Philadelphia Museum of Art

Ruth and Rick Snyderman

Museum for Art in Wood

Museum for Art in Wood, Dale Chase Trust Bequest

R & Company

Lawrence Spitz

Marianne Tebbens

Weaver House

Myra Wood

Stacey Lee Webber

Julie Woodard

Jack Larimore

Ford/Forlano

InLiquid

The Philadelphia Guild of Handweavers

Marian Robinson

Fork Restaurant

Sara Nerken and Bob Karpinski

Don Miller

Paul and Konnie Stark

The Clay Studio

Carol Klein

The Skylight Foundation

Isaiah Zagar, The Eyes Gallery

Everett & Valerie Abitbol

The Philadelphia Museum of Art Craft Show

American Craft Council

NextFab

**Building Industry Association of Philadelphia** 

Maken/Shift Capital

**Post Brothers** 

<sup>\*</sup>All gifts recorded by December 31, 2023

# Introduction Letter from the Chair

Dear Philadelphia's Craft Community,

I thank everyone who has been a significant part of CraftNOW Philadelphia's successful 2023. As we continue to develop our year-round activities in the areas of Youth Education, Economic Development and Curatorial Programming, we stay true to our core mission to unite and promote everything and everyone in the Philadelphia craft community. Our goal is to support each part of this community while linking all together to create something more powerful and positive than individuals alone.

As our Executive Director Leila Cartier moved on to become the Executive Director of the Houston Center for Contemporary Craft, we were fortunate to welcome Emily Edelstein as our new Executive Director. I am so proud of what CraftNOW has accomplished since it was a spark in Clara Hollander and David Seltzer's eyes. I look forward to all we will accomplish in 2024.

Elissa Topol

Elina Sopol

# Tools of the Trades

# **Tools of the Trades**

# **Program Description**



The Tools of the Trades four day conference and networking event was designed by and for creative entrepreneurs at every skill level. It was built upon years of research led by CraftNOW throughout Greater Philadelphia.

The results of a survey run a few years back 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 thought to be a critical component to creating and sustaining successful businesses. In 2020, NextFab began a successful series of webinars preparing makers to sell online and reached over 1,200 makers regionally. Working together to design this inaugural conference, CraftNOW and NextFab combined their marketing and programming efforts to provide makers a wider variety of tools and network of colleagues.

The annual Tools of the Trades hybrid conference focused on connecting artisans and makers to business resources in Philadelphia and beyond. This four day event provided a concentrated period for creative learning to help craft-focused businesses accelerate growth and find success however they choose to define them.

Tools of the Trades delivered a variety of programming and materials - lectures, resource directories, and a collaborative event - to address the needs voiced by our creatives running small businesses. The conference strived to emphasize approachability, affordability, and a supportive environment where everyone can come together and no question goes unanswered.

# ools of the Trade

## Schedule of Lectures and Events

#### Tuesday, March 21, 2023

HYBRID KICK-OFF BREAKFAST

Hosted by the Arts and Business Council, featured a panel of experts speaking to building your creative business and brand identity.

#### Wednesday, March 22, 2023

**CREATIVE BUSINESS HANDBOOK** 

Sharif Pendleton, LaserPhilly & Alicia Puig, PxP Contemporary

CRAFTING YOUR BUSINESS MODEL CANVAS

Sharif Pendleton, LaserPhilly & Alicia Puig, PxP Contemporary

PRICE YOUR WORK FOR A PROFIT

Jessica Abel, Autonomous Creative

TAXES FOR CREATIVES: SELF-EMPLOYMENT AND THE SCHEDULE

Hannah Cole, Sunlight Tax

**E-COMMERCE ESSENTIALS** 

Kim Robinson, 3pts

#### Thursday, March 23, 2023

DAYDREAM TO DAY JOB

Mark Kuhn, Oat Foundry & Nicole Haddad, Lobo Mau

**CREATING MULTIPLE REVENUE STREAMS** 

Joy London, Project Joy Studio & Alecia Dawn Young, YOGAMOTIF

COLLABORATION AS COMMERCE

Nick Vicente, Twice Measured & Maria Eife, Maria Eife Jewelry

**CROWDFUNDING STRATEGY FOR ARTISANS** 

Katie Johnson, Bridgeway Capital & Khai Van, Techarge LLC

HOW I BUILT MY SOCIAL MEDIA BRAND

#### Friday, March 24, 2023

DON'T DIY EVERYTHING

Erika Tapp Duran, Temple University Small Business Development Center TRADEMARKS & COPYRIGHTS: PROTECTING YOUR WORK, WHY & WHY NOT

Ken Metzner, Philadelphia Volunteer Lawyers for the Arts

MAKING MATERIALS MATTER

Cody Hughes, Untitled\_Co & Kate Leibrand, Interdisciplinary Artist
GETTING INTO GALLERIES, RETAIL STORES, & WHOLESALE MARKETS
Margaux DelCollo, TWEE & Sara McCorriston, Paradigm Gallery + Studio

#### Saturday, March 25,2023

IN PERSON WORKSHOPS

2:30 -4:00 Attendees chose from 4 options: How to Approach Galleries and Retailers Workshop, Product Photography Workshop, Pricing & Strategy Roundtable Workshop, or Craft Fair & Market Display Workshop.

A happy hour at NextFab North closed out the conference featuring networking with fellow attendees, speakers, demos, tours of the NextFab makerspace and a CraftNOW Trunk Show featuring local vendors with work for sale.





# **NEXTFAB**



























# CraftBUILD

CraftBUILD is an evolving program in partnership with the Building Industry Association of Philadelphia (BIA) uniting the developer community with local makers, with the goal of increasing Philadelphia-made artisan work in Philadelphia development projects. 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 <a href="https://www.craftnowphila.org/craftbuild/">https://www.craftnowphila.org/craftbuild/</a>

CraftBUILD 2023 featured two events: April 26, at Maken North, featuring tours of three studios and a networking social at FAME, and May 23 in Northern Liberties the Builder's Open began with a walking tour of BIA member sites, and finished with a happy hour at Pizza Alta.













Photos at the Maken Event

# 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.



Picture taken during summer camps at the Center for Architecture and Design

In Summer of 2023 CraftNOW Philadelphia once again brought immersive weeklong craft camps during the "gap" weeks between the public school schedule and the start and end of Parks and Rec's camps. These camps included field trips to many partner organizations, giving campers craft and cultural experiences outside their local rec center. Four sites were host to gap camps in 2023: Lee Cultural Center and Cherashore Playground in June, and Samuels and Winchester Playgrounds in August.

Video documentation of the gap weeks can be found on our website at <a href="https://www.craftnowphila.org/gap-week-2022/">https://www.craftnowphila.org/gap-week-2022/</a>

#### **Participating Partners**

This program is 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.

1241 Carpenter Studios

Museum for Art in Wood

The African American Museum in Philadelphia American Swedish Historical Museum Asian Art Initiative The Clay Studio The Center for Architecture and Design The Fabric Workshop and Museum

Past Present Projects
The Philadelphia Guild of Handweavers
Philadelphia's Magic Gardens
Philadelphia Museum of Art
Tyler School of Art

#### Sample Activities





Making Friends the Nordic Way! - American Swedish Historical Museum Students explored Nordic communities through team STEAM activities. Children engaged in Viking games, constructed Sara Cultural Center models, and worked to understand Swedish friendship (vän).

Mindful Collage - Asian Arts Initiative

Students discovered Chigiri-e, a Japanese collage art form emphasizing mindfulness through paper tearing and pasting. Students created vibrant collages inspired by this technique, putting mindfulness into practice.

Claymobile - The Clay Studio

The Claymobile brought a pop-up ceramics studio to the Philadelphia Parks and Recreation summer camps! Professional teaching artists from The Clay Studio brought all of the clay and supplies needed to complete a ceramics project!

#### Sample Itinerary - Gap Week

#### Monday, June 26

Tyler School of Art and Architecture visited the playground to introduce students to Paper Bag Puppet Pets, exploring what combining their two favorite animals could create. After lunch, Philadelphia's Magic Gardens welcomed campers in the afternoon for a guided tour of their exhibitions.

#### Tuesday, June 27

Campers started their morning at The Museum for Art in Wood. After lunch, the campers had an activity led by The Handwork Studio at Lee Cultural Center.

#### Wednesday, June 28

Campers started their day at The Clay Studio's new South Kensington facility for a tour of the galleries! In the afternoon, students had a craft lesson at Lee Cultural Center with Anne Koszalka of 1241 Carpenter Studios.

#### Thursday, June 29

Campers had free time in the morning. They then spent their afternoon visiting the The Center for Architecture and Design, learning about the fundamentals of printmaking and graphic design by making their own prints from their own lego designs.

#### Friday, June 30

Fabric Workshop and Museum opened the day with a tour and craft. Students then spent their afternoon with Project Joy Studios helping to build a faux stained glass dome!



















# CraftBLAST! Annual Fundraiser

CraftNOW's annual fall fundraiser, CraftBLAST! was held at Lincoln Square on October 11, 2023. The evening was filled with fine craft and foods prepared by JM Catering.

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 were entertained by live music from the Curtis Institute, and shared a toast with honorees Ruth and Rick Snyderman, who donated several pieces of their personal collection to the auction. The event raised over \$30,855 for operations and programming.

Lincoln Square is a mixed use multi-family project completed in 2018. The amenity space, where CraftBLAST! was held, features the work of many local artists and makers, chosen by designer Eileen Tognini.









From top left to right: Nancy O'Meara, Elissa Topol, Eileen Tognini, Emily Edelstein, Jennifer Martin, Caroline Wischmann, David Seltzer, Marsha Moss, Evan Snyderman, Ruth Snyderman, Ami Snyderman Lonner, Rick Snyderman, Konnie and Paul Stark

# CraftMONTH in November

## **Itinerary of Events**

For nine years, CraftNOW's fall programming has been organized to complement the Philadelphia Museum of Art Contemporary Craft Show. In 2023, CraftNOW presented the theme Craft Works. Through this theme, scholars, artists, and other speakers explored diverse and changing ideas around work that permeates every aspect of the craft landscape: the work of making things, craft practice as labor, craft's relationship to the needs of working people, and the power of craft to enact transformative work through communities. Craft Works also paid tribute to the important contributions of gallerists Ruth and Rick Snyderman to Philadelphia's craft community through their gallery, Snyderman Works.

Craft Works Symposium - November 3 Each year, CraftNOW hosts a symposium to provide a platform for critical discourse in contemporary craft.

First Fridays in Old City - November 3 On the First Friday of every month, art galleries and shops in Old City stay open late.

CraftNOW Create - November 11 Craft stepped out of the studio and into the hearts of Philadelphians with CraftNOW Create! On Saturday, November 11 we took over Smith Memorial Playground with free craft activities.

PMA Craft Show Preview Event - November 14 Attendees to this cocktail gala were among the first to meet the artists and purchase their unique works.

PMA Craft Show - November 15 - 17 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.

Between Horizons - Oct 12th - Dec 31st Between Horizons at the Clay Studio explored the human instinct to travel and pursue new ideas through the artwork of twelve artists who began their ceramic education in Korea before moving to the US for graduate work.

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

Conventional Departures at the Galleries at Moore College of Art- Sep 30 - Dec 9 New methods and technologies blended with traditional handmade techniques as we celebrated Philadelphia's talented community of artists/makers whose work pushes the boundaries of conventional craft mediums.

#### **CraftNOW Create**

#### Funded by the Joseph Robert Foundation

Smith Memorial Playground welcomed CraftNOW to host CraftNOW Create 2023 on their campus Saturday, November 11, from 10am till 1pm. Eight unique craft activities were set up on tables in front of the Playhouse, ideal for elementary-aged students. We encouraged everyone to enjoy the playground and playhouse too!

Group Sculpture with The Clay Studio - Participants imagined, created, and collaborated on an enormous clay sculpture with teaching artists from The Clay Studio!

Recycled Paper Weaving Chains with the Philadelphia Guild of Handweavers - Students created weaving chains with recycled magazines that could be turned into baskets or bracelets.

Bottle Cap Mosaic Magnets with Philadelphia's Magic Gardens - Children created bottle cap mosaic magnets with beads, tiles, and other colorful pieces.

Just Add Water! with Asian Arts Initiative - Students transformed colorful drawings into watercolor paintings! Children made botanical-themed greeting cards and posters to share with loved ones using this accessible technique for all ages.

Create your Own Patterned Bandana with DVAA (Da Vinci Art Alliance) - Children used stamps made out of recycled materials on upcycled fabrics, to create patterned bandanas.

Block Printed Cards with The Museum for Art in Wood - Color, pattern, and design–Block Printing covers a lot of crafty ground. Children used wooden blocks to create colorful cards for their loved ones.

The Philadelphia Museum of Art - Rainbow Scratch Art

Philadelphia Department of Parks and Recreation - Fall Fun Crafts







## **Craft Works Exhibitions**

Throughout the year, Philadelphia is a place where anyone can explore 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.

Allens Lane Art Center
Museum for Art in Wood
The Clay Studio
Da Vinci Art Alliance
Fabric Workshop and Museum
The Galleries at Moore

Gravers Lane Gallery
InLiquid
Paradigm Gallery
Wayne Art Center
Wharton Esherick Museum











# **Craft Works Symposium**

Each year, CraftNOW hosts a symposium to provide a platform for critical discourse in contemporary craft. The 2023 hybrid event was hosted at Moore College of Art & Design with The Galleries at Moore.

CraftNOW's 2023 symposium and programming centered on the theme Craft Works. Through this theme, scholars, artists, and other speakers explored diverse and changing ideas around work that permeate every aspect of the craft landscape. Made objects capture the work of bringing an idea into reality, so much so that we call them artworks. We explored the work of making things, craft practice as labor, craft's relationship to the needs of working people, and the power of craft to enact transformative work through communities. Craft Works also paid tribute to the important contributions of gallerists Ruth and Rick Snyderman to Philadelphia's craft community through their gallery, Snyderman Works.

#### **Event Descriptions**

9:30 Coffee service begins/registration10:00 Opening Remarks

10:15 Ruth and Rick Snyderman: a Lifetime in Philadelphia Craft moderated by Evan Snyderman 11:00 Emerging Voices, presented by Rago: May Howard. Fast Embroidery I Slow Memory:

The Commemorative Impulse in Tabitha Arnold's Labor-Centered Tapestry

11:15 Craft, Now. The Makers and Creative Businesses anchoring Philadelphia Neighborhoods: With Sharif Pendleton of Laser Philly, Tiernan Alexander and Tim Eads of Tuft the World, and Dorthea Gamble of Trunc. Moderated by Dr. Andrew Zitcer

12:00 Networking Lunch - RSVP required

1:00 Conventional Departures - Gallery tour

1:30 In Memoriam, presented by Helen Drutt.

1:45 Asiyah Kurtz- Crafting Community: Art as a Socially Engaged Practice

2:30 Emerging Voices, presented by Rago: Sara Morris. Body Work: Postwar Figurative Ceramics on the West Coast

2:45 Coffee Break

3:00 Shaping the Horizon: Collaboration and Korean Art in Philadelphia – with Elisabeth Agro and Hyunsoo Woo of the Philadelphia Museum of Art, Jennifer Zwilling and Juree Kim of the Clay Studio, and Doug Bucci and Ju-hyung Park of the Tyler School of Art. Moderated by Emily Zilber.

3:45 End

# Major funding and support for CraftNow's 2023 educational programs has been provided by CraftNow's Board of Directors Jane Davis Marcia Docter Howard Family Gift Fund Poor Richard's Charitable Trust















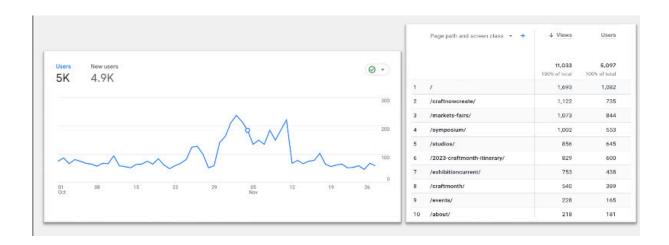




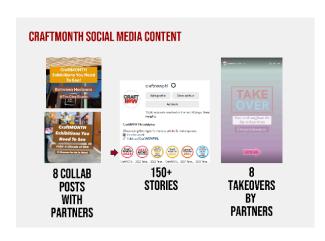
# Marketing and Media

CraftNOW had worked with En Route for many years to manage the marketing, public relations and social media aspects of the organization. We continue to work together to monitor marketing trends, and how we best engage with our current audience, and to bring greater awareness to CraftNOW and its mission, programs and partners.

In 2023, we saw a shift in how our audience got their information about CraftNOW, with social media engagement rising dramatically, and web traffic decreasing slightly. Profile visits and activity on CraftNOW social media platforms increased 205% on Facebook and 78% on Instagram. Website user traffic in 2023 vs. 2022 decreased -5% (19,204 vs. 20,365).



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# Financial Results

# **Financial Results**

#### Financial Results -- Statement of Activities

	2023	<u>2022</u>
	<u>PRELIMINARY</u>	
REVENUES		
Contributions And grants	\$302,251	\$264,890
Other income	\$64,722	\$34,910
Total revenue and Support	\$366,973	\$299,800
EXPENSES		
Program services		
CraftNOW Create	\$2,941	\$15,214
<b>Economic Development</b>	\$52,953	\$48,776
Symposium	\$5,665	\$6,241
Youth Education	\$82,199	\$106,857
General Program	\$83,982	\$77,509
Total Program Services	\$227,740	\$254,597
Supporting services		
Management and general	\$40,170	\$30,362
Fundraising	\$81,355	\$43,287
Total expenses	\$349,265	\$328,246
Change in net assets	\$17,708	-\$28,446
NET ASSETS		
Beginning of year	\$225,292	\$253,738
End of year	\$243,000	\$225,292
Without donor restrictions	\$98,797	\$82,362
With donor restrictions	\$144,203	\$142,390

# What to Look for in 2024





2024 is set to be an exciting year for CraftNOW Philadelphia. We look forward to working with our community partners to support, celebrate and connect the people, businesses and institutions of the Philadelphia craft community. Please keep an eye on our website for the latest information. We also look forward to forming new partnerships, and connecting more people to the vibrant, exciting and growing Philadelphia craft world.

Emily Edelstein, Executive Director

#### 2024 March

Tools of the Trades Conference March

#### 2024 June - August

Summer Camp and Gap Week Programs

#### 2024 October

**Annual Fundraiser** 

#### 2024 November

CraftMONTH

CraftNOW Create

There are more details to come in the near future regarding set dates, times, and participating partners!

Stay up to date through following CraftNOW on Instagram @craftnowphl and sign up for our emails! Check out the events page of the website for more information too! <a href="https://www.craftnowphila.org/events/">https://www.craftnowphila.org/events/</a>



# CraftNOW's Dedicated Leadership

### **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 – Executive Director of Engagement, LEADERSHIP Philadelphia

Jennifer Martin - Executive Director, The Clay Studio

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

Bill Salvatore - Deputy Commissioner of Programs, Philadelphia Parks and Recreation

Julie Siglin – Executive Director, Wharton Esherick Museum

Paul Stark - Retired Partner of Alexander, Wollman & Stark

Vanessa Stella - Director of Marketing, JLL

Emily Zilber - Independent Curator and Consultant

Jennifer Zwilling – Curator of Artistic Programs, The Clay Studio

Leila Cartier – Executive Director, CraftNOW Philadelphia Emily Edelstein, Executive Director, CraftNOW Philadelphia

#### **Employees**

Cierra Frantz – Project Manger

Margery Cedano - Development Associate

Amy Day - Drexel Co-op fall/winter 22-23

Lindsey Fogarasi- Drexel Co-Op spring/summer 23

Lauryn Samson - Drexel Co-Op fall/winter 23-24