

2024 Annual Report

Summarizing the Programs of CraftNOW Philadelphia



CRAFT
NOW

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CraftNOW

Our Mission

Mission: CraftNOW unites, celebrates, and supports the people, businesses, and institutions of the craft community of Philadelphia.

Vision: Through education, curation and economic development, we work to continue Philadelphia's vibrant history as a capital of craft- a place where craft is learned, created, seen, purchased, collected, and shared.



Introduction

Letter from the Executive Director

Dear Friends,

2024 marked my first full year as the Executive Director of CraftNOW Philadelphia. Our programming theme last year Connectivity, speaks to the core of what our organization stands for. As I said during my opening remarks at our Symposium last November, craft is a powerful force. It builds and strengthens community, commerce and culture. Craft has the ability to connect us to each other, and to parts of ourselves.

In our vision statement, we state that we work to ensure Philadelphia is a place where craft is learned, created, seen, purchased, collected, and shared. For that to happen, our craft community includes not only artists and makers, but teachers, students, studio assistants, curators, gallerists, donors, business owners, collectors, enthusiasts and admirers, and many more.

One of my favorite parts of my job is listening to the stories that artists and makers tell. I love hearing about their love of materials and techniques, their respect for mentors and fellow artists, and their joy in creation and unexpected discovery. I can't wait to hear what stories I will hear in 2025.

Emily Edelstein

CraftNow Executive Director



Tools of the Trades

Program Description

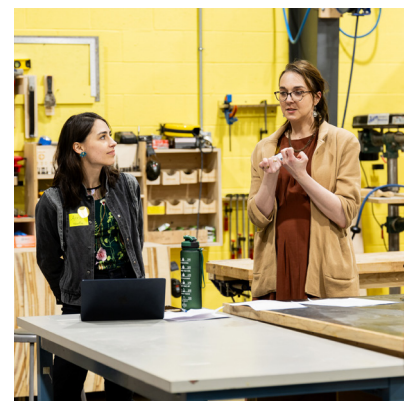
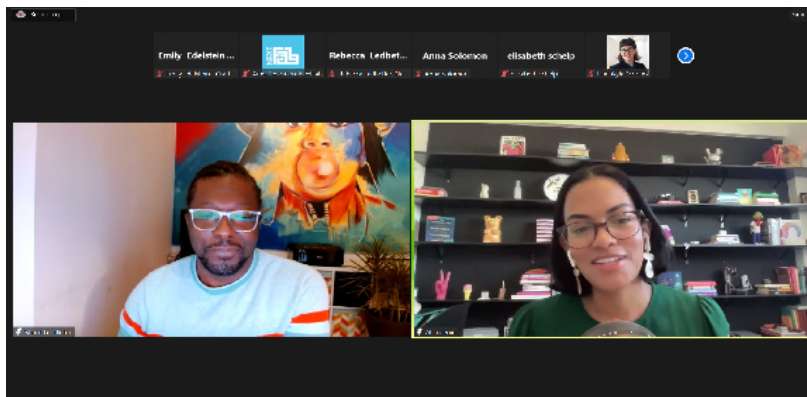


Tools of the Trades is designed by and for creative entrepreneurs at every skill level, Tools of the Trades program developed out of research led by CraftNOW, and pandemic era online business trainings held by NextFab.

CraftNOW's initial survey revealed that artists and makers lacked access to essential small business training in areas like marketing, accounting, sales, legal, and website design. It also emphasized the need for peer interaction in a network of sole proprietors, a critical factor for building and sustaining successful businesses.

In 2024, the 3rd annual Tools of the Trades was held March 20-22nd, offering two days of online classes and talks, as well as a "in person" day on Friday, held at NextFab's North American street location. The event connected artisans and makers to business resources in Philadelphia and beyond, offering lectures, resource directories, and collaborative programming. A new partnership with the Philadelphia Department of Commerce provided resources to improve and expand in person programming.

Tools of the Trades focuses on fostering growth, approachability, and affordability, creating a supportive space where makers can thrive, and no question goes unanswered.



Schedule of Lectures and Events

March 20th, 2024

- Defining Creative Success Today
- P&L and the Big Bad Spreadsheet
- From Passion Project to Production: Hiring and Scaling Your Business
- Mind, Body, Studio: Emergency Planning & Business Insurance for a Sustainable Artistic Life
- Authenticity over Algorithms: Social Media

Presenting Partners

- CraftNow
- NextFab
- Laser philly
- The City of Philadelphia Department of Commerce

Presenting Sponsor

- Square

Workshop & Coffee Sponsors

- Enders Insurance
- PIDC

Community Maker Sponsors

- The American Craft Council
- Blick Art Materials
- Artist & Craftsman
- Shaper

March 21st, 2024

- The “Why” Behind my Business
- Turning Passion into Productivity
- Fighting the Fear of Funding
- Maker to Mentor: The Workshop on Workshops
- Introduction to Retail Readiness

March 22nd, 2024

- Price your Work for a Profit
- Getting into Galleries, Retailers, Wholesalers
- Product Photography
- Sales for Introverts
- Build Your Marketing Plan
- Getting into Galleries, Retailers, Wholesalers
- Taxes for Creatives
- Setting up Your E-Commerce Site



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 are working to make this a go-to resource for real estate projects. More information can be found on our website <https://www.craftnowphila.org/craftbuild/>

In May of 2024, a CraftBuild mixer was held at the South Philadelphia headquarters of Ensemble/Mosaic at the Navy Yard. Artists, makers and designers gathered and networked with members of the building community while learning about this expansive, multi-decade development project, and the many possibilities for creative collaboration. The evening started with a multimedia presentation on the many current features and future plans for the Navy Yard. Next, a panel discussion moderated by CraftNOW board member Vanessa Stella featuring Gregory Reaves, founder and CEO of Mosaic Development Partners, Nelson Way, Director of Leasing and Development for Ensemble and CraftNOW Executive Director Emily Edelstein focused on the importance of using local Philadelphia talent in development.



CraftNOW Create: Summer Camp Edition

Funded by The Howard Family Gift Fund,

The Robbins deBeaumont Foundation, 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, the program now delivers 10,000 student-hours of craft instruction and reaches up to 6,000 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.



In Summer of 2024 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 2024: Samuels and Cherashore Playgrounds in June, and Eastwick Regional Playground and Smith Recreation Center in August.

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.

11:Ten
1241 Carpenter Studios
American Swedish Historical Museum
Asian Art Initiative
The Clay Studio
Design Philadelphia
Drexel University’s Pearlstein Gallery
The Fabric Workshop and Museum

Moore College of Art and Design
Museum for Art in Wood
Past Present Projects
Original Seed Expressions
The Philadelphia Guild of Handweavers
Philadelphia’s Magic Gardens
Philadelphia Museum of Art
Tyler School of Art



Sample Activities



Recycled Box Animals - Tyler School of Art

Students worked in teams to create animals using cardboard boxes as bases, adding fabric scraps, cutout paper shapes and other recycled embellishment to create unique creatures!

Ocean Creatures - Wagner Free Institute of Science

Students had a short nature lesson about creatures of the deep, followed by time at a touch table examining real specimens from the Wagner's collection and ended with nature drawing inspired by the collection.



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!

June Itinerary - Gap Week

Monday, June 26th

Campers traveled to Design Philadelphia to create their own graphic posters. After lunch, they enjoyed a guided tour of the Philadelphia Museum of Art.

Tuesday, June 27th

Original Seed Expressions led the campers in a mask making workshop, followed by a free afternoon.

Wednesday, June 28th

In the morning, campers explored surface design techniques on pillowcases with The Philadelphia Guild of Handweavers. In the afternoon they visited the Pearlstein Gallery at Drexel University, where they explored the art of Cey Adams, and airbrushed their own hats in the style of his work.

Thursday, June 29th

Students began their day with a tour of Philadelphia's Magic Gardens. In the afternoon, they traveled to the Galleries at Moore College of Art & Design where they toured exhibits and explored storytelling and art critique.

Friday, June 30th

Campers beaded friendship bracelets in the morning with Past Present Projects. After lunch, they visited the American Swedish Historical Museum where they learned about viking ship building, and even tried on some armor!





CraftBLAST! Annual Fundraiser

Event Sponsor: Rago Auctions

Bronze Sponsor: En Route Marketing

CraftNOW's annual fall fundraiser, CraftBLAST! was held at the Globe Dye Works on October 17, 2024. The evening was filled with fine craft, live craft demonstrations and jazz music, local libations, and delightful food.

The online auction featured 37 contributions from the city's talented artists and organizations, showcasing the thriving craft community. Participating artists 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 Temple University's Boyer College of Music and Dance, and watched live craft demonstrations from Holtzman Iron, Kate Crankshaw Glass and Tuft the World. VIP guests toured the studio and gallery of Bertrand Productions, home of artists Stacey Lee Webber and Joe Leroux. The event raised over \$22,000 for operations and programming.

Globe Dye Works hosts a dynamic community of maker spaces, providing artisans, entrepreneurs, and creatives with an inspiring environment to innovate, collaborate, and bring their projects to life. Globe Dye Works was established in 1865 along the Little Tacony Creek (now Torresdale Avenue) in Frankford by Richard Greenwood and William Bault. The Greenwood family ran the business, dyeing and winding yarn in the same buildings until 2005.



CraftMONTH in November

Sponsored by CERF+

For ten years, CraftNOW has celebrated November as CraftMONTH. Originally chosen to coincide with the Philadelphia Museum of Art Craft Show, CraftMONTH has grown into a month full of programming and events celebrating the vibrancy of the Philadelphia community. CraftMONTH 2024 included CraftNOW Create! children's day at Smith Memorial Playground, an annual Symposium at Moore College of Art & Design, and a curation of events, exhibits and shows across the Greater Philadelphia region. The craft community of Philadelphia works, creates, showcases, and grows all year long. CraftMONTH is when their grit, ingenuity, and vision takes center stage.

On November 1st, at a press conference held at City Hall, Valerie Gay, Chief Cultural Officer for Philadelphia, presented CraftNOW with a citation on behalf of Mayor Cherelle Parker's office reaffirming November as CraftMONTH in Philadelphia. This document joins Mayor Kenney's original proclamation from 2018, and renews the City's support of craft in Philadelphia. Gay was joined by Councilmember Rue Landau, who presented a citation on behalf of City Council commending CraftNOW for its work for and with the craft community in Philadelphia.

CraftMONTH 2024
CRAFT
NOW



Connectivity Symposium

Sponsored by Clara and Ben Hollander

Emerging Voices Sponsored by CERF+
(Craft Emergency Relief Fund)

Each year, CraftNOW hosts a symposium to provide a platform for critical discourse in contemporary craft. The 2024 hybrid event was hosted at Moore College of Art & Design with The Galleries at Moore. This year's gathering focused on the theme of Connectivity. Keynote speaker Patricia Wilson Aden, President and CEO of the Greater Philadelphia Cultural Alliance, spoke to the interconnectedness of Philadelphia's creative ecosystem. Four emerging voices presenters explored themes of family, racial representation, political activism, queer identity, and loss. Panel discussions addressed topics measuring the impact of arts on public health, artificial intelligence, the creative process, reality television and its effect on makers and the popularity and public image of the craft community. Attendees were given a lunchtime guided tour of the Galleries at Moore's current exhibit, Price Lists & Placements, and networked at an end of day cocktail hour.



Event Descriptions

9:30 Coffee service begins/registration

10:00 Opening Remarks

10:15 The Philadelphia Cultural Ecosystem: Patricia Wilson Aden

11:00 Emerging Voices, presented by CERF+: I Go to Prepare a Place for You: Afro Feminist Approaches to Spacemaking and Curating in Modern Museums: Zindzi Harley

11:15 AI and Advanced Technology in Craft: Tool or Takeover? Doug Bucci, Andrew John Wit, Jazmyn Crosby, moderated by Jennifer Zwilling.

12:00 Networking Lunch – RSVP required

1:00 Prices and Placements tour: The Galleries at Moore

1:30 Emerging Voices, presented by CERF+: Lifelines from Polish Folk Art: Reconnecting with home, making, and community after loss: Maria Kozanecka

1:45 Linking Public Health to the World of Arts and Crafts: A Holistic Approach to Well-being: Dr. Tariem Burroughs and Cindy M. Ngo

2:30 Emerging Voices, presented by CERF+: Craftivism as Feminism, Bricolage as Abolitionism, and the 2018 Candidacy of Paula Jean Swearengen: Dr. Jasmine Yarish

2:45 Coffee Break

3:00 Emerging Voices, presented by CERF+: Interlopers: Steven KP

3:15 What has Craft reality TV done for you? Alexander Rosenberg, Gemma Hollister, moderated by Joseph Marsini.

4:00 Happy Hour: connect with symposium participants, share stories of craft, and explore the Galleries at Moore.



Connectivity Exhibitions

Throughout the year, Philadelphia is a place where anyone can explore some of the most highly acclaimed curators and innovative artists and makers in contemporary craft. 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.

2025 Exhibition partners:



Allens Lane Art Center - Gravity's Grace



Brandywine Museum of Art - The Crafted World of Wharton Esherick



The Center for Emerging Visual Artists (CFEVA) - SWITCH: Small Works Cash & Carry



The Clay Studio - Future of Clay



Da Vinci Art Alliance (DVAA) - Finding Healing In The Remnants, Materialize



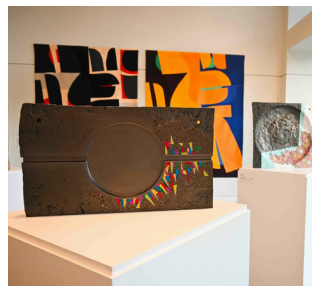
The Fabric Workshop and Museum - Soft/Cover



The Galleries at Moore College of Art and Design - Price Lists & Placements



Gravers Lane Gallery - Across Ten Thousand Mountains



InLiquid - Brilliance in the Mundane



Museum for Art in Wood - Mark Sfirri: La Familia



Paradigm Gallery + Studio - Ulla-Stina Wikander: Communication, Work by Yoonmi Nam



Pentimenti - To Be Bound By Places And Lore



Philadelphia's Magic Gardens - Walking Round My Head: Works by Stephen Wright



Wayne Art Center - CraftForms 2024, Japandí Revisited: shared aesthetics and influences



Wharton Esherick Museum - Rhythms of Work

CraftNOW Create

Funded by the Joseph Robert Foundation

Smith Memorial Playground was the site of CraftNOW Create! for the fourth consecutive year, with the 2024 event taking place on Saturday, November 2nd, from 10am till 1pm. Eight unique craft activities from partner organizations 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 two enormous clay sculptures, a turtle and the Liberty Bell, with teaching artists from The Clay Studio.

Cork Creatures with Philadelphia's Magic Gardens - Children used an array of materials to transform wine corks into lovable characters and holiday ornaments.

Playful Paper Puppets with the Museum for Art in Wood - Kids folded and decorated paper hand puppets, creating animals, monsters, and superheroes.

3D Giant Paper Bugs with Tyler School of Art and Architecture - Student teaching artist from Tyler School of Art guided kids to fold and glue colorful paper to create 3D insects up to ten inches long.

Rainbow Scratch Art with The Philadelphia Museum of Art - Just after Halloween, children used the Sgraffito technique to create colorful ghost pictures.

Recycled Fabric Collage with the Drexel University Westphal Bridge Program - Young ones "painted" pictures with fabric scraps and glue with a student teaching artist from Drexel.

Fantastic Masks with Allen's Lane Art Center - Participants used glue, glitter, scissors, feathers, ribbons and all manner of decorations to transform blank mask forms into unique accessories.

Column Hats with Design Philadelphia - Children got creative by designing and crafting their own paper hat inspired by the architectural column styles- Doric, Ionic and Corinthian.



Marketing and Media

CraftNOW has 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, find the best ways to engage with our current audience, and bring greater awareness to CraftNOW and its mission, programs and partners.

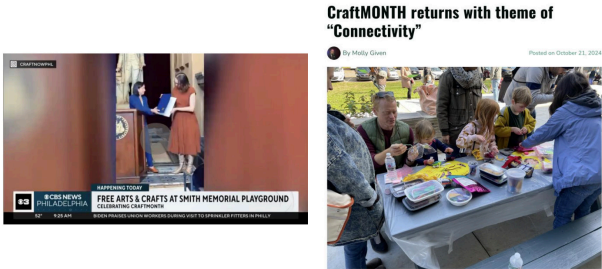
2024 saw a reversal in 2023 trends with website traffic increasing and social media reach and engagement decreasing. Website tracking showed high interest in the markets and fairs and studio directory pages. CraftNOW did see social media success in more highly produced reels, especially those done in collaboration with partner organizations and individual artists and makers.

In 2024 CraftNOW and En Route also worked to target specific audiences for individual programs:

TOP Collaborative POST ON INSTAGRAM



Coverage



CBS3 Highlighted THE mayoral proclamation & CraftNOW Create

Metro Philadelphia Highlights CraftMONTH

Coverage



Secured a Speaking Opportunity with Creative mornings philly for Emily Edelstein

Craftmonth Exhibitions highlighted by Visit Philadelphia

Financial Results

CraftNOW Philadelphia

Financial Results -- Statement of Activities

| | <u>2024</u> <u>PRELIMINARY</u> | <u>2023</u> |
|----------------------------------|---|--------------------|
| REVENUES | | |
| Contributions and Grants | 328,789 | 302,251 |
| Other income | 35,721 | 64,722 |
| Total revenue and Support | 364,510 | 366,973 |
| EXPENSES | | |
| Program services | | |
| Craft Month | 18,024 | 8,606 |
| Economic Development | 28,154 | 52,953 |
| Youth Education | 90,884 | 82,199 |
| General Program | 123,220 | 83,982 |
| Total Program Services | 260,282 | 227,740 |
| Supporting services | | |
| Management and general | 33,619 | 40,170 |
| Fundraising | 93,593 | 81,355 |
| Total expenses | 387,494 | 349,265 |
| Change in net assets | (22,984) | 17,708 |
| NET ASSETS | | |
| Beginning of year | 243,000 | 225,292 |
| End of year | 220,016 | 243,000 |
| Without donor restrictions | 155,544 | 90,580 |
| With donor restrictions | 64,472 | 152,420 |

2023 results reviewed by BBD, LLP. 2024 results not yet reviewed.



CraftNOW's Dedicated Leadership

Board of Directors

Elissa Topol, Chair – Women's Committee of the Philadelphia Museum of Art

Josie Burri, Vice Chair – Associate Vice President, Capital Giving & Campaigns, Swarthmore College

David Seltzer, Co-Founder and Treasurer – Principal and Co-Founder of Mercator Advisors

Frances Hoover, Secretary – Executive Director, Smith Memorial Playground and Playhouse

Doug Bucci - Assistant Professor and Head of the Metals/Jewelry/CAD-CAM Program at Tyler School of Art and Architecture

Patricia Fowler – Board President, Museum for Art in Wood

Eric Hague – Attorney, Duane Morris LLP

Clara Hollander, Co-Founder – Association of Professional Art Advisors

Albert LeCoff – Executive Director Emeritus, Museum for Art in Wood

Jennifer Martin - Executive Director, The Clay Studio

Mollie McEnteer - Consultant, One+Strategies

Jennifer-Navva Milliken –Executive Director and Chief Curator, Museum for Art in Wood

Bill Salvatore - Director of Parks and Recreation, Cheltenham Township

Michelle Schuman- Director of Design, City of Philadelphia's Rebuild Initiative

Paul Stark – Retired Partner of Alexander, Wollman & Stark

Vanessa Stella – Director of Marketing, JLL

Emily Zilber – Director of Curatorial Affairs & Strategic Partnerships, Wharton Esherick Museum

Emily Edelstein, Executive Director

Employees

Rachel Horvath- Development Associate

Lauryn Samson - Drexel Co-op fall/winter 23-24, Programs Assistant

Anniesa Owens - Drexel Co-op spring/summer 2024

Benjamin Dixon - Drexel Co-op fall/winter 24/25



Contributors

With Gratitude to our 2024 Contributors*

\$10,000+

City of Philadelphia Commerce Department
Jane Davis
Drexel University Lenfest Center for Cultural Partnerships
Marcia Docter
Howard Family Gift Fund
Philadelphia Cultural Fund
Poor Richard's Charitable Trust
Lisa Roberts and David Seltzer
Robbins De Beaumont Foundation

\$5,000-\$9,999

Michael Forman and Jennifer Rice
Clara and Ben Hollander
Pennsylvania Council on the Arts
Joseph Robert Foundation
Elissa Topol and Lee Osterman

\$2,500-\$4,999

CERF+
Patricia and Gordon Fowler
Rago Auctions
Paul and Konnie Stark

\$1,000-\$2,499

Josephine and Michael Burri
The Clay Studio
En Route Marketing
John Foote
Eric Hauge
Nancy Hayes
Frances Hoover
Museum for Art in Wood
PIDC (Philadelphia Industrial Development Corporation)

Michelle Schuman
Vanessa Stella
Caroline Wischmann

\$500-\$999

Doug Bucci
American Craft Council
Diane Edbril
Anthony Faranda
William Gehrman
Tobey and Mark Dichter
Matthew Pappajohn and Catherine Recker
The Philadelphia Museum of Art Craft Show
William Salvatore

Up to \$499

Robert Aibel
Barbara Adams
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Jane Pepper
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Don Miller and Susan Thompson
Adrian Sam
Nadine Slavitt
Katie Sheetz
Katie Sorenson
Patricia Young
Emily Zilber



In-Kind Contributors*

12th Street Catering
Ambrosia Ristorante
American Craft Council
American Woodturner
Artist and Craftsman Supply
Blick
Body by Blair
Doug Bucci
Kimberly Camp
The Clay Studio
Danielle Cohn
Kate Crankshaw
Maria Eife
Deanna Emmons
Enders Insurance
Ensemble Arts Philly
Ensemble/Mosaic
Fabscrap
Fiber Art Now
Melissa Guglielmo
Globe Dye Works
Gravers Lane Gallery
Bruce Hoffman
Holzman Iron Studio
Laser Philly
Niki Leist
McGillin's Olde Ale House
Moore Brothers Wine Company
Moore College of Art and Design

My Local Brewworks
NextFab
Philadelphia Dumpster Divers
The Philadelphia Museum of Art
Racine Art Museum
Remark Glass
Rittenhouse Needlepoint
David Rozek
Oskar Simons
Smith Memorial Playground
Gwen Ruckenbrod Smith
SNAG Metalsmith
Stateside Vodka
The Museum for Art in Wood
The Rittenhouse Grill
The Starlight Foundation
Tuft the World
Twee
Tyler School of Art and Architecture
Wagner Free Institute of Science
Widener University Small Business Development
Center
John Wind
Yowie Hotel

*All gifts recorded by December 31, 2024

