

CASE FOR SUPPORT

Building a **Future** *for* **Craft**



2017-2019

CENTER FOR CRAFT



STEERING COMMITTEE

(as of August 2017)

Co-Chairs

Robyn Horn
Stoney Lamar

Members

Barbara Benisch
Fleur Bresler
Libba Evans
Marlin Miller
Sara Morgan
Jules Polk
Michael Sherrill

CENTER FOR CRAFT BOARD OF DIRECTORS

President

Barbara Benisch

Vice President

Aaron McIntosh

Treasurer

Edward A. (Ed) Bresler

Secretary

John Delaloye

Executive Director

Stephanie Moore

Peter Alberice, Cathy Adelman, Nadia Arbelo,
Ken Buchanan, Diane Charnov, Mike Davis,
Stoney Lamar, Marthe Le Van, Dick McCracken,
Sara McDonnell, Stephanie Mercer, Robert Milnes,
Rob Porter, Rob Pulleyn, Cindi Strauss

Contents

Mission	2
Milestones	3
The Center for Craft Today	5
Current Programs	6
Building a Future for Craft	8
Objectives	9
A Call to Action	10



Mission

The mission of the **Center for Craft** is to advance the understanding of craft by encouraging and supporting research, critical dialogue, and professional development in the United States. The Center works to secure craft's prominence in written history and its programs highlight the best examples of research and artistic practice in the field.

The Center is developing our home in Asheville, North Carolina into a national craft innovation hub that coalesces a local and national community of diverse constituents including emerging artists, designer-makers, craft scholars, and craft collectors, as well as tourists, the general public, and entrepreneurs from various creative sectors. Whether exploring craft through technique, form, or philosophy of making, or discovering the pervasive cultural force of craft for the first time, visitors to the Center come together in a shared experience of human ingenuity.

As we expand our public programs and physical infrastructure to meet an increasing interest in craft, our basic goal remains constant: **connect people to craft and help individuals discover their own creativity and personal agency through making.**



“The Center has established itself as a leading organization both in North Carolina & on the national stage.”

— *Surface Design Journal*



Milestones

1994

● 1994 - 1995

Study commissioned by Handmade in America recommends a new organization with the purpose of integrating craft, craft history, and craft criticism into education at the college level

● 1996

The Center for Craft is established as an inter-institutional, public service center of the University of North Carolina (UNC) by the Board of Governors and General Assembly in May 1996

● 1998

The Center for Craft receives 501(c)(3) nonprofit authorization on July 22, 1998



2000

● 2001

Kellogg Center (the Center for Craft's first home) opens in Hendersonville, NC

● 2002

The Center for Craft holds the first Craft Think Tank, gathering 11 thought leaders from around the country to address needs of the craft field

● 2005

The Center for Craft announces the first round of Craft Research Fund grants, that award \$95,000 annually to craft researchers, museums, students, and scholars for craft-related exhibitions, publications, and projects

● 2006

The Center for Craft awards the first Windgate Fellowships, providing \$15,000 to ten undergraduate students annually

● 2008

The Center for Craft supports the launch of *The Journal of Modern Craft*, the first peer-reviewed academic journal to provide an interdisciplinary and international forum in its subject area

2010

● **2010**

The Center for Craft publishes *Makers: A History of American Studio Craft*, the first comprehensive survey of studio craft in the United States

● **2012**

The Craft Research Fund expands to include Exhibition Research grants

● **2013**

The Center for Craft purchases historic, three-story building in downtown Asheville and consolidates efforts under the 501(c)(3) as an independent entity from the UNC system

● **2014**

The Center for Craft's Benchspace Gallery & Workshop opens to the public, exploring contemporary processes of making

● **2014**

Craft Research Fund Travel Grant applications open to public to support travel for presenting craft-focused papers at any scholarly conference

● **2015**

Elissa Auther is named the first Windgate Research & Collections Curator, a collaborative position between the Museum of Arts and Design, Bard Graduate Center, and The Center for Craft

Present

● **2016**

The Center for Craft celebrates its 20th Anniversary

● **2016**

UNC Asheville partners with the Center for Craft to launch the Center for Creative Entrepreneurship now called Craft your Commerce

● **2017**

The Center for Craft launches Curatorial Fellowship initiative to support emerging curators presenting new ideas about craft

● **2017**

Warren Wilson College partners with the Center for Craft to launch the first Masters level program in critical and historical craft studies in the United States — a major achievement for the organization and the field of craft

● **2018**

The Center for Craft establishes the Stoney Lamar Craft Endowment Fund to support fellowships and internships for emerging artists and curators



The Center for Craft Today

RAISING AWARENESS



17,000

Visitors Served Annually



125

Artists Presented Annually



25+

Free Public Programs Annually



7,000

People viewed "Made in WNC" at 2016 NY Intl. Design Fair

BUILDING COMMUNITY

The Center for Craft builds community through programming and partnerships, which includes:

- UNC Asheville and Mountain BizWorks partnership to host the Creative Entrepreneurship & Coworking Incubator **and related programming for craft businesses, craft students and craft entrepreneurs.**
- Local non-profit programming collaborators include Asheville Makers, YWCA's Stand Against Racism campaign, Swannanoa Valley Museum, Asheville Design Center, Asheville Area Chamber of Commerce, and Asheville History Center among others **to expand community engagement.**
- National non-profit collaborators include Society of North American Goldsmiths, the Museum of Arts and Design (MAD) and Bard Graduate Center: Decorative Arts, Design History and Material Culture (BGC) **to collectively support a new Research and Collections Curator housed at MAD.**

INVESTING IN THE NEXT GENERATION



\$3,275,000

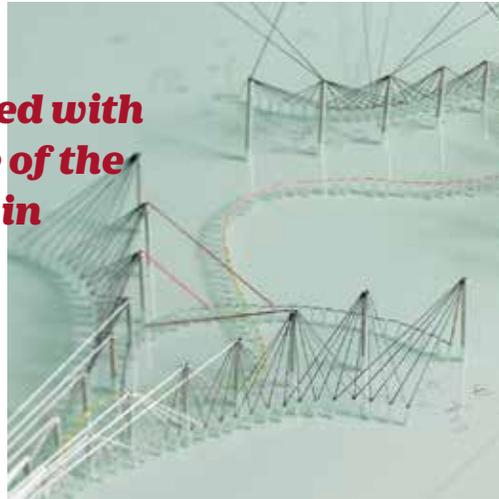
TOTAL AWARDED

Since the inception of the Craft Research Grants in 2005 and the Windgate Fellowship and Internship Programs in 2006, we have awarded 151 Craft Research Fund Recipients, 120 Windgate Fellows, and 48 Windgate Museum Internships for a total of over \$3,275,000.



“[A] welcoming space ... filled with provocative pieces by some of the world’s leading innovators in today’s maker movement.”

— National Geographic Traveler





Current Programs

Exhibitions

The Center for Craft showcases three exhibitions each year in its gallery to explore craft, making, and material culture. The organization travels some of these exhibitions, such as the 2016 exhibition *Made in WNC* featured at the annual international design fair WantedDesign NYC in Brooklyn. In 2017, the work of seven young curators are featured in a series of three exhibitions through the Curatorial Fellows Program pilot to foster emerging curatorial talent.

Public Programs

We present approximately 25 free public programs each year, including lectures by visiting artists and curators, workshops on making and technologies, interactive artist installations, and other collaborative programs that engage constituents in physical and intellectual experiences in craft.

Convening Scholars

Now in its 15th year, the Craft Think Tank features thought leaders and makers engaging in cross-disciplinary dialogue, and assessing the state of the field. In 2018, we are convening an Interdisciplinary Symposium in partnership with Museum of Arts and Design and Bard Graduate Center to examine topics explored by our shared curatorial position hosted at MAD, as well as the work of other academic researchers, curators, and artists at institutions around the world.

Grant Making

We award \$335,000 annually and are the largest provider of grants to craft artists and scholars across the country. The Center for Craft manages the Windgate Fellowship for emerging artists, the Windgate Museum Internship Program for emerging curators, the Craft Research Fund for scholars, and the Curatorial Fellowship Program for emerging curators. In 2017, we launched the pilot Materials-Based Research Grant program. This innovative grant supports the expanding definition of craft-based research and promotes collaboration between the fields of Craft and Science, Technology, Engineering, and Mathematics (STEM).

Creative Entrepreneurship Incubator & Coworking

The national craft innovation hub within the Center for Craft's historic home fosters business skill development to help artists, makers, and other creative entrepreneurs thrive. Business curricula are provided by nonprofit organization Mountain BizWorks through a partnership with UNC Asheville. Shared coworking spaces and amenities are provided to foster creative sector business skills in a supportive environment.

Building a Future for Craft

2017-2019



Since the purchase of the Center for Craft's building in 2013, the organization has experienced significant growth, from 600 visitors in 2012 to 10,420 visitors in the new building the first year. **To fortify our programmatic offerings and restore a 21st century facility to accommodate the visiting public, we embark on Building a Future for Craft to raise \$10 million.**

Windgate Charitable Foundation has endowed \$5.7 million for the Stoney Lamar Craft Endowment for the purpose of the Windgate Fellowship and

Internship Programs. This endowment gift provides funding opportunities for emerging talent in perpetuity, and serves to inspire the community to also invest in our vision of **Building a Future for Craft**. Gifts from the community will strengthen our core programming and open our doors to more visitors, while we continue to invest in the next generation and nurture the field of craft through grant-making and programmatic initiatives.



Objectives

In addition to endowing the Windgate Fellowship and Museum Internship Programs, the **Center for Craft seeks to accomplish the following:**



FORTIFY CORE CRAFT PROGRAMMING

\$2,000,000

We seek to fortify the programming that is at the heart of our work — the exhibitions, public lectures, interactive artist installations, and Craft Think Tanks that take place at the Center for Craft and across the country. The Center for Craft was named a State Arts Resource by the North Carolina Arts Council in recognition of our groundbreaking exhibitions and associated public programs. Support for programming invests in our core offering, enabling us to build sustainable engagement strategies through education, and create a wider community for craft.



OFFER A STATE-OF-THE-ART 21ST CENTURY FACILITY

\$1,750,000

The Center for Craft owns its historic 1912 building, which underwent a \$350,000 phase one renovation in 2014 to create a gallery and administrative offices on the main floor. Since opening, increased visitation for exhibitions, programs, and lectures, as well as growing demand for space, requires a restoration of the building. **Building a Future for Craft** will provide modern ADA accessibility to all four floors of the building, create convening space for medium and large audiences, an auxiliary gallery for academic patrons and offer equipped facilities for visiting artists to engage the public.



OUTFIT THE CRAFT ENTREPRENEURSHIP & COWORKING INCUBATOR

\$750,000

This creative placekeeping catalyst project will provide a home for entrepreneurial makers and supporting organizations on the building's second and third floors to include independent office space, shared conference space, library, workroom, kitchen and other facilities. Academic partners UNC Asheville, and Warren Wilson College, and nonprofit partner Mountain BizWorks will provide curricula for students, tenants, and the public to build a networked, supportive creative sector. The coworking incubator also provides increased earned income to sustain the organization into the future.

A Call for Action

A strong endowment and an equipped, welcoming Center are the bedrock on which the **Center for Craft is Building a Future for Craft.**

The need is now at hand to honor a legacy of investment in the next generation, address current programming needs, and build toward a bright future.

Building a Future for Craft is the first comprehensive fundraising campaign of the Center for Craft. The goal is challenging, yet eminently within reach. Much has been achieved, but much remains to be done. The Center for Craft's historic facility is weathering with increased use and needs restoration. The opportunity to create a world class national craft innovation hub to welcome educators, students, entrepreneurs, and the public to engage in dialogue about craft have never been greater, but without building improvements that increase our capacity to convene groups, and serve as a hub for like-minded creatives, our programs and reach will remain limited.

Now is the time for friends of the Center for Craft to offer the support it needs to flourish as an enduring asset in the life of the national craft community and its people, and a home for those who are thoughtfully engaged with making. We

invite you to join us in **Building a Future for Craft**. Gifts to the **Building a Future for Craft** campaign may be made as one-time commitments or pledged and fulfilled over as many as three years. These gifts may be cash, securities, or planned gifts. Commitments may be made in any amount, and all gifts will be acknowledged.

The campaign presents a special opportunity for major donors to make commitments that will name public galleries and other principal spaces, as well as gifts to name programming. All donors to the campaign of \$5,000 or more will be listed on a commemorative plaque to be located prominently

For more information or to make a gift to the campaign, please contact:

Development Office Attn: Katie Cornell
The Center for Craft
67 Broadway Street, Asheville, NC 28801

Call: +1 (828) 785-1357 ext. 110
Email: kcornell@craftcreativitydesign.org



Taking Shape
Celebrating the Windgate Fellowship



CENTER FOR CRAFT

Photo credits:

Cover: Libby O'Bryan, *What Is It Worth?*, 2015, textile and interactive film installation, The Center for Craft *Made in WNC* Exhibition. Photo: Brandon Pass

Page 2: Christopher Fong, *Florastero* (detail), 2012.

Page 3 (clockwise): Photo: The Center for Craft, Creativity & Design, Photo: The Center for Craft, Creativity & Design, (L) Photo: Hangamah Yaghoobifarah, (R) Raisa Kabir, *Lift the veil and see our silent language*, 2013.

Page 4: (Top) Photo: Scott Allen, (Bottom) Photo: The Center for Craft, Creativity & Design

Page 5: Photo: The Center for Craft, Creativity & Design

Page 6: Libby O'Bryan in collaboration with Brandon Pass, Mindy Coleman, Duncan McPherson, Allyson Anusinha, *What Is It Worth?* (still from digital video), 2015.

Page 7: (clockwise from top) Caroline Kaufman, *Woven Jacket* (detail), 2014, Gabriel Cruz-Ramirez, *First Collection Stool* (detail), 2013., Photo: Daniel Gorrell, Alexis Myre, *To See a Universe in a Grain of Sand* (detail), 2010., Photo: The Center for Craft, Creativity & Design, Photo: Jennifer Cole Rodriguez

Page 8: see page 6

Page 9 and 10: Samsel Architects ©2016

Page 11: *Taking Shape: Celebrating The Windgate Fellowship* at SOFA Chicago, 2013. Photo: The Center for Craft, Creativity & Design