



Sketches

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CraftNet is an international network of community colleges devising innovative ways through partnerships to develop artisan-based strengths into a sustainable growth sector for each of their service areas. Projects at each college integrate various aspects of design, production, technology, marketing, collaboration, and business management skills, and include ways to attract low-income and nontraditional learners. CraftNet's website at <http://www.craftnetglobal.com> features a curriculum designed for artists who want to use ecommerce, galleries displaying work from students and faculty at member colleges, and past issues of CraftNet Sketches. For information about RTS, please visit the website of **Regional Technology Strategies, Inc.** at <http://www.rtsinc.org> or call 919.933.6699.

In this issue

- **CraftNet Member News:** Southern Highlands Crafts Guild, Berea College, Haywood Community College, Piedmont Technical College, and Montana Artrepreneurship.
- **Recent Events:** Creative economy events in Jackson, Mississippi; Dumas, Arkansas; and Ypsilanti, Michigan.
- **Upcoming Events and Resources:** CODA annual conference, TA3, NEA forum, Art Markets
- **CraftNet member profile:** Flathead Community College, Kalispell, Montana

CraftNet Member News

Haywood Community College in North Carolina and **Berea College** in Kentucky each had successful booths at the 62nd annual **Southern Highlands Guild Craft** show in Asheville in October. The Guild has more than 1,000 members in nine southeastern states and 293 countries and operates five retail craft shops. One of America's oldest and most prestigious craft shows, it's a mark of Berea and Haywood's enduring quality to compete among the South's finest artists.

New Chair, New Green Building, New Website at Haywood Community College.

Terry Gess, Haywood Community College's new Department Chair of Creative Arts, relates to his students' desire to be independent artists, because he has more than 15 years of experience in owning and operating his own studio, Terry Gess Pottery in Bakersville, North Carolina. He strives to be a mentor to these beginning artists through example and real-life experience. Terry says he was interested in coming to HCC because he knew about its strong Professional Crafts Program. "I am excited to be a part of everything new that is happening in the Creative

Arts Department,” he says. “A lot of the faculty is new, and the new building will be a great draw for more students interested in entering the craft field.”

The Creative Arts Department is beginning an exciting new chapter in its 30-plus year history. The new **Creative Arts building**, a 36,500-square-foot, instructional facility is slated to be built during 2010 and 2011, with a tentative opening date of August 2011. It will provide a much needed addition to the campus and, with many green features and, hopefully, LEED certification, also will be a showcase for environmental responsibility. The new facility will replace the existing Professional Crafts Building and provide an inspiring atmosphere for students enrolled in creative curriculum and continuing education programs. It also will enable the college to offer classes that were displaced when its facilities in Clyde were destroyed by floods a few years ago and to explore new programs. The new building will have a gallery for shows that feature the work of students and faculty. More detail is available at http://www.haywood.edu/creative_arts_building. Haywood’s website also has a new look, which can be seen at <http://profcrafts.haywood.edu>.



Haywood College booth at Southern Highland Craft Guild show in Asheville in October.

Four HCC Professional Crafts students were awarded “**Gateway to the Arts**” scholarships supported by the Gateway Club and Studio Thirty Three jeweler **Diannah Beauregard**, a 1986 graduate of the program. The \$1,000 awards are based on academic achievement and need.

Berea College has converted a college property on College Square, once a pharmacy, into a crafts demonstration center and gallery where students can produce crafts, engage with customers, and sell products. The new **Student Crafts On The Square (SCOTS)** at 120 Main Street provides a unique ground-floor studio area for five craft disciplines—Broom Making, Ceramics, Jewelry, Weaving, and Wood—as well as gallery space. Entering the building, visitors encounter students weaving at looms, making brooms, weaving stools, potters throwing at the wheel, and jewelers crafting their creations. All of these works are attractively displayed and offered for sale. A prominent rear entrance to the building allows passage to the shops and galleries located along the old Short Street, thus providing ease of egress for visitors. It is apparent to visitors that the students are the



Berea College Student Craft Program Director Tim Glozsbach and SCOTS Program Coordinator Amy Judd at Southern Highlands Craft Guild in Asheville

“heart and soul” of Berea’s craft studios. The work-study operation provides students with direct, hands-on, experiential education, as they have to engage and converse with visitors,



Berea College student Ruthie Lamb making broom (left) and new downtown student crafts center

manage the operations, and continue their production schedules. Students become true ambassadors to SCOTS patrons and also generate revenue through the sale of Berea College students’ craft items. Berea’s center and gallery solidifies the role of college as a partner in the community’s efforts to develop to establish four distinct cultural arts districts in the community that include walking tours, guide maps, and support to studio artists for developing engaging educational materials.

Berea College will be featured on **NBC’s TODAY Show** at 8 am on New Year’s morning. In fact, NBC’s Mike Leonard will explain why Berea is such a special community. It seems that a recent book about the end of the Mayan Calendar predicts the demise of human civilization on December 21, 2012. Not to worry, though, if you happen to be in Berea, Kentucky on that ill-starred date. The book credits Berea’s fortuitous geological setting, as well as the crafts and self-sufficiency skills taught by the college, with giving local residents even odds at survival!



Pottery Sale a Huge Success. The Professional Pottery program at **Piedmont Technical College, South Carolina** held its annual Christmas Pottery sale on December 1 in Edgefield and on December 9 in Greenwood. Both sales dates realized strong sales—the most successful in the four years they have been held. Students provided a large variety of functional and decorative pottery at good prices for all types of buyers. Attendees offered compliments on the quality of the work and the improvement they see each time they



visit, which was extremely gratifying for students and instructor. A percentage of the proceeds from the sale will help to support the program by providing operating dollars and money for scholarships—which have become even more important with the tightening of college budgets. In December Piedmont Technical College staff visited Haywood Community College, which they view as a benchmark crafts program, to learn more about its ongoing operations.

Program coordinator and ceramics artist/instructor **Gary Clontz** was one of 26 South Carolina potters asked to participate in "The Upstate of Clay," an exhibition in the Pickens County Museum of Art and History. The show celebrates the persistence and success of work in clay despite hard economic times. Gary's piece is a raku vessel in black-and-white crackle decorated with stenciled images of Kemp's Ridley sea turtles that frequent the Atlantic, including the South Carolina coastal area.

Artrepreneurship Revival in Montana: Through the LINC Creative Communities Project, the **Montana Art Council** (MAP) is implementing the **To Market We Go** initiative, giving Montana artists the opportunity to gain the business tools needed to succeed in a wider marketplace. One of the key components of this program is **MAP** (Montana Artrepreneurship Preparation), originally piloted at MSU-Great Falls Technical College, which addresses the isolation of rural artists by forming regional learning networks in locations throughout the state. Through MAP, Montana's traditional artists prepare the tools they need to sell their art. The first four groups are located at Fort Belknap, home to the Gros Ventre and the Assiniboine Tribes; Melstone, community of 150 persons in the southeastern part of the state, two hours north of Billings; Kalispell, in cooperation with the Flathead Valley Community College; and Boulder, population 1436, in southwestern Montana.

These groups provide a variety of learning opportunities—e.g., mentorships, internships, studio-based work, self-directed learning, and group workshops—designed and led by Montana Arts Council Market Development Specialist **Dr. Cindy Kittredge** and assisted by MAC Indian Market Development Manager **Dyani Bingham**. Each of the four cohorts has committed to 10 monthly meetings to work on developing the 27 tools from the Artrepreneur's Toolbox ©. Each is guided by a local leader with information and guidance from Kittredge and Bingham. The meetings are an opportunity to bring samples of art, discuss problems, and share successes of recent work.

Each artist in the MAP program is expected to already have acquired the skills needed in their medium to produce art that satisfies market expectations. Once they develop the business tools, the artists will gain "market ready" status and be provided with the information and opportunities to move into larger markets. This program also will help build small, regional pockets of artists that eventually can become networks. To nurture the growth and showcase the art, in September 2010 all artists will meet



Dr. Cindy Kittredge leading group meeting at Fort Belknap.

in a statewide gathering and show. For more information about MAC's "To Market We Go" initiative, contact Cindy Kittredge, telephone (406)468-4078 or elkittredge@dishmail.net.

Recent Creative Economy Events

The **2009 Mississippi Arts Conference, "The Creativity Key...Unlock the Possibilities,"** was held in Jackson, November 11-13. Sponsored by the **Mississippi Art Commission (MAC)** and the **Wallace Foundation**, the three-day event drew almost 400 people from across the state. **Dana Gioia**, musician (and Macintosh user) and author of the widely acclaimed book "The Delta Blues" and his brother and recent NEA Chairman, poet (and PC user), **Ted Gioia** were featured speakers, as was **Bill Strickland**, founder of the Manchester Guild.

MAC director **Malcolm White** set the stage, opening the program by describing the importance of creativity to the state's economy. Mississippi Development Authority director **Gray Swoope** and **Stuart Rosenfeld** presented a interim progress report on the state of Mississippi's creative economy, adapted from a study being conducted by RTS and Mt. Auburn Associates. Other workshops covered Building Cultural Communities, The Business of Making Art, Building a Sustainable Cultural Ecosystem in Mississippi (led by **Bill Cleveland**, author and musician from the state of Washington), and Creating Public Value for the Arts, among others. In between events, some of Mississippi's plethora of fine young musicians entertained the audience.

Arthur Hunt of **The College for Aspiring Artists, HMC Ministries**, and other partner organizations, produced "The Art of Creativity: It's Impact on Economic Development & Wealth Creation...Plus a Showcase & Celebration of Art" on October 6 in **Dumas, Arkansas**, the heart of Arkansas's Mississippi Delta region. The event highlighted the region's existing and potential creative assets, seeking ways to use that creativity to generate and retain more wealth in the region. **Dr. Blanche Sanders, Freeman McKindra**, and **Stuart Rosenfeld** spoke about the untapped creative potential in the region, demonstrated by the music of local musicians, including the local and acclaimed gospel group the Racy Brothers, and display of local crafts.

In Michigan on December 1, **Tamara Real**, president of the **Arts Alliance**, organized a one-day "convergence" conference on the creative economy at Eastern Michigan University in **Ypsilanti, Michigan**. Located in Washtenaw County, just west of the hard-hit Detroit metro area, the region is looking at its well-endowed creative sectors to help with the economic



Keynote speakers, Ted Gioia (left) and Dana Gioia (right), introduced by Leland Speed (center).



Laurel High School Choir performing at conference.

recovery. The Arts Alliance produced a cultural master plan a year ago that set an ambitious agenda for the infrastructure necessary to support growth of the creative economy. A census of artists conducted in 2008 elicited 2,530 responses. The one-day program brought community leaders and artists together to discuss creative spaces, social networking, legal issues, next steps for the county, and to hear from Stuart Rosenfeld about success stories from other places.

Upcoming events and resources

"Aspects of Identity" will be the theme of the **Craft Organization Development Association** (CODA) at its 2010 annual conference in Savannah, Georgia, April 6-10. The city's historic district and the Savannah College of Art and Design will provide the backdrop to the event. Early registration materials can be found at <http://www.codacraft.org>. Some modest scholarships to cover registration fees are available.

Educating for Sustainable Communities will be the theme of a two-day symposium and meeting of the **Trans-Atlantic Technology and Training Alliance** on April 26-27, 2010 in Asheville, North Carolina. Hosted by CraftNet and TA3 member Haywood Community College and organized by RTS and CIRIUS, which is under the Danish Ministry of Education, speakers from around the world will address sustainability from the perspective of the environment, food systems, and handmade goods. CraftNet and the Alliance for Sustainability will also meet at this event. Information is available at <http://www.ta3online.org>.

The **National Endowment for the Arts** recently hosted an online **Cultural Workforce Forum**, which is now archived on the NEA website. Presentations by researchers on the creative class and economy include "Artists and the Economic Recession;" "Cultural Vitality: Investing in Creativity;" and "Creative Class: Who's in and Who's Out." You can access the archive at <http://www.meetingslive.net/nea/>

The November 26-December 4 issue of **The Economist** included a 14-page special report on **The Art Market**. It begins with the claim that "The art market has suffered from the recession," down from a peak of \$65B in 2007 to about \$50B in 2009, "but globalisation should help it recover." Unlike earlier recession, this time there are still buyers, and art auction house Christie's sales in the first half of 2009 were still higher than 2006. Much of the growth is coming from rising incomes and interest in the arts in developing countries. Although the special section focused on fine arts and not handcrafts, the trends seem to be comparable. Many crafts galleries reported good summer sales despite the recession. The opening story is available to non-subscribers at http://www.economist.com/specialreports/displaystory.cfm?story_id=14941181.

CraftNet Member Profile: Flathead Community College

For more than 40 years, **Flathead Valley Community College** has built a reputation for educational programs that uplift local residents and boost the regional economy. And nestled as it is on 290 acres in Northwest Montana—an area that economically depends on visitors drawn by its natural beauty and local culture—it stands to reason that the FVCC art department plays an increasingly important role in the college's economic mission.

"We're making major contributions to the local art community," said **John Rawlings**, head of the department.

Those contributions extend beyond the college's solid foundational classes, which prepare students to pursue careers in craft or advanced training at four-year institutions.

For its student body and the general public, the FVCC campus offers speakers and shows that highlight the arts. And for the many local residents who make some kind of living through the arts, FVCC shares its resources. "We have a very open-door policy," Rawlings said. "And our facility is used by the local art population a great deal."



That means access to faculty expertise, the department's materials, and the large Arts and Technology building, opened in 2007 as part of the college's Building for Success Campaign. The facility offers instructional space as well as community meeting areas, art studios, and gallery space.

As the Flathead Valley's economic base moves toward tourism, local art becomes an increasingly important attraction. The area supports more than 2,000 artists and craftspeople, and downtown Kalispell, where FVCC is located, boasts as many galleries, studios, and museums as it does restaurants.



Jane Karas, president of the college, said the support FVCC provides the local creative economy has become especially significant in the midst of a difficult economic climate. "With our community experiencing a record number of layoffs this year, FVCC has positioned itself to help our community bounce back from the many challenges it has faced, underscoring our role in the local economy," she said, adding that the college saw a 38-percent jump in enrollment this fall.



Rawlings said the local creative economy benefits from more than just the college's output of local artists and support of those already at work. He said FVCC's drop-in community arts classes and frequent events help cultivate the local demand for creative businesses.

"Through our classes and events, we do change their aesthetic. That's what happens," Rawlings said. "And as that aesthetic changes, you're changing the buying public."

Profile written by Lindsey Naylor

If you would like to receive future issues of "CraftNet Sketches," the quarterly CraftNet email newsletter, please send an email request to williams@rtsinc.org. You may simply put "Subscribe" in the header of your email.

**HAPPY
HOLIDAYS!**

CraftNet Member Colleges

Arkansas State University-Beebe, Arkansas
Berea College, Berea, Kentucky
Danish College of Glass and Ceramics, Nexø, Denmark
Eastern Maine Community College, Bangor, Maine
Esaydi FET College, Port Shepson, South Africa
Flathead Community College, Kalispell, Montana
Galway-Mayo Institute of Technology-Furniture College, Letterfrack, Ireland
Greenfield Community College, Greenfield, Massachusetts
Haywood Community College, Waynesville, North Carolina
Hazard Community College, Hindman, Kentucky
Northeast Wisconsin Technical College, Green Bay, Wisconsin
Patrick Henry Community College, Martinsville, Virginia
Piedmont Technical College, Edgefield, South Carolina
Santa Fe Community College, Santa Fe, New Mexico
Sheridan College, Sheridan, Wyoming
Southeast Community College, Cumberland, Kentucky
Southern West Virginia Community College, Mount Gay, West Virginia

CraftNet Associate Members

Maine Crafts Association
Montana Arts Council