



# 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 our host organization, RTS, please visit the website of **Regional Technology Strategies, Inc.** at <http://www.rtsinc.org> or call 919.933.6699.

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## CraftNet Member News

The **Southern Virginia Artisan Center**, a program of **Patrick Henry Community College**, has partnered with the Martinsville and Henry County Economic Development Corporation to offer **FastTrac for Creative Enterprises**.

The program is specifically designed for those entrepreneurs who want to start a creative business, whether it's in the arts, crafts, artisan foods, or culinary fields. The class began on



September 1, 2010 with 33 students who, after graduation, will launch or renew their careers in the arts and crafts industry.

**Western Piedmont Community College** in Morganton, NC has announced plans to turn its 100-acre Richardson Campus into an exemplary example of sustainability, innovation, and creativity.

The College is looking back to the county's "roots" to draw inspiration and move forward. Broughton Hospital and the Richardson Campus were originally part of what was once known as the Western North Carolina Insane Asylum, built in 1875. Innovation has been a part of the hospital and these grounds since its inception. The first superintendent organized gainful employment and leisure activities as part of the treatment of the mentally ill. Capable males, housed in farm-like colony buildings, chose from a variety of jobs on the hospital farm; females made quilts, blankets and clothing; and craftsmen made furniture and tools. By the early 1900s the hospital was almost completely self-supporting.



Future location for crafts programs, gallery, sustainable foods and technologies programs, farmers market at Western Piedmont Community College.

The College is now planning to adapt the empty barns and surrounding farmland on the Richardson Campus for the Professional Crafts programs, which include Clay, Wood, and Sculpture and the Sustainable Agriculture, Construction and Sustainable Technologies programs. The area would include an Art Gallery, Producers Market, Amphitheater, and concessions. The vision is to have this area not only to deliver curriculum but also host cultural and regional venues such as Farmer's Markets, local music, theater, festivals, and artist productions.

**Northeast Wisconsin Technical College** in Green Bay, WI is using its crafts programs to introduce young women to opportunities on the production side. This past July, 50 girls descended upon the College's campus for an intensive four-day Tech Camp called **Dream It, Scheme It, Make It, Take It.**

The girls experienced a high-tech, hands-on introduction to 21<sup>st</sup> Century manufacturing technology as they designed and created jewelry from start to finish. In addition to the technical skills related to producing their jewelry, the girls also learned basic entrepreneurial skills as part of the camp experience. Furthermore, the camp participants learned a great deal about problem-solving and team-building. A very popular activity within the camp schedule was the offsite "field trips"



Dream It, Scheme It, Make It, Take It Tech Camp for young girls in Wisconsin

to local jewelry manufacturers to witness “creativity and business” in action. The camp was funded in part by a grant from the **Nuts, Bolts, and Thingamajigs Foundation** (NBT)—part of the Fabricators and Manufacturers Association—to introduce kids to the joys of “tinkering” and to teach them hands-on manufacturing skills as well as the business of entrepreneurship.

Northeast Wisconsin Technical College (NWTC) is seeking permission from the State WTCS Board to use 10,000 square feet next to the **ARTgarage** on the east side of Green Bay to house a new Professional Art/Craft program. If approved, the facility will provide ample space to house the College’s woodturning and clay program with some additional space for other craft artisan courses. The College is working to strengthen its relationship with the ARTgarage and recently produced a September/October joint brochure featuring art classes offered by both entities. For more information, see <http://www.theartgarage.org/>

NWTC’s second annual ArtWalk is scheduled for Saturday, May 7, 2011. The event will be open to all artists in the NWTC district. Art will be accepted at three levels: Student, Amateur, and Professional. NWTC has developed a new Art Collections Webpage to connect the campus community and NWTC district to the Art efforts underway at the College. The New NWTC Art Gallery exhibit is featuring **"Just One Perspective"** by **Michael A. Reinke**. Reinke, who is an NWTC employee, will display a selection of nature and contemporary photographs in the Art Gallery, which is located in the Library on the second floor of the Student Center. For more information, see <http://www.nwtc.edu/atnwtc/places/artcollection/Pages/Home.aspx>

## Events and Innovative Practices



Left: Street signs in Fulford Harbour; Right: Artspring craft shop in Ganges

**Vancouver and Vancouver Island** are among Canada’s hot spots for the artists, who are attracted by the region’s picturesque coasts, farm lands, and mountains. **Salt Spring Island**, with a population about just over 10,000 people, lies just off the southeastern coast of Vancouver Island and is known as “the island of the arts.” More than a tenth of its residents are

involved with the arts in some way, and, as a result, it was named **one of the top ten small art towns in North America** in the well-known arts towns guide book written by John Villani. Crafts are promoted with readily available catalogs and maps and an ongoing signed tour of 34 high-end craft studios (<http://www.saltspringstudiotour.com>), plus a gallery walk in Ganges, the island's largest town.

Vancouver Island also has mapped its 33 organic farmers and wineries, and the arts, crafts, music, and artisan foods are displayed at weekly open markets, the highlight of most tourist visits. **Artspring** offers concerts and theater each summer, and music also pervades the island's many restaurants and pubs, with many name performers drawn to the island. The **Salt Spring Arts Council** (<http://www.ssartscouncil.com/>) operates a cooperative gallery in Ganges, and for a very low membership fee (\$20), it provides funding, material, and organizational support to a broad range of groups and individuals. Arts are strong in the elementary and secondary schools, and music, dance, and art summer programs attract youth from around the world. In this unconventional economic and social environment, Salt Spring



Above: Craft shop on Granville Island  
Right: Directions for tourists



Island even prints its own alternative local currency—which is fully backed by the Canadian national currency!

On the mainland of **British Columbia**, another, smaller, island, **Granville Island**, has become the leading hub for the arts in the city of Vancouver, and an example of how the arts can help to reshape and revitalize a deteriorated urban area.

This small island, once a First Nations fishing village, was created from a sandbar in the late 1800s to house heavy industry. After World War II, however, industry moved away, and the island was left polluted, decimated, and an eyesore. In the 1970s, a local politician decided that it could be re-invented with a low-rent cultural center where artists might live and work and where theaters might flourish and attract tourists.

Granville Island today is served by a steady stream of sea taxis bringing tourists from the mainland to visit the island's 53 galleries and crafts coops, numerous theaters, a microbrewery, the city's major farmer's and artists market, and Vancouver's premier art school, **Emily Carr University**. The island also is home to what locals claim is North America's oldest crafts cooperative, **Circle Craft**. Started in 1973 by a Danish craftswoman, it has 200 members. The island retains its industrial architecture, with most of the studios still in corrugated metal or factory-like buildings, which only adds to its overall creative mystique. For lists of artisans, see <http://www.granvilleisland.com>.

The summer issue of **AMERICAN STYLE** magazine revealed the results of their 13th annual survey of the nation's **best cities for art**. No surprises among the large cities, with **New York**, Chicago, Washington, DC, and San Francisco in the top five spots. But **St. Petersburg** was first among mid-sized cities, with New Orleans, Alexandria, Virginia, and Chattanooga next, and **Asheville** outscored Santa Fe among small cities, followed by Saugatuck, Michigan (another surprise), Key West, and Sarasota. The full article with all rankings is available at <http://www.americanstyle.com/2010/05/shaken-and-stirred/>.

**Quote of the week:** At the conference on **Regional Innovation Clusters: Advancing the Next Economy** at the Brookings Institution on September 2, U.S. **Secretary of Agriculture Tom Vilsack** said about education:

"People who forget the arts do so at their peril. We need people who can think outside of the box and that what the arts do. It's a mistake to think only about STEM [science, technology, engineering, and math] without art."

**CODA** will hold its 2011 annual conference in Portland, Maine June 8-11 hosted by the **Maine Crafts Association**. CODA also is requesting information about income from or spending on crafts in your area in order to update its research on the economic impacts of crafts. If you have any studies, please send them to [codacraft@codacraft.pmailus.com](mailto:codacraft@codacraft.pmailus.com) before October 22. More information about the annual conference can be found on at <http://www.codacraft.org>.

**Ann Markusen**, Director of the Project on Regional and Industrial Economics at the Humphrey Institute at the University of Minnesota, a well-known expert on the economics of the cultural economy, and keynote speaker at the CODA-CraftNet conference in St. Paul, MN in 2009, will be leaving September 14 to serve as a **UK Fulbright Distinguished Chair** at the Urban Lab of the **MacIntosh School of Architecture, Glasgow School of Art**. Her appointment there will continue through April 2011. Ann will be working on a comparative study of creative cities in the UK and the US, including roles of artists, architects, and designers, but she also will examine ways that local and regional governments shape urban vibrancy and stability through arts and culture.

In **Colorado**, **Gov. Bill Ritter** has signed four bills aimed at strengthening the state's creative economy. One renames the Colorado State Arts Council as the **Council on Creative Industries**. Another merges the Offices of Film, Television, and Media with the Council on the Arts and Arts in Public Places into the **Creative Industries Division of the Colorado Office of Economic Development**. The third bill requires a one percent set aside for public art on all state-funded capital construction projects, and the fourth encourages all schools to provide education in visual and performing arts and for the State Board of Education to recognize the arts as they develop future graduation guidelines. See <http://www.colorado.gov/cs/Satellite?>

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NESTA in the United Kingdom published a study of the **Culture of Innovation: An economic analysis of innovation in arts and cultural organisations** this past June. It turns the more common argument about how the arts influence technology to how technology can influence the arts and cultural organizations and events. It applies a business model of innovation to the arts to show, for example, how technology can be used to reach broader and more diverse audiences and result in new art forms. The report can be found at [http://www.nesta.org.uk/publications/assets/features/culture\\_of\\_innovation](http://www.nesta.org.uk/publications/assets/features/culture_of_innovation)

**Should artists pay full taxes? Political perspectives.** VANITY FAIR magazine (July 2010) reported a poll of responses to the following question:

“In Ireland, there is no tax on income generated from artistic endeavors, such as books, sculptures, paintings, musical compositions, and plays, up to about \$300,000. Do you think the U.S. government should adopt a similar policy to encourage artistic expression in the U.S.?”

The responses by political affiliation are shown below:

	All	Republican	Democrat	Independent
Yes	46	39	51	47
No	44	53	39	43

## Member Profile: Northeast Wisconsin Technical College Green Bay, Wisconsin

Northeast Wisconsin is home to a mid-size metropolitan area, Green Bay, where the world-famous Packers roam, as well as a thriving tourist community, Door County. It also is home to one of the most isolated and economically distressed rural regions of the Midwest. **Northeast Wisconsin Technical College’s** expanded creative economy programs aim to help that part of the state cope with economic transformation while assisting a wide range of artists throughout their nine-county service area.



Student jewelry

NWTC actually has offered creative programs for quite a while, specifically degrees in a jewelry repair and fabrication diploma since 1977. After reading the book “Cool Community Colleges,” NWTC administrators began to explore ways they could expand the institution’s offerings.

“We wanted to see what else could we do to connect more solidly with the creative economy,” said **Anne Kamps**, Dean of Learning Support Services and Program Development. “We wanted to explore how we can interact more closely with artists in the region.”

The first step was hitting the road. Kamps, the school's president, **Dr. H. Jeffrey Rafn** and others traveled to western North Carolina to see how both educational and community-based institutions are assisting artists in that region.

Armed with those observations, NWTC now is engaged in several new efforts aimed at enhancing the creative economy in their region. With the closure of a large number of paper mills, this rural area has lost many manufacturing jobs. The College sees its crafts program as a way to help the rural Northern region recover economically. Specifically, it is offering new entrepreneurial programs aimed at artists.

In Aurora, the College opened a new kitchen incubator that offers local food artisans a chance to create new products. **The Woodland Kitchen Incubator**, located in a renovated elementary school, employs

a part-time specialist who operates the facility and can provide participants with a wealth of information about how to get their products to market. At this time, the incubator includes a barbecue sauce manufacturer, two ravioli companies, and a salad dressing manufacturer.

Promoting business through an incubator isn't the only way the college can assist artists on the business side of the equation. Through its entrepreneurial center, NWTC will offer a seven-credit program aimed at walking artists through the challenge of operating their own venture. Three credits will focus a plan for business feasibility, three credits on developing a business plan, and one credit for independent study. The new program is sensitive to the fact that an artist may not want to take all seven credits.

"We want to offer kind of an array of products for various types of situations," said Sally Martin, Dean of Community and Regional Learning Services. "We can offer the program in a menu-type fashion."

In addition to helping artists operate the businesses, the College is expanding its crafts offerings, while continuing to have a strong jewelry-making program. This year the school is offering certificate programs in woodturning and clay with plans to explore full degree programs in the future. In 2012, the College also hopes to offer classes in sustainable furniture-making. On the non-credit side, the College offers an extensive quilting program, offering students a chance to ply their craft on a long-armed quilting machine provided by NWTC.

Certainly when one thinks of Northeast Wisconsin, one may still have images of the frozen tundra of Lambeau Field or a beautiful summer on the shores of Lake Michigan. But thanks to NWTC, the keepsake you return with from Green Bay might not just be a foam cheese head but a beautiful piece of art!

Profile written by Dan Broun, RTS



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### **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  
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 & Technical College, Cumberland, Kentucky  
Southern West Virginia Community College, Mount Gay, West Virginia  
Western Piedmont Community College, Morganton, North Carolina

### **CraftNet Associate Members**

Maine Crafts Association  
Montana Arts Council