



Sketches

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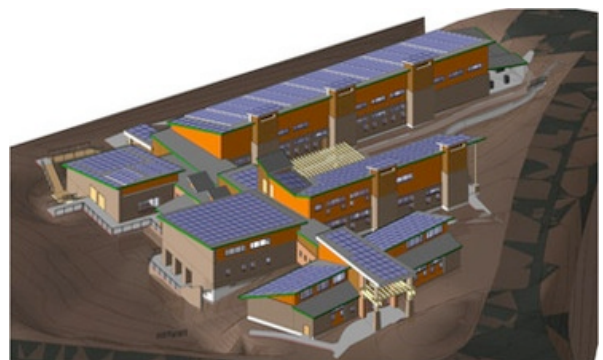
CraftNet is an international network of community colleges devising innovative ways through partnerships to develop artisan-based strengths into a sustainable growth sector for each of their service areas. Projects at each college integrate various aspects of design, production, technology, marketing, 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 e-commerce, 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

On March 16, **Haywood Community College** in western North Carolina held a groundbreaking ceremony for its new **Creative Arts Building**. The \$10.2 million platinum-level LEED certified building enlarges the space that the college's acclaimed crafts programs have occupied for 30 years, enabling the school to expand its creative arts program and increase enrollment for both full-time and part-time students. Funding for the creative arts building comes from a quarter-cent sales tax approved by Haywood County voters in 2007 for the purpose of construction at the college.



Montana Arts Council Initiates Artist Gathering. On October 16-18, 2010, a group of 44 of Montana's folk and traditional artists attended the first Montana Artist Gathering in Great Falls, MT. They shared their art with the public, networked with each other, and learned more about the business of art, including tapping into the expertise of New York City's Creative Capital Group.

A day-long Artist Showcase featured traditionally painted drums and parfleches, fine wood furniture, braided leather and horsehair gear, art quilts, paintings in watercolor, oil and acrylic, jewelry in silver and brass, pottery, handpainted silk scarves, handwoven scarves and throws, metal sculptures, saddles, woven wheat, hand-felted bags, wood-cut prints, art dolls, mosaics, beaded jewelry, handwoven tapestries, and traditionally tailored buckskin. The day also included an informal session open to the public on the basic requirements for an artist to become certified as "market ready." The second day featured opportunities to learn from the Creative Capital Group, which is nationally recognized for training and support of artists across the country.



Artist Elaine Snyder and customer

As a pilot program, Artist Gathering 2010 was open to artists who had demonstrated an interest in learning more about the business of art by participating in a MAP (Montana Artrepreneurship Preparation) group, workshops for artists at a MIBA (Montana Indian Business Association) conference, the Creative Arts Enterprise and TRACE programs, the preparation workshop for the Kentucky Artisan Launch, or MAC's 2009 Creative Capital Professional Development workshop. For additional information about Artist Gathering 2010, contact Cindy Kittredge, Montana Folk Arts and Market Development Specialist, at (406) 468-4078 or elkittredge@dishmail.net.

On March 16, **Courtney Long** conducted a webinar for CraftNet members describing **Western Piedmont Community College's** plans to convert its Richardson Campus—originally an asylum with its own 1,000 acres of farmland, pasture, and woodland—to a center for crafts, sustainability, and agriculture that will promote Burke County's craft heritage. Courtney, who is coordinator of the school's professional crafts programs, explained how the Richardson Campus will integrate crafts with food and green industries, turning its barns into classrooms, showrooms, markets, and exhibition space. The college offers Professional Crafts in clay, wood, and a newly certified sculpture associate degree programs which draw on the expertise of some of Penland School of Craft's finest artists. As she applied for the school's certification in sculpture, Courtney surveyed local industry and employers to demonstrate economic opportunity.

Western Piedmont's crafts program also is helping the town of **Drexel, North Carolina** recover from the loss of its signature furniture company via a new business incubator funded

by the North Carolina Golden Leaf Foundation. **Stepping Stones**, made up of five potters who received training in Western Piedmont Community College's Professional Crafts Clay program will be taking up residence in the incubator along with Queens Tile and Flooring and All About You Photography. The newly formed pottery co-op will open soon in a downtown district that had many vacancies since the furniture company closed. (Drexel Sanitary Barber Shop, with a 40 year history of bluegrass jam sessions, remains a popular downtown destination.)

"We are extremely excited to have Stepping Stone Pottery open in Drexel's Small Business Incubator" said Town Manager Tom Settlemeyer. "Our hope is that the artists and other businesses in the incubator will expand and grow into the private buildings, and that will be the incentive for private renovations in addition to the public investment in Drexel's downtown."

Drexel Mayor Richard Propst and the town council's vision also includes developing green space for parks and recreation and the development and establishment of cultural outlets to create a high quality of life in the Drexel community. Using a Parks and Recreation Trust Fund grant, the town will build a downtown park and outdoor amphitheatre for performances while highlighting local artists for the iron work, wood carving, and planters associated with the park's design.

Hazard Community College announces an opening for a **Director of the Kentucky School of Craft**. The right candidate will be responsible for the development and implementation of programming; leadership in new curricula development in ceramics, blacksmithing, fibers and/or related areas; recruiting and retaining nationally known faculty; recruiting students; assisting in the design and equipping of campus spaces as new specializations come on-line; and developing and marketing a unified strategic vision for school. Candidates must be active craftspeople with substantial exhibition, production and/or gallery experience, with preference given to candidates with a Master of Fine Arts or Master's degree in a craft discipline and administrative experience in higher education with higher education teaching experience and arts administration or significant experience operating a private studio with strong evidence of arts administration. The closing date for applications is April 18, 2011. Interested parties can complete an online application process at www.hazard.kctcs.edu.

Gary Clontz, formerly head of Haywood Community College's Crafts program in North Carolina and, more recently, Piedmont Technical College's program in South Carolina, has announced his plans to retire in May. Kendall Adams will be taking Gary's place at the Pottery Center at Piedmont Technical College. We wish Gary the best for his retirement. We'll remain connected to him and, in fact, strongly suspect that he'll continue with his craft/teaching in some fashion.

Research, Events, and Innovations

The **2011 Craft Organization Development Association (CODA)** international leadership conference will be held in Portland, Maine, June 8-11, 2011 (Wed.-Sat.). The theme of this year's CODA conference is "**Connecting the Dots...collaborating...fundraising...telling your story.**" The keynote speaker will be a communications consultant and trainer who specializes in helping nonprofits, foundations, government agencies, and schools communicate more effectively through print, broadcast media, and the Internet. The Maine Crafts Association, a member of CraftNet, is hosting the conference as well as post-conference visits to the Center for Maine Craft, Center for Furniture Craftsmanship, and Watershed Center for Ceramic Arts. More information is available on CODA's web site at <http://www.codacraft.org/dnn/Conferences/2011ConferenceInfo/tabid/213/Default.aspx>

The **National Governors Association** (NGA) held a two-day meeting on “States and Innovation: Setting the Stage for Job Creation” in Washington, DC on March 24-25. Organized by NGA’s Center for Best Practices with support from the Manufacturing Partnership of the National Institute of Standards and Technology, the gathering attracted the governors’ economic development advisors and representatives from state economic development offices. Speakers chiefly focused on innovation, clusters, and jobs. One of four cluster priorities was **Creative Industries**, with Elaine Mariner, Director of Colorado Creative Industries and Stuart Rosenfeld, RTS, leading the session.

On January 19, the **Cultural Alliance of Greater Milwaukee** released its report **Creativity Works!** The report results from a year-long analysis of the seven-county southeast Wisconsin region by Mt. Auburn Associates with RTS and Creative Planning, Inc., which drew from interviews or focus groups with more than 800 people. The “rumble,” which was held at the Harley-Davidson Museum in Milwaukee and co-sponsored by Harley Davidson and Northwestern Mutual Foundation, drew a capacity crowd of 125 and also was live-streamed by Milwaukee Public Television (which is housed at Milwaukee Area Technical College). Milwaukee Mayor Tom Barrett officially proclaimed the day as **Creativity Works! Day**.



Creativity Works! kick-off at the Harley-Davidson Museum in Milwaukee.

The study found creative industries accounted for more than 49,000 jobs—which was about 4.2 percent of the region’s total employment—and that an additional 17,600 people were employed in creative occupations in other sectors. The program highlighted the contributions of the area’s educational institutions, including Milwaukee Area Technical College and the Milwaukee Institute of Art and Design. Recommended initiatives included making creative industries a signature regional driver, strengthening its infrastructure, expanding the base of creative talent, and establishing segment councils to integrate the creative industries. As a result of the region’s historic manufacturing strength, plans already are underway to establish a Design Council. Fully embracing the expanded scope of creative industries, the Cultural Alliance is renaming itself the **Creative Alliance Milwaukee**. The Creativity Works! report and its executive summary are available at <http://www.creativityworksmke.com/>.

In December 2010, The **United Nations** released a detailed report called **Creative Economy: A Feasible Development Option**. The report includes a thorough definition and measures of the scale, growth, and innovation of creative industries. It also examines the economic potential of these creative industries in less developed regions. The 423-page report, which includes numerous examples and extensive data, states that:

“The Creative Economy is deeply rooted in national economies. By producing economic and employment benefits in related services and manufacturing sectors, it promotes

economic diversification, revenues, trade and innovation. It also helps revive declining urban areas, to open up and develop remote rural areas, and to promote the conservation of countries' environmental endowments and cultural heritages."

The full United Nations report is available at <http://www.unctad.org/Templates/WebFlyer.asp?intItemID=5763&lang=1>.

The **Commonwealth of Massachusetts** has an opening in Boston for an **Industry Director-Economic Competitiveness-Creative Industries**, who will be responsible for planning, developing, managing, coordinating, and monitoring the state's overall economic development efforts in the creative industries including design, visual and performing arts, film, video gaming, advertising, architecture and tourism. Applicants must have at least five years of full-time, or equivalent part-time, supervisory or managerial experience in business administration, business management, or public administration. Applicants should mail a cover letter, resume and salary requirements to Eric Nakajima, Senior Innovation Advisor, Executive Office of Housing & Economic Development, 1 Ashburton Place, Suite 2101, Boston, MA 02108.

Member Profile: Furniture College at Letterfrack, Galway-Mayo Institute of Technology

Established just over two decades ago with an initial class of only 20 students, the **Furniture College at Galway-Mayo Institute of Technology** (GMIT) in Letterfrack, Ireland today provides 280 students with an internationally renowned education in furniture design, technology, manufacture, restoration and conservation.

Located in a small village in County Galway, GMIT Letterfrack enjoys a 95-97 percent completion rate for the classes in which its students enroll. The college began as a partnership between Connemara West, a community and rural development organization, and what was then a Regional Technical College. It was a development strategy for a community that had an unofficial unemployment rate of 50 percent and, with assistance from the Danish Technological Institute, was intended to help rescue a lagging furniture cluster. The college has since extended its partnerships to include universities and programs throughout the world. GMIT Letterfrack's strong reputation and relationships with employers in and outside of Ireland offer its students the chance to apply their education through internships, and to achieve successful post-graduate careers.



GMIT Furniture College in Letterfrack, Ireland.



A majority of students that enroll in GMIT Letterfrack are from Ireland and enroll in the college directly from secondary school. About 10-20 percent of students, however, are over 23 years of age. The college has a small number of full-time international students in addition to the six exchange students the college hosted this year.

The Furniture College offers two degrees: Bachelor of Science in Furniture Design and Manufacture and Bachelor of Science in Furniture and Wood Technology. Both degree programs are three-year programs with the option of adding an additional year to receive an Honor's degree. The college also offers a Bachelor of Science in Design and Technology Education, a four-year Honor's degree program, and a Higher Diploma in Arts in Education (Technology), available to graduates of the Bachelor Degree with Honors programs.



Students pursuing a Bachelor of Science in Furniture Design and Manufacture or a Bachelor of Science in Furniture and Wood Technology spend the last five months of their third year, from January to May, in an internship working in the industry. The college assesses the students' talents and career goals and matches them with companies that apply to the school to receive placements. Many internships are in training and education, offering technical support for lecturers or trainers. Others include design and product development, project management, production software, and equipment design. Approximately one third of student placements are to positions outside of Ireland, including Canada, Australia, Finland, Germany, England, United States, Zambia, and Morocco.

In their fourth year, students work on a major project from September through April in Letterfrack in addition to working one day per week with a company that will have the option to employ the student after graduation.

Students pursuing a Bachelor of Science in Design and Technology Education are training to become high school teachers and must follow national regulations. Students training to become educators do not get placed in an internship but instead participate in several practice assignments working in a high school throughout their third and fourth year. National requirements restrict those placements to be within Ireland.

Students of GMIT Letterfrack are taught a blend of practical skills, science, technology, design, business, and management and are therefore prepared for many fields of work. Most graduates do not go into craft industries but instead apply skills learned to various occupations, such as product design, production management, project management, machinists, or CAD, CAM, CNC technician.

Instructors of GMIT Letterfrack include lecturers and technicians. Lecturers are in charge of each training module and delivery of the program. Technicians offer technical support through

demonstrations in the workshop. Many of the staff members are hired as graduates of the college. Currently, eight of 25 members are GMIT Letterfrack graduates.

The town of Letterfrack has greatly benefited from the presence of the college. Economic conditions have improved enormously, as the integration of staff relocating to the area, traveling staff members, and the college's 280 students have all contributed to the community. The presence of the college has also increased the community's ability to leverage dollars coming into the area and receive funding as a community for various development projects.



GMIT Letterfrack has extended its outreach efforts by working with the village of Maamba, Zambia to develop the Woodworking Training Centre. Four students and their lecturer traveled to Africa to set up equipment necessary to teach a class of 18 students. The first classes were held in July 2009, and the first group of students passed their trade exams in the summer of 2010. The Letterfrack students then led an initiative to develop a market for locally produced furniture and began taking commercial orders. The Centre has now developed an Enterprise Unit and aims to be self-sustaining within the next few years. The success of this project has inspired students and graduates of GMIT Letterfrack to establish an independent charity organization that will aid in the development of other woodworking training centers in countries throughout Africa.

GMIT Letterfrack has many valuable partners, including European and U.S. institutions, trade associations, and companies. A partnership with Virginia Tech and the Southern Virginia Higher Education Center has enabled the colleges to offer international internship and graduate opportunities to their students. Virginia Tech recently sent 20 students to attend GMIT Letterfrack in Ireland and, in the near future, GMIT Letterfrack students will take advantage of educational opportunities offered at Virginia Tech.

The Furniture College at GMIT Letterfrack incorporates innovation and entrepreneurship, design, and technical aspects into its training and offers students a creative venue for learning practical skills that can be applied to many industries. Interest and enrollment in the college continues to increase and successful outreach programs make the college a benefit to both local and international communities. Partnerships are continuing to develop and will enable the college to extend its training not only to students in Ireland, but to students from all over the world.

—Profile written by Corinne Cain, 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
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