



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

The **Montana Arts Council** recently won another two-year grant of \$127,000 from the New York-based LINC (Leveraging Investments in Creativity) organization as well as a US Department of Agriculture (USDA) grant of about \$175,000 for business training for the state's artists and to promote best practices that help independent artists earn a living through the sale of their artwork.

These funds will support the ongoing work of **Dr. Cindy Kittredge** who developed (initially at Montana State University's two-year college in Great Falls) and now helps implement the Arts Council's statewide artrepreneurship curriculum. The program prepares Montana artists to take their work to market more effectively. The USDA funds will be used to create a network of trainers across the state who can teach the **Montana Artrepreneur Program** (MAP).



On September 9, the Montana Arts Council's Tour of Excellence departed from Helena with a busload of 44 artists and MAP coaches and headed for the **Western Design Conference** in Jackson, Wyoming, a preeminent exhibition and sale of museum-quality art in the spirit of Western design. More than \$22,000 in cash prizes are awarded to winners in 20 categories. The Conference brings together artists, scholars, collectors, interior designers, architects, fashion designers and the general public.

Artists on the tour also interacted with more than 30 galleries in Jackson, as well as making gallery stops in Ennis, Montana, widely known as an upscale fly-fishing retreat, and West Yellowstone, one of Yellowstone Park's gateway communities. The purpose of the gallery visits was for the artists to learn how to identify, analyze, and approach the particular galleries that are the most appropriate for their work.

Participants for the Tour were chosen on the basis of their participation in the Montana Arts Council's MAP program or past business-for-artist training programs. The Tour was funded through grants from Leveraging Investments in Creativity (LINC) and USDA. For further information about the Tour of Excellence or the MAP program, contact Cindy Kittredge at elkittredge@dishmail.net.

Jeffrey Adams has been named Director of the **Kentucky School of Craft at Hazard Community and Technical College** in Hindman, Kentucky. Jeff attended Cranbrook Academy of Art in Bloomfield, Michigan, one of the best Art and Design Masters programs in the world. He believes the Kentucky School of Craft can become a flagship institution dedicated to the crafts and applied design—a hybrid approach unique among two-year colleges. "With the proper vision, facilities, and faculty," he said, the school will mature into a leading force in the education of professionals working in the industry."



New Kentucky School of Crafts Director Jeff Adams.

Jeff began his teaching career at Notre Dame. Though he now serves as an administrator he contends it is important to maintain a presence in the studio classroom to stay in touch with the students and to remain personally creative. His prior art-making experience has been in wood, metal fabrication, foundry, design, and printmaking.

Jeff's goals include adding a foundry and metal fabrication program that builds on the region's strengths. He plans invitational public events that include casting metal in the iron cupolas, utilizing local coal and coke as fuel. "I want to maintain our traditional craft identity but also look forward to offering workforce solutions and employment strategies to our students from an applied design viewpoint," he explained. "My focus is to preserve the notion of the handmade object at the Kentucky School of Craft but also embrace current and evolving technologies to ensure our students have marketable skill sets."

Haywood Community College's Professional Crafts Department

participated in the recent **American Craft Week** (October 7 through 16) through a lecture on October 13 by **Anna Fariello**, Director of the Craft Revival Project. The lecture was the closing event of a series of events happening across Western North Carolina—all in



celebration of American Craft week and made possible through a partnership with Haywood Community College and **Handmade in America**. Fariello's lecture examined how academic disciplines and cultural institutions have assigned meaning to expressive objects over time. The talk was based on Fariello's chapter, "Regarding the History of Objects" in **Objects and Meaning**, a book she co-edited. It challenges the contemporary art world's vision of the arts and is sure to spark a lively ongoing debate!

American Craft Week is a celebration of the wonders of American craft. Every day thousands of American artists share their vision and talent by producing amazing handmade decorative and functional objects, and every day thousands of craft retailers share their love of these items by displaying, promoting and selling them. American Craft Week is a project of Craft Retailers & Artists for Tomorrow (CRAFT) in partnership with Craft in America. Visit the following website, www.americancraftweek.com/wnc, for other special events related to American Craft Week.

The new small business incubator in tiny Drexel, North Carolina welcomes **Stepping Stones**, a new cooperative business with five potters who received their training at **Western Piedmont Community College** in western North Carolina. The town manager, who worked with the college's crafts coordinator **Courtney Long** and its small business development director **Eddie McGimsey**, hopes that this third creative business to move into the incubator will help the town to recover from the loss of its mainstay employer, the furniture company Drexel Heritage.

In Cumberland, Kentucky, **Southeast Kentucky Community and Technical College** (SKCTC) is forging ahead with its innovative arts-based approach to rural development. The

college is located in the heart of a rural Appalachian coal-mining region that has steadily lost much of its population and jobs. SKCTC'S Appalachian Program Director **Robert Gipe**, folklorist **Theresa Osborne**, and music professor **Ann Schmertz** recently staged **Talking Dirt**—one of a series of theatrical performances, collectively called **Higher Ground**, that tackle challenging social and political issues, including the environment. Featuring a local cast of 75, the performances draw upon and integrate elements of the regional storytelling and bluegrass culture. The **New York Times** chronicled the play last May. In fact, the article quickly became one of its most widely circulated stories. You can read the story at <http://www.nytimes.com/2011/05/15/us/15appalachia.html>

Research, Events, and Books



Mississippi Governor Haley Barbour addressing Summit (L) and Mississippi artist's display at Summit (R).

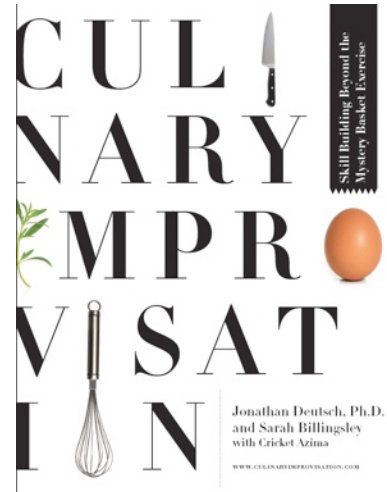
Governor Haley Barbour kicked off the **Mississippi Creative Economy Summit** on August 10 in Jackson, MS. The all-day event brought together 400 state leaders in the arts, business, economic development, and political spheres to talk about the ways that the state's creative enterprises contribute to the state's growth and their role in future growth. Three reports that profile Mississippi's creative economy—prepared by RTS and Mt Auburn Associates with the Mississippi Development Authority and Mississippi Arts Commission—are available at <http://rtsinc.org/2011/09/21/mississippi-creative-economy-report-released/>.

The main report shows how and where the creative economy generates more than 60,000 jobs within Mississippi. **Red Hots and Deep Blues** offers 12 vignettes from across the state, including the Mississippi School of the Arts in Brookhaven, Viking Range in Greenwood, Pearl River Community College in Poplarville, and Jackson's Fondren neighborhood. The newly released **Blueprint Mississippi 2011** from the Mississippi Economic Council recommends that the state support the goals of the study <http://www.msmecc.com/index.php/activities/blueprint-mississippi>.

South Arts, headquartered in Atlanta, has released **Creative Industries in the South**, an analysis of employment in various parts of the creative industries across its nine member states.

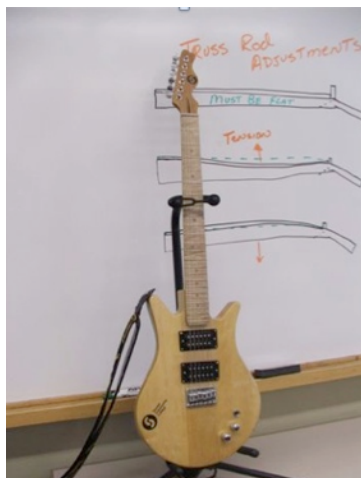
The data are available at <http://www.southarts.org>. **Allen Bell**, Director of Arts Education and Research, used a common framework and common data source to profile the states across six different subclusters: design, film and media, heritage and museums, literary and publishing, performing arts, and visual arts and crafts.

The High Art of Food Preparation—Dr. Jonathan Deutsch, Director of the Culinary Management Center at **Kingsborough Community College** in Brooklyn, and food writer Sarah Billingsley have co-authored **Culinary Improvisation**, a textbook for culinary programs. Kingsborough is a member of the **Trans-Atlantic Technology and Training Alliance**.



This book came about, the authors write, because “The culinary arts is a creative field where great ingenuity is rewarded, where problem-solving in a fast-paced environment is critical, and where the line between simply cooking tasty foods and being a chef are worlds apart.” It challenges culinary teachers and students to regard chefs as artists. “Many artists—musicians, painters, sculptors, actors, photographers—use studio space to practice. Why not chefs?” (As a case in point, one of the speakers at Mississippi’s Creative Economy Summit was one of Jackson’s top chefs.) Further information is available on <http://www.culinaryimprovisation.com>, and the book is available at Amazon.com or Barnes & Noble.

Regional Technology Strategies recently partnered with the **North Carolina State University Cooperative Extension Service** to train extension agents from across the state to assess their county’s creative economies and map their creative assets. On September 7, RTS conducted a workshop for about 50 extension agents that was based on pilot assessments in two rural and low-income North Carolina counties, Stanly and Anson. Using the strategies and knowledge gleaned from that process, the RTS team of **Jenna Bryant, Robert Donnan,** and **Corinne Cain** developed a handbook to guide NC extension agents in their assessments.



The Science of Building Guitars—You might not expect to find funds from **The National Science Foundation’s Advanced Technological Education** program going to fund the building of electric guitars, but that’s precisely the aim of one of its recent grants. Targeting high schools and community colleges, the program uses guitar construction to teach STEM (Science, Technology, Engineering, and Math) skills. This popular, low-cost, and successful class has no prerequisites. Students work in multi-functional teams, where technical students might mix with graphic arts or fine arts students. First adopters among community colleges are Sinclair Community College in Ohio, Butler County Community College in Pennsylvania, and College of the Redwoods in California. For more information, see <http://www.Guitarbuilding.org>.

The **European Commission's DG Education and Culture** recently released an evaluation of its **2010 European Capitals of Culture**, a program started in 1999 that allows member countries to designate cities and Capitals of Culture. In 2010, Essen, Germany; Pécs, Hungary; and Istanbul, Turkey earned that distinction. One of the challenges cities have faced is trying to reach out to their larger regions and then creating a coherent brand. Essen, for example, tried to include 53 towns and cities in the Ruhr region. Pécs, a smaller city about the size of Little Rock or Jackson, was attempting to build upon its rich cultural heritage to help overcome the loss of its mining industry. Istanbul, with 12 million people, was already a cultural center that needed to renovate and restore many of its historical assets. The full report is available at http://ec.europa.eu/dgs/education_culture/evalreports/culture/2011/final-report_en.pdf.

CraftNet Member Profile

Western Piedmont Community College, Morganton, North Carolina

Nestled among the foothills of the Blue Ridge Mountains, **Western Piedmont Community College** (WPCC) today is carrying forward the centuries-long craft heritage of Western North Carolina. Chartered in 1964, the college now enrolls more than 4,000 students each year in its degree and diploma programs and more than 10,000 in its continuing education courses.

The college offers two Associates in Applied Science Degrees in Professional Crafts: Professional Crafts-Clay and Professional Crafts-Wood. The Clay program, which has been in existence for about 15 years, currently has 51 curriculum students and 10 continuing education students. The Wood program, first offered in the Fall 2008 semester, has eight full-time degree students, and the program continues to grow.



Chair by James Ellis

Four key factors are driving development of the two programs: First, the Morganton community itself actively is promoting the growth of its regional creative economy. Second, the WPCC administration is very supportive of the arts and crafts programs at the college, evidenced by the facilities and equipment it has made available. Third, there is a demand among students in the local area for this type of education. Many of them cannot afford to attend more expensive private crafts schools or workshops. For these aspiring artists, WPCC's creative programs are a great resource. Finally, **Courtney Long**, Coordinator of the Professional Crafts-Clay program and Professional Crafts-Wood program, is committing her passion, talent, and educational experience so that sustained program development can help create a prospering place-based craft economy in Morganton.

Both programs incorporate entrepreneurial education to better prepare WPCC graduates for self employment as owners and operators of professional ceramic and woodworking studios. Unlike many university programs, WPCC not only teaches its students the art of craft-making but also provides coursework on how to choose an aesthetic path, market and sell their work, do the accounting, and pay self-employment taxes. The Clay program includes required courses in Production Design, Craft Marketing, and Craft Enterprise. The Wood program includes Craft Marketing, Craft Enterprise, and Wood Studio Planning.

Students taking the entrepreneurship classes typically study with teachers who have one foot in academia and the other in the professional studio world, offering them both academic and real-world knowledge. The Craft Marketing course, taught by a professional potter, draws upon the expertise of three to four professional artists who, during the course of a semester, discuss successful marketing tactics. A local wood turner, who owns a craft cooperative and also is an accountant, teaches the Craft Enterprise course, introducing students to tax laws and preparing them to own a business.

Western North Carolina is abundantly blessed with talented craft artists. WPCC sources some of its instructors from **Penland School of Crafts**. It also has hired a graduate of the **Haywood Community College's** Professional Crafts—Clay, Fiber, Jewelry, and Wood program. Instructors from local industries with degrees in industrial design also teach WPCC's craft courses.

Graduates of the programs also have access to **Drexel**, a new small business incubator. **Stepping Stones**, a new pottery cooperative launched by three current students of the Professional Crafts programs and two recent WPCC graduates, is one of the newest additions to the incubator.

Graduates of the program also have employment opportunities at **Hamilton Williams ClayWorks**, a US production company in Valdese, NC that hires students coming out of the Professional Craft Clay program. Although the school does not do official job placement, the networking of teachers and local artists acts as an excellent resource for graduating students.



The North Carolina Community College System recently accepted WPCC's application to offer Professional Crafts-Sculpture Associate of Applied Science Degree. This program will offer metalworking, blacksmithing, and clay sculpture courses. The addition of this new program may unite the two existing programs and encourage the cross-networking of all crafts taught at WPCC. The Professional Crafts—Sculpture program is scheduled to begin in 2012 and will further support the extensive crafting tradition of the region. As Ms. Long sees it, "The Professional Crafts programs reflect Burke County's rich crafts heritage and have become the region's leading resource for crafts education, small business knowledge, and personal enrichment."

In addition to the professional clay and wood—and soon, sculpture—learning opportunities, students of WPCC have access to Associate in Fine Arts Degrees in both Visual Arts and Drama as well as access to digital media arts through programs such as Digital Effects and Animation and Simulation and Game Development, both offering Associate in Applied Science degrees.

—College 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 & Technical College, Kentucky School of Craft, 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
Western Piedmont Community College, Morganton, North Carolina

CraftNet Associate Members

Maine Crafts Association
Montana Arts Council