

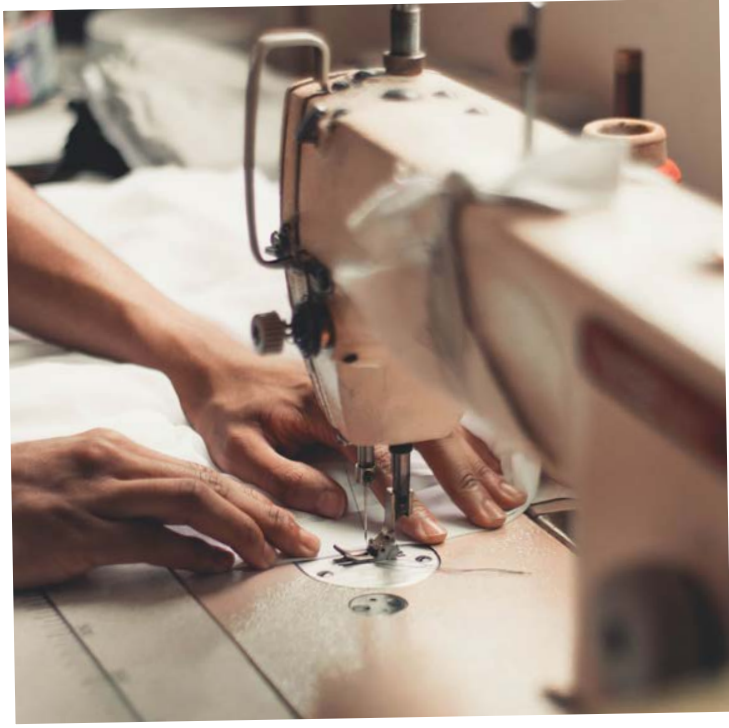
Craft matters.

Old craft.
New craft.
Hand craft.
Digital craft.
Useful craft.
Conceptual craft.
Subversive craft.
Traditional craft.
Supporting craft.
Inclusive craft.
Exploring craft.
Experiencing craft.
Honoring craft.
Generational craft.
Archiving craft.
Remembering craft.
Practicing craft.
Teaching craft.
Making craft.
Learning craft.
Promoting craft.
Independent craft.
Collective craft.
Gathering around craft.
Community craft.
Empowering craft.
Accessing craft.

We're here to resource, catalyze, and amplify
how and why craft matters.

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What we do

Center for Craft increases
access to craft by empowering
and resourcing artists,
organizations, and communities
through grants, fellowships, and
programs that bring people
together.



Craft + matters.



Introduction

From the mug on your desk to the sculpture in a museum, craft often takes the form of a physical object that is considered a commodity.

Yet craft is so much more. Craft sustains and nurtures us.

Craft gathers and builds community – because at the end of the day, we are all makers, in one form or another. Relationships are strengthened when we make things together, and when we share and trade the things we make.

Craft empowers — we experience personal fulfillment when we make things with our hands.

Craft is essential to health and wellness, providing comfort and care of our minds, our relationships, and our community.

Craft offers shelter, clothing, and livelihood. It's an essential tool for innovation and self-sufficiency.

Craft inspires what's possible and creates lasting memories of people, places, and experiences that are treasured for generations.



"The Center for Craft is a national leader in terms of both asking the important and expansive questions, 'What is craft and who are the practitioners?' but also outlines support for the answers."

—Mia Hall, Penland School of Craft Executive Director

Investing in the Future

For over 25 years, the Center for Craft has been at the vanguard of the craft movement, advancing the understanding, prominence, and historical significance of craft. Now, we are building on this remarkable foundation through a realigned strategic plan, **Craft Matters**.

Our focus remains on the educational value of craft. Future programs will recognize the many paths people may take to learn craft including craft and trade schools, community colleges, and inter-generational teaching. This broadened lens allows us to empower emergent and unconventional talent.

We believe that craft is central to everyday life.

Our strength is in our resilience, nimbleness, and ability to spark conversation. We convene various thinkers to collaboratively create solutions. Our approach of bringing people together, pursuing ambitious program goals, and resourcing these ideas creates a strong base on which to grow.

Our donor's confidence and investment over the past 18 years has positioned us on the cutting edge of craft by distributing over \$400,000 in grants yearly. To that end, we have set up endowments to support the next generation of groundbreaking craft and research for years to come.

Through partnership and collaboration, we plan to connect craft to other disciplines, uplift the work of individuals, organizations, and communities across the country, and expand the reach of craft in society.

And, as always, we will steward resources where the greatest impact may be made.

Over the next five years, the Center for Craft will realign resources and focus on supporting the many paths to and from craft, serving as a platform to catalyze, and amplify how and why craft matters. The Center invests nearly a third of our budget every year so that our resources (and yours) pay dividends to the craft community for decades to come. Craft Matters will not only shape the Center's direction, but will have far-reaching influence.

To learn more about how we may put your invested funds to meaningful use, schedule a meeting by reaching out to us at 828/785-1357 x 112 or by email at give@centerforcraft.org.

We need your help
and welcome your support!

Craft is for everyone.

We believe that craft is for everyone and has the power to celebrate our differences while illuminating our similarities, igniting genuine human connection.

We commit to ensuring that all individuals, crafts-people, and communities are continually recognized and part of the conversation as we craft an equitable future together.

We acknowledge that there is more we can do to build and strengthen a culture of inclusion to address inequities in the field of craft and within our own organization.

The Center for Craft celebrates openness and generosity in a thought-provoking place where diverse cultural, artistic, social, and political positions are welcome.

We are actively engaged in this work and are continuously evolving as an organization. We look forward to sharing our progress with you.

"More than any other creative endeavor, craft is the perfect union of making meaningful objects combined with the willingness to share acquired process skills with others. As a donor and an artist, I recognize what the Center for Craft has done to continually encourage and enable both making and sharing within the craft community."

— Robyn Horn, Artist and Chair of the Windgate Foundation's Board of Directors

"As a participant in the Craft thinkTank: Craft Can... I was inspired as we did the collaborative thinking and revisioning that is needed to broaden our lens. When we broaden our lens to include those who have historically been excluded, erased, and pushed to the margins, we are making space for true creativity, problem solving and telling of our stories. As a result, 'Craft' is more authentic to who we are as a society."

— Alison Croney Moses, Associate Director of the Eliot School of Fine & Applied Arts



STRATEGIC FRAMEWORK

2023-2027

Vision

Communities celebrate and embrace the centrality of craft in everyday life.

Mission

To resource, catalyze, and amplify how and why craft matters.

Goals & Actions

Resource Activation

- ♦ Invest in the next generation of artists and craft leadership.
- ♦ Increase accessibility to the Center's grant programs.
- ♦ Encourage innovation by developing reciprocal relationships.

Catalyze Craft Communities

- ♦ Learn with and from communities of practice.
- ♦ Lead by example with local and regional craft communities.
- ♦ Ignite national conversations that cross disciplines

Amplify Craft's Impact

- ♦ Introduce new audiences to craft.
- ♦ Celebrate broad definitions of making.
- ♦ Fully realize our *National Craft Innovation Hub*.

Evolve Our Leadership to the Next Level

- ♦ Cultivate national level institutional support.
- ♦ Expand audience development and outreach capacity.
- ♦ Build on existing knowledge with a dynamic exchange of ideas.

"As craft practitioners, many of us hold roles as culture bearers in our communities. Craft is connection and lineage for many of us that have lost familial ties to homelands. It is rooting and belonging. It is important that we understand and nurture craft's ability to make space for all regardless of educational background.

As a person who was introduced to craft at community college, I deeply appreciate the Center for Craft understanding how important it is to invest in educational systems used widely by marginalized communities. To support community colleges, vocational schools, and alternative modes of learning outside of traditional universities is a major step in addressing systemic discrimination that has kept generations of us from participating in the making of craft. Craft helps us shape narratives through the objects and images that we make.

I am excited to see how a more inclusive approach to who gets to benefit from craft reshapes our understanding of our own field and the possibilities it holds for society."

— Tanya Aguiñiga, Artist, craftsperson, and activist





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Strategic Plan Facilitation	Creation in Common, LLC creationincommon.com
Report Design	Futures Bright futuresbright.us

Photo Credits:

Page 1 (clockwise from top left): Cannupa Hanska Luger, *Nāḡxijihe* (Grandmother) Ceramic, 2022. For Mjhapmak, a solo exhibition by the artist as the inaugural Craft Research Fund Artist Fellowship recipient. Photo: Ginger Dunnill • Photo: Joice Rivas • Photo: Wallace Chuck • HeraFord, *Heart Dress* (Detail) 2020; Courtesy of the Artist. • AminitaConteh, *I Don't Know Her But I Love Her* (Detail) 2020. Courtesy of the Artist.

Page 3 (clockwise from top left): Response Patterns (Anette Millington and Travis Fitch), *Solar Simplex* (Rendering), 2022. Courtesy of the Artists. • Photo: Korhan Erdol • Photo: Paula Schmidt • Sarah Haskell weaving on a loom that is running Weave Master software in Family Computing Magazine, November 1983. (Photo: Flint Born. Every effort has been made to locate the owner of the photo.)

Page 5: (left) Photo: Pixabay • (right) Photo: Ritesh Arya

Page 8: Selection of photos from 2021 Center for Craft grant recipients. Photos Courtesy of the Artists.

Page 10: Tanya Aguiñiga, *Metabolizing the Border*, 2020. Photo: Gina Clyne