

Vermont Crafts Council State of Craft 2010 Statewide Events Showcase



Showcase Goals:

1. Expand awareness of the range of local craft production from the 1960s forward.
2. Expand understanding of how the late 20th century crafts revival in Vermont relates to historical traditions.
3. Build new partnerships with the intention to build new audiences for both craft history and contemporary craft.

Suggested Showcase Project Themes:

These are the themes that will be highlighted in the 2010 Bennington Museum *State of Craft* exhibit exploring the studio crafts movement in Vermont from the 1960s to the present. (See separate sheet for full description.)

Living by Making

Over the past 50 years, Vermont has become one of the rural epicenters of the national studio craft movement as a result of an influx of young people who were drawn to the state during the 1960s and 70s back-to-the-land era.

Communities and Connections

Communities of craftspeople have developed throughout Vermont as creative individuals gravitated towards geographic regions for education, marketing reasons, or because of a strong artist culture.

Inspirations

The diverse nature of contemporary craft in Vermont stems from multiple influences ranging from the interplay between traditional craft and expressive craft, response to the natural landscape, the political values of the counterculture movement and their current manifestation as environmental responsibility.

- 1.) State of Craft Showcase Event status
- 2.) Permission to the bearer to use the State of Craft logo
- 3.) Marketing support

**Application for
State of Craft Showcase Event**

Applicant _____
(name of business, organization, community, or other entity making application)

Address _____

City _____ State _____ Zip code _____

Contact Name _____

Telephone _____ Email _____

PART ONE: Event Information

Event Title: _____

Event Date: _____ Event: Time _____

Location _____

Admission fee(s): _____

Estimated Attendance:

Intended audience (mark all that apply):

- _____ Preschool
- _____ Youth
- _____ Student
- _____ Adult _____ Senior
- _____ Motorcoach
- _____ Other (describe)

Please estimate how many craft artists will be involved:

How does your event relate to our stated goals? (Attach additional pages if needed)

How does your event relate to one or more of the State of Craft exhibit themes? (Attach additional pages if needed)

PART TWO: Marketing Support

Based on your event's relevance to exhibit themes, scope, and impact, your event will receive editorial, print and/or web-based marketing assistance.

Marketing will begin immediately. To assist, the following is required for your event application to be considered:

Event description, (For the website) 200 words or less

Required: attach up to 3 jpg images that promote your event.

Required: attach organization/business logo in jpg format.

Description of sponsoring organization (100 words or less)

Applicants are encouraged to discuss their project in advance with Vermont Crafts Council staff either through email (<mailto:vt1crafts@aol.com>) or by telephone (802-223-3380).

In order to be considered for inclusion in early print marketing, this application is due on or before January 31, 2010. Notification of acceptance will be in mid-February.