

VERMONT CRAFTS COUNCIL

NEWSLETTER

FROM THE PRESIDENT OF VCC

The Vermont Craft Council is two years old. In our short life we have forged an association made up of crafts organizations and craftspeople whose purpose is to provide support and advocacy to Vermont craftspeople, and information to those seeking Vermont crafts. In 1991 we have taken action to make the crafts industry more visible to the departments of state government charged with promoting Vermont. In November, we presented a booth at the Travel Conference, and we continue to work with Market Vermont. At the same time, we continue to support services for craftspeople like the developing North Country Studio Conference, and the upcoming Safety Conference, which provides current information on artists materials, and techniques. We are active on the Year of the Craft committee and will be facilitating a statewide Open Studio Weekend tentatively set for Memorial Day 1993. We have also begun working on our dream of having an office and staff. We have hired a part-time employee and are negotiating with Associated Industries of Vermont for office space and services, which include health insurance for our members. If you wonder what the V.C.C. is doing with your membership, this is just a partial list. This newsletter contains more information about V.C.C. activities and other articles and features of interest to all of us including the Vermont Hand Crafters craft show list. We welcome input and interest about any part of the newsletter. Helping hands and inspiration will be greatly appreciated. Let us hear from you by calling the V.C.C. at 223-3570.

Martha Fitch
President, Vermont Crafts Council

Mission Statement

¶ The Vermont Craft Council is an organization of and for professional Vermont artisans and individuals from craft related organizations dedicated to the promotion of Vermont crafts inside and outside the state. ¶ By increasing public awareness of the unique integrity of Vermont craftsmanship, the Vermont Craft Council will emphasize and advocate the significant position of crafts and craftspeople in the Vermont life-style and economy. The Vermont Craft Council will be a forum for craft concerns, act as a liaison between individuals and the State, and be a network for craftspeople and existing craft organizations.

¶ Essentially, the Vermont Craft Council will serve the economic, educational, and social needs of the working craftsman and encourage the development and growth of the Vermont craft industry.

CALL FOR DONATIONS

6th Hospice Arts
Auction Annual to take
place Friday, June 5 at
Basin Harbor Club to
benefit Addison County
Hospice. Call Barbara
Deal at 388-4111.

A CAPITOL DAY FOR THE ARTS

Montpelier, Vermont
Sponsored by the
Vermont Council on the
Arts. March 26, 1992
10-6. Call 828-3291 for
more information.

VERMONT CRAFT RETAILERS SURVEY

An informal telephone survey of five Vermont craft galleries reveals that the 1991 summer season was better than expected. The stores taking part were Vermont Artisan's Designs, Brattleboro; Artisan's Hand, Montpelier; Hawkin's House, Bennington; Frog Hollow, Middlebury and Windsor House, Windsor. The shops in the southern part of the state while not giving rave reviews, reported sales equal or better than last summer. Several felt there was less traffic and that tourism was down, but better sales kept overall proceeds up. Vermont Artisan's Designs of Brattleboro, who's summer was "Better than last year," opened a branch in Grafton this summer. The new store got off to a gradual but respectable start. (Note to craftspeople—they are eager for new and unusual crafts.) Several gallery director/owners remarked that just as crafts people are, they are also finding themselves working longer hours, seven days a week—to keep sales up to current levels. One store while reporting they had done better than last year, felt that this was only because they are now open on Sundays. Frog Hollow was the only store reporting a "terrific" unexpectedly banner summer and attribute this to their long established reputation for fine crafts. They feel they have become a destination for many travelers. Perhaps this contributes to their increased traffic and sales—with 100,000 visitors from May through October tenth! They reported a 10-20% increase over the previous summer. In contrast, Frog Hollow described their Christmas season as soft, and their January as almost a record low. They speculate that this is caused by bad weather and the fact that long time customers living in the Burlington area chose to shop at the new Burlington Frog Hollow rather than drive to Middlebury. Frog Hollow on the Marketplace had a great first season. In general retailers reported lower sales than previous years, at Christmas, with the exception of Windsor House which has posted a sales increase for the last four months. Considering the number of empty storefronts in Windsor, the staff at Windsor House is very pleased. Overall, customers tended to buy fewer, or less expensive items, with the last week before Christmas being hectically busy for retailers. If this sounds gloomy, its probably good to remember that craft work is seen as having value beyond its function—which makes it attractive to buyers in this restricted economy.

CALL FOR ENTRIES:

FROG HOLLOW STATE CRAFT CENTER MIDDLEBURY, VERMONT

Exhibition schedule for 1992

☛ **IN AND OUT OF THE GARDEN JULY 24-SEPT. 6**

A juried exhibition that will feature exemplary work by Vermont craftspeople. Work in all media will be considered.

☛ **THE EXCEPTION RATHER THAN THE RULE SEPT. 11-OCT. 25**

Resident potter Henry Tenaka will curate this national show. Featured will be work by artists who stretch their medium beyond the ordinary.

Deadline for applications is April 15, 1992. For prospectus please send SASE to:

Anne Majusia, Gallery Director

Vt. State Craft Center at Frog Hollow

Mill Street

Middlebury, VT 05753

(802) 388-3177

T. W. WOOD ART GALLERY MONTPELIER, VERMONT

☛ **WEARABLE ART: CLOTHING AS ART AUG. 21-NOV. 8, 1992**

The T.W. Wood Art Gallery in Montpelier and the Onion River Arts Council invite craftspeople to submit work for a juried exhibition open to all craft media. Make this a challenge—create a special piece for the show. Production items and limited edition pieces will also be considered. Five slides and up to five pieces of work may be submitted for jurying by April 1, 1992. Please include return postage and mail slides to: T.W. Wood Art Gallery, Wearable Art, Vt. College Art Center, Montpelier, VT 05602 828-8743.

VIDEO TRAVEL

☛ A touch-the-screen travel information system has units installed at the Vermont Welcome Centers at Guilford, Highgate Springs and Fair Haven. You may have a free four line listing on these units if you have a retail outlet available to the traveler. Call toll free 1 (800) 564-3434.

FROG HOLLOW CRAFTSPEOPLE COMMITTEE

The first meeting of the Frog Hollow Craftspeople Committee (FHCC) was held Saturday, November 16, at the Craft Center in Middlebury. Attending were: Tim Clark, Win Colwell, Josh DeWeese, Amy Oxford, Bruce Pyle, Henry Tanaka, Dick Umland and Chris Bretschneider. Sonja Olson, Frog Hollow board member, attended the first part of the meeting, supplying us with encouragement and doughnuts. The meeting was open for questions and comments. We outlined possible organizational ideas and goals:

- ❖ Develop a framework of communication and open dialogue between craftspeople and Frog Hollow
- ❖ Facilitate an exchange of ideas and information between craftspeople
- ❖ Expand the existing Frog Hollow Newsletter to include a question and answer column, classifieds, etc.
- ❖ Establish networks (or groups) by media, possibly select chairs
- ❖ Computer bulletin board
- ❖ Methods for sharing marketing information
- ❖ Look at insurance possibilities and options
- ❖ Focus on education

The next meeting will be held on Saturday, March 7, 1992 at the Ilsley Library in Middlebury. All craftspeople are invited and encouraged to participate. We hope you will join us.

Chris Bretschneider/897-2621
Frog Hollow board member

Amy Oxford/388-0872
Frog Hollow exhibitor

RETAILER'S FORUM

Greg Worden

Vermont Artisans Designs, Brattleboro, Vermont

Hand crafts are being refined at an astonishing rate. The imagination and ability of American craftspeople to translate inspiration into objects of beauty as well as function has changed dramatically over the past 20 years. Vermont Artisan Designs, which started out as L.J. Serkin, has been around for most of those years and has witnessed the rebirth and the maturing of the American crafts movement. The Vermont Crafts Council is a welcome reflection of the professionalization of the crafts movement in the state. ❁ During the past year, we at Vermont Designs have tried to make the professional craftsperson more visible to the buying public. And we've been successful ❁ Our window on Main Street in Brattleboro provides an introduction of some of that work to the many passersby. We have had special exhibitions by Vermont potters Barbara Knutson and Beth Armour. Vermont woodworker Sat Singh Khalsa's wonderful Victorian dollhouse drew many comments and brought many people into the store during the summer. Other window displays have featured the work of potters Malcolm Wright, David Mischke and Ken Pick; glass artists Mark Weiner, Robert Burch, Harry Besett and Hank and Toby Schwartz; iron workers Ian Eddy and Ed Kadlubkiewicz; woodworkers Al Stirt and Tom Foster; jewelers Lucy Bergamini and Daryl Storrs; and the pewter of Fred and Judi Danforth. ❁ Special in-house demonstrations have included Petria Mitchell's scrimshaw work; woodworker Philip Morgan's bird carving; and Vivian Dye's holiday ornaments. ❁ We also advertise the work of numerous craftspeople throughout the year in a variety of publications as well as on radio and television. ❁ In addition, we have successfully encouraged various publications to feature the work of craftspeople with whom we do business. ❁ Quality is a key that is of primary importance for us as salespeople and is one that we convey to our customers. And, unfortunately, just because it is made in Vermont, doesn't guarantee its quality. During the course of a year, we look at the work of thousands of craftspeople. Of those, between 250 and 300—many of which are from Vermont—are selected for display. It's important to us to be able to display quality local work as much as possible. ❁ About 70 per cent of those exhibited are Vermont craftspeople. Many of the rest are from nearby Massachusetts and New Hampshire. Only about 10 per cent are from other parts of the country. ❁ Another key to the crafts business is pricing. Even if an item is the most wonderful in the world and is priced so that it will sell only once in 10 years, it doesn't work in a retail shop. We've tried to offer a wide variety of pricing during the year, while maintaining quality at every level. ❁ Function is a third key that we have found important. If an item is functional as well as beautiful, it tends to sell more quickly than one that is simply wonderful to look at. ❁ Exclusivity within a reasonable area also has enhanced the salability of fine quality crafts. If the craft is something that isn't found everywhere, it can become more special in the eye of the buyer. ❁ During a time of questionable economic times, we have worked hard to make the work of our craftspeople accessible. Our Brattleboro shop is open seven days a week. In June we opened a branch of Vermont Artisan Designs in Grafton, Vt. That shop is a seasonal operation, but was open six days a week during summer and fall. ❁ Customer service at Vermont Artisan Designs includes

SAFETY CONFERENCE

WHAT WORKING ARTISTS NEED TO KNOW:

Materials, Methods and Your Health

*A day-long conference
for Visual and Performing
Artists, Art Educator,
Craftspeople & Health
Professionals.*

**Friday, March 20, 1992
at the
Health & Human
Services Building,
6 Hazen Drive, Concord,
N.H.**

*Registration Fee \$38.00—
includes lunch*

*Deadline March 12,
1992*

**For more information
call Audrey Sylvester
(603) 271-2789,
Betsy Donahue-Dairs
(603) 271-4551**

knowledgeable salespeople, free gift wrapping, free local delivery, and insured shipping via U.P.S. ☺ The bottom line is that we must have been doing something right. Overall, sales were up for 1991. Accompanying costs, however, also rose. Careful planning and even more selective buying will be the key to continued growth in 1992. We look forward to working with as many of you as possible to help make the coming year successful for all.

VCC ATTENDS VERMONT TRAVEL CONFERENCE/CULTURAL EXCHANGE WITH EASTERN TOWNSHIPS OF QUEBEC

Recently the V.C.C. presented an exhibit at the Vermont Travel Conference at Lake Morey attended by Vermont businesses and other parties interested in the travel industries of Vermont. We mounted a good looking display, borrowing work from both Frog Hollow and Artisans Hand, and distributed craft related literature and brochures. Although there is no concrete accomplishment to report from our presence there, we did introduce the Craft Council to many people. ☺ In short, we announced that we are "players" in the tourism game and we will pursue more State support via the Agency of Development and Tourism. Attendees included board members Daphne Makinson, Roberta McDonald, Judi Danforth, and Charles Dooley. Bob Lincoln of Craftproducers also attended. ☺ The Vermont Council on the Arts co-sponsored a one day symposium with all inter-related arts agencies in Vermont and the Eastern Townships of Quebec. Charley Dooley was the official craft representative from the Vermont Craft Council. ☺ The day consisted of general meetings, discussion groups, presentations, and a discourse from US Customs and Immigration about the difficulties of getting approval for cooperative international projects between artists from the US and Canada. The recent bill proposed by US legislators to limit the number of artist visas to the US to 25,000 annually was not mentioned. This bill will not stop world reknowned artists from coming to the US, but could keep lesser known artists from having US access. Instead of a relaxing of economic restrictions implied by the free trade agreement, it seems to be complex as ever to bring goods across the border in either direction. ☺ Another frustrating element of the day was the fact that we were talking with our peers from the Eastern Townships instead of those from Montreal and Quebec City. The Eastern Townships have a significantly smaller market prominence than Montreal or Quebec City. However, this conference was arranged through a grant from Bombardier of Sherbrook, Que. and according to the Vermont Council on the Arts, "It's a good place to start." For the craft community, it would be more valuable to enter in a dialogue with our peers of Montreal, Ottawa, and Quebec City. We have expressed these thoughts to the Council of the Arts. Meanwhile those interested in trade with Canada might contact Maty Beth Cordy director of the Vermont/Canada Free Trade Office 802-865-0698/0493.

SHOWTIME
from Charley Dooley

I strongly recommend that you read The Crafts Report, (1700 Sunset Dr., Longwood, Fl. 32750-9697) and Sunshine Artists (700 Orange St., P.O. Box 1992, Wilmington, De. 19899, (302) 356-2209) to keep abreast of the craft fair scene. It's worth the subscription. The following are among the best craft fairs in the country. They are difficult to get into. We've listed those addresses we have on file, please see Crafts Report and Sunshine Artists for further information. Apply and good luck:

- ☛ **Coconut Grove** **Miami** **Feb. 15-17, 1992**
Coconut Grove Assn., Inc., Box 330757, Coconut Grove, FL 33233, (305-447-0401)
- ☛ **Las Olas** **Ft. Lauderdale** **March**
- ☛ **Winter Park** **Orlando** **March**
- ☛ **Lincoln Center** **New York** **July 4-5 & 11-12, 1992**
American Concern for Artistry and Craftsmanship, Box 650, Montclair, NJ 07042 (201-746-0091)
- ☛ **Southern Vermont** **Manchester, VT** **July 31-Aug. 2, 1992**
Craftproducers Markets, Inc., P.O. Box 5180, Burlington, VT 05402
- ☛ **Penn State** **State College, PA** **July**
- ☛ **Ann Arbor** **Ann Arbor, MI** **Last week of July**
- ☛ **Lyndhurst** **Lyndhurst, NY** **September**
Artrider Productions, 4 Camelot Road, Woodstock, NY 12498
- ☛ **Gaithersburg, MD** **by Noel Clark** **October**
National Crafts Limited
- ☛ **Philadelphia Museum Show** **November 7-10, 1992**
At the Philadelphia Civic Center, sponsored by the Women's Committee of the Philadelphia Museum of Art
- ☛ **Autumn Crafts Festival** **Gaithersburg, MD** **November 20-22, 1992**
- ☛ **Winter Crafts Festival** **Gaithersburg, MD** **December 11-13, 1992**
Sugarloaf Mountain Works, Inc., 20251 Century Blvd., Germantown, MD, 20874 (301-540-0900)

If you want my "private" evaluation of a craft fair in terms of your work, there is a \$25 fee per show payable to Craftproducers markets. We will donate \$12.50 of it to the Vermont Craft Council and keep \$12.50 to cover our costs.

THANK YOU WIN COLWELL!

Win Colwell very generously donated his design and production time to create a beautiful banner for the Vermont Crafts Council. It was used to announce the VCC booth at the Travel Conference in November and will be rolled out at other events we attend in the future. Thanks Win!

VERMONT HANDCRAFTERS NEWS

Marilyn Stacey, president of VHC, reported that their 1991 Burlington fair in November was a wonderfully successful event. The move to the Sheraton may have appeared to be risky but it turned out to be a very positive move. The organization learned by the enthusiastic attendance that parking will have to be increased next year. A lot of hard work and planning went into making the event such a success. Congratulations to the VHC.

Fair dates for 1992 will be:

Stowe July 17-19

Jackson Arena

Burlington Nov. 19-21

Sheraton Inn

The Board and members of VHC regretfully accepted the resignation of Executive Director Franny Seguin. They expressed their hearty thanks to Franny for her professional work for the organization. V.H.C. will not have a staff person and a phone from now on. They request people to direct inquiries to the following address.

P.O. Box 5395

Essex Junction, 05453



VERMONT CRAFT SHOWS 1992

*date not confirmed at this time

LOCATION	DATE	NAME	JURIED	DEADLINE	CONTACT
FEBRUARY					
Rutland	10-16	Rutland Mall Craft Show			Ann McFarren, 223-2197 56 Terrall St., Rutland 05701
MARCH					
Essex Jct.	14-15	St. Patrick's Day Craft Festival	N		Cindy Rickson, 878-4104, 28 Pleasant Street, Essex Jct., Vt. 05452
APRIL					
Berlin	4	Spring Craft Show	N		Berlin Mall, 229-4151, RR 4, Box 1343, Berlin 05602-8956
Burlington	24-26	Vt. Earth Fest	Y		Michael Brady, Full Circle Prod., Box 1507, Burlington 05402
St. Albans	24-26	Vt. Maple Festival			Lucille MacDallum, 524-5419, RD 3, Box 89-11, St. Albans 05478
So. Burlington	24-26	Best of Vermont Craft Show	Y		U Mall, 863-1066, Julie Bascol, 155 Dorset St., So. Burlington 05403
MAY					
White River Jct.	9	2nd Ann. Spring Craft Show	N		Ellie Thompson, 295-6200, White River Jct. CofC, P.O. Box 697, WR Jct. 05001
Manchester	8-10	Needlework (only) Show	Y		Mary Fisher, 375-9224, Box 3642, Rt. 1, Arlington 05250
Bennington	23	May Fest	N		Jane Kaufman, 442-3584, Better Bennington Corp., Box 274, Bennington 05201
Hardwick	30	12th Ann. Craft Fair	N	5/4	Jane Johns, 472-6474, P.O. Box 907, Hardwick 05843
JUNE					
Essex Jct.	5-7	3rd Lake Champlain Balloon Festival	Y		Marie Connell, RR 1, Box 228, Randolph, Vt. 05060
Quechee	19-21	Quechee Balloon Festival	Y	3/1	Quechee Chamber, 295-7900, Quechee 05059



JULY

Cambridge	4	4th of July Fair	N	Bob Eccles, 644-5195, P.O. Box 114, Jeffersonville 05464
Woodstock	4-5	Woodstock Summer Festival	Y	3/25 David McWilliams, 457-3981, Pentangle Council of Arts, Box 172, Woodstock 05091
Northfield	10-12	VT Quilt Festival (quilts only)	Y	Richard Cleveland, 485-7092 P.O. Box 349, Northfield 05663 (send 52¢ SASE for info)
Montpelier	11	11th Midsummer Festival of the Arts	Y	3/1 Gail England, 229-9408 Onion River Arts Council, 43 State St., Montpelier 05602
Craftsbury	11	22nd Antiques & Uniques Festival	N	Sandy Menard, 655-0006 P.O. Box 127, Winooski 05404-0127
Lyndonville	4	23rd Burklyn Summer Show	Y	April 15 Carol Krochak, 467-3158
Newport	17-19	Aquafest	Y	Newport Chamber of Commerce, The Causway, Newport 05855
Stowe	17-19	Vermont Hand Crafters, Inc. Members only		
Killington	24-26	Summer Craft Show/Pico	Y	5/1 Vermont Craft Expo, 422-3783, River Road, Killington 05751
Brattleboro	26	Village Days Craft Fair	N	Brattleboro CofC, 254-4565, 180 Main Street, Brattleboro 05301
Manchester	31-Aug. 2	Southern Vermont Craft Fair	Y	Feb. 7 Craftproducers Markets, Inc., 425-3399, P.O. Box 70, Hinesburg 05461
Kingsland Bay	30-Aug. 2	Champlain Valley Festival	N	Robin Galbith, 563-2008, P.O. Box 163, Fairfax 05454

AUGUST

Barton	1	Orleans Cnty. Arts & Crafts Fair	N	UVM Extension Service 334-7325, P.O. Box 624, Newport 05855
Shelburne	7-9	Shelburne Craft Fair	Y	2/7 Craftproducers Markets, Inc., 425-3399, P.O. Box 70, Hinesburg 05461
Arlington	8-9	10th Arts & Crafts Fair	N	Arlington Chamber, 375-2800, Arlington 05250
Rutland	8-9	Art in the Park	Y	5/1 Linda Austin, 775-0356, Chaffee Art Center, 16 So. Main St., Rutland
Stowe	29-30	For Arts Sake Festival	Y	Helen Day Art Ctr., 253-8358, P.O. Box 411, Stowe 05677

SEPTEMBER

Cambridge	5	Fall Festival	N	Bob Eccles, 644-5195, P.O. Box 114, Jeffersonville 05464
Waitsfield	5-6	Mad River Valley Craft Fair	Y	Gail England, 476-6271

So. Burlington	11-14	Best of Vermont Craft Show	Y	U Mall, 863-1066 Julie Basol, 155 Dorset St., So. Burlington 05403
Windsor	19-20	9th Festival Windsor	N	Sharlene Nowlan, 674-5597 74 Main Street, Windsor 05089
Bennington	19-20	Arts & Crafts Festival		Mountain Valley Artists Assoc., 442-9624
Stowe	25-27	Stowe Foliage Craft Fair	Y	Craftproducers Markets, Inc., 425-3399, P.O. Box 70, Hinesburg 05461
Underhill	26-27	Ann. Old Fashioned Harvest Mkt.	N	Pat Richmond, 899-3254 P.O. Box 265, Underhill 05489
Brattleboro	27	Apple Days Craft & Fiddlers Concert	N	Brattleboro CofC, 254-4565 180 Main Street, Brattleboro 05301
OCTOBER				
Killington	2-4	9th Foliage Show	Y	6/1 Vermont Craft Expo, 422-3783, River Road, Killington 05751
Jeffersonville	3	Fall Festival	N	Bob Eccles, 644-5195 P.O. Box 114, Jeffersonville 05464
White River Jct.	3	2nd Ann. Oktoberfest	N	Lisa O'Neil, 295-6200 White River Jct. CofC, P.O. Box 697, WR Jct. 05001
Hardwick	3-4	Fall Foliage Festival	N	Jane Johns, 472-6474 P.O. Box 907, Hardwick 05843
Bennington	3-4	Ann. Renaissance Craft Fair	Y	Mary Young, 442-8848
West Dover	10-12	Mount Snow Craft Show	Y	Craftproducers Market, Inc., 425-3399, P.O. Box 70, Hinesburg 05461
Woodstock	10-11	Apples & Crafts	Y	6/30 Judy Wiggan, 457-1176 Woodstock Learning Trust, P.O. Box 28, Woodstock 05091

STATE CRAFT CENTER OPENS NEW GALLERY IN BURLINGTON

On October 5, 1991, the Vermont State Craft Center at Frog Hollow has opened a second gallery in downtown Burlington on Church Street.

Frog Hollow on the Marketplace, a 2300 square foot space designed by Vermont architect Peter Morris, offers the Burlington market an exciting visual display of some of the finest crafts in Vermont today. This expansion enables the Craft Center to provide increased exposure to a much larger audience, including our Canadian neighbors. Located between Stowe Trading Post and Chassman and Bem Bookstores in the recently renovated Howard Opera House, the gallery is ideally located. The interior is a very contemporary and open exhibition space, designed to promote each craftsperson's artistic endeavors uniquely. Frog Hollow continues to offer a monthly jury process, coordinated by the Middlebury and Burlington gallery directors. For an appointment, or further information, call Middlebury/388-3177 or Burlington/863-6458.

Vermont Crafts Council

P.O. Box 938
Montpelier
Vermont 05602-2707

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