Dear Friends and Supporters,

2021 was a year of overcoming, and with overwhelming support, a year of thriving.

As you will read in the report below, in fiscal year 2021, we cautiously and optimistically transitioned back open for in-person offerings on campus. We expected a challenging year, but we developed a plan that kept safety and wellness at the top of mind, and we were overwhelmed with the positive and enthusiastic response to our programming. It was wonderful to see the studios refreshed and opened up, prepared to welcome students and instructors back after a year of being shuttered. The energy on campus with the return of in-person programming was inspiring.

Meanwhile, we continued to offer virtual programs, maintaining our connection with our global community that grew during the year of shutdown. We even hosted two virtual craft markets that gave artists a marketplace to sell their work online.

We could not have made it to this point without the community and fiscal support that held us afloat through the pandemic and as we opened back up to the public. The commitment to Peters Valley shown by our community of donors, funders both private and public, members, and friends truly kept us going as we overcame the challenges that continued into FY21, as we got back on our feet and learned to operate in the "new normal". I commend the Peters Valley Staff and Board on their dedication and hard work on behalf of our school. They are the engine that makes it all happen.

Thank you for your constant support of Peters Valley. Because of you, we were able to serve our mission to enrich lives through the learning, appreciation and practice of the art of fine craft, and will be here to continue that mission into the years to come. We hope you enjoy reading all that was made possible in this past year because of your support.

Sincerely,

Kristin Muller

Executive Director

In FY21, we continued to break down barriers to participation in both virtual and in-person programs. The programmatic staff continued to connect and develop relationships with artists of color to increase representation and participation in all aspects of our programs, teaching, exhibiting, virtual lectures and craft fair exhibition. We increased BIPOC student participation from 2% to 15% this year, instructors from 4% to 10%, and craft fair exhibitors to 5% (no prior records). We completed a two-year long project funded by the NEA to increase diversity at craft schools by developing a resource called Making Culture: IDEA Work, which is available to read at www.craftschools.us. The Board added diversity, equity, inclusion goals to the strategic plan. The DEI committee continued to work on developing a new action plan which includes more learning for the board and staff and developing our own equity framework. In FY21, Kristin Muller, Executive Director, continued her work with the "Racial Equity in Craft" initiative led by Allison C. Moses of the Eliot School. This is a group of organizational leaders that began meeting in the Summer of 2020 and are working on collaborating to increase participation of BIPOC artists in all aspects of the field of American Craft nationwide.
WHO WE ARE

Since 1970, Peters Valley School of Craft has continued to fulfill its mission to enrich lives through the learning, appreciation, and practice of the art of fine craft. Today, the school features nine distinct craft studios providing instruction to almost 1,000 students annually. Located in the Delaware Water Gap National Recreation Area, we offer immersive learning opportunities, featuring courses in ceramics, blacksmithing, fibers, weaving, fine metals, photography, woodworking, glass, printmaking, and special topics. We welcome artists of all skill levels, ages, and backgrounds to spend time exploring materials, experiment with new tools, techniques, and ideas, and engage in conversations with others about creative processes.

Along with our immersive workshops, we also mentor and provide professional development opportunities to emerging artists through our Studio Assistantship and Fellowship Programs, leading them into productive career and leadership opportunities in the field of craft. We provide artist residencies, community outreach and youth art programs, and opportunities for working artists to teach and participate in our annual craft fair, virtual market, retail, and exhibition galleries showcasing American craft.

LAND ACKNOWLEDGMENT

We honor and acknowledge that Peters Valley exists on the lands of the Munsee Lenni Lenape people, whose ancestors were the first craftspeople and makers on this land that today is stewarded by the Delaware Water Gap National Recreation Area.

OUR CORE VALUES

Peters Valley enriches lives through the learning, practice, and appreciation of fine crafts.

The making of fine crafts is a kind of exploration, which relies on an integration of heart, head, and hands. Peters Valley encourages and facilitates this exploration in everything we do.

We are a vibrant community, bringing together established and emerging artists from around the globe. Coming together to make things makes us better artists, able to learn from each other, and to evaluate our own efforts in a wider context. We provide studio-based educational workshops for life-long learners who have the opportunity to benefit from working with nationally and internationally recognized artists.

We are stewards of the creative process: from preparation, to incubation, to illumination, to verification. We strive to develop the creative abilities of all of our participants through this focus on process. We also believe creativity is not entirely a solitary effort—sometimes the most interesting creative ideas emerge from new experiences in new places with other artists who see the world differently than we do. We provide an inspiring natural setting, intensive instruction, the right tools, and a supportive environment to immerse oneself in making things by hand. Fresh air and respite from one’s normal routine can bring fresh insights, and for some, perhaps, opportunities for peak moments, magic, and transformation.

Our gallery shows, craft fairs, annual auctions, presentations at various festivals, community outreach efforts, and other programs allow us to both bring fine crafts to a wider audience, and to help shape future standards of excellence in fine crafts.

We honor the tradition of crafts by continuing to experiment with new techniques and materials, in pursuit of artistic, professional, and personal growth.

This is our focus and joy. We are firmly committed to inclusion, diversity and equity. We champion the unifying power of art, craft, and creativity; celebrate the diversity of our shared humanity; and condemn racism and violence in all forms.
Over a period of several months, we developed our Covid-19 Reopening Plan to ensure we would be able to bring students, instructors, staff, and visitors back to campus safely for the 2021 workshop season. We purchased necessary Personal Protective Equipment and other mitigation equipment with aid from government funding. After months of careful planning to ensure everyone’s safety and wellness, we resumed limited in-person programming in the summer, while following all safety protocols mandated by the state of New Jersey and the National Park Service. We offered 92 in-person workshops, which were attended by 825 students. We welcomed 6 Artist Fellows and 10 Studio Assistants onto our Artistic Crew for the summer to immerse themselves in the creative community and assist our Education Director in managing the studios. We also offered 86 scholarships and welcomed 10 students from the Glass Roots Fellowship program.

Robust Virtual Programming

As we returned to in-person workshops, and because of the success of our virtual programming in FY20, we continued to offer online programming throughout FY21. We’ve continued to host free Artist Lectures, Gallery Receptions, Friday Night Instructor Presentations, and “Meet the Artist” programs online this year; making our programs accessible to people who otherwise wouldn’t be able to come to the campus. In addition, we offered 47 online workshops on topics ranging from Japanese marbling and whittling for children, to business practices for artists. To date, over 4,300 people have tuned in to our online programs.

PETERS VALLEY IN NUMBERS

• 74 free virtual programs and workshops including artist lectures, gallery receptions and panel discussions
• 2337 Live viewers tuning to our FY21 virtual programs
• 528 YouTube views of recordings of virtual programs
• 825 students across all programming
• 92 in-person workshops
• 50 States represented by our virtual attendees
• 86 scholarships offered
NEW FACILITIES DIRECTOR
In April of 2021, we welcomed Alison BondBaron as our new Facilities Director. Alison is a New Jersey native and grew up in Hudson County, NJ. She earned her degree in technical theater production and prior to coming to Peters Valley, had an accomplished career as a Technical Director for theater and live events in and around NYC. An interest in blacksmithing brought her to Peters Valley. Alison quickly jumped in to making improvements to campus, after a year and a half of being shuttered. She has made our campus functional and more beautiful and has some great ideas for next year.

MAKING IMPORTANT TECHNOLOGY INVESTMENTS
In order to create a safe, modified in-person workshop program in 2021, we knew we would need to purchase several technological investments that would allow us to adapt in ways that would maintain a sense of creative community our constituents have come to know and love. These technology investments were critical to both implementing our Reopening Plan and to maintaining connection with our community that was still unable to come to in-person programming in 2021. With support from the John & Margaret Post Foundation and our community of supporters, we raised over $31,000 toward technological updates. With these funds, in FY21 we were able to invest in updated software subscriptions and a whole suite of new iMacs for the administrative office and gallery staff. We will be using the remainder of the funds toward studio technology purchases in FY22.

BOARD UPDATES
This year we welcomed Katrin Zimmermann to our board. Katrin is an accomplished jewelry designer and is a Professor at Pratt Institute in New York. A native of Germany, she now lives in Harlem and has been a presenter for Peters Valley. We said farewell to Amy Ferris, a board member for over 13 years. We also said goodbye to Maggie Niles, a board member for 20 years.

In FY21, we began our strategic planning process with Allison Trimarco from Creative Capacity LLC. The board held a strategic planning retreat in December to explore, reimagine and identify goals relating to Peters Valley’s purpose, direction, audiences, and organizational capacity. The process will continue into FY22 and will result in a new Strategic Plan to serve as a guiding document for the next three years.

BOARD MEMBERS
Maleyne M. Syracuse, Board President
Debora Meltz, 1st Vice President
Maureen Streblak, 2nd Vice President
Robert Martin, Treasurer
Bonnie Schorske, Secretary
Husain Bootwalla
Margaretta Goodbody Niles
Deeple Patel
Harvey Fein
Matthew Kenney
John Loughnane
Deeple Patel
Susan Koblin Schear
Shari Siegel
James Viste

SOURCES OF REVENUE IN FY21
- Contributed (18%)
- Educational Program (24%)
- Gallery (16%)
- Craft Fair (9%)
- Other (1%)

SOURCES OF CONTRIBUTED INCOME IN FY21
- Foundation Grants (57%)
- Federal and State (24%)
- Individual Donors (19%)
FALL 2021 CRAFT FAIR

After canceling our beloved annual craft fair in late 2020, we successfully produced our first Virtual Craft Fair in October of 2020, which facilitated artists and buyers to connect on the Hopin platform. The exhibiting artists were so pleased, they suggested we host another, so we organized a Spring Virtual Craft Market in May.

In September, we returned to host our successful in-person 51st Annual Craft Fair at the Sussex County Fairgrounds. The fair presented 94 artist booths, community groups, live craft demonstrations and music to 3,500 attendees. Our craft fair coordinator, Fran Singh, was new to organizing the event and brought a fresh new perspective to the Craft Fair. The response to the show was overwhelmingly positive and artists and shoppers were happy to be able to experience in-person shows again.

NEW GALLERY STAFF

In July, we welcomed our new Gallery Director, Erika Hewston. Erika is a textile artist and received her BFA in Textiles and BSBA in Business Management from Kutztown University. She is currently working toward her Master in Art Administration. That same month, we also welcomed Emily Haag as our new Gallery and Social Media Associate. Emily is a contemporary abstract expressionist based in NJ. She earned a BFA in Painting from RISD. We are thrilled to have them both on the Peters Valley team.

FELLOWS AND EXHIBITION

This year we partnered with Glass Roots (Newark, NJ) and their program funders from the Nicholson Foundation to provide the Glassroots Artist Fellowship to two cohorts of 5 creative youth from Newark who spent 5 weeks at Glass Roots learning and preparing to come to Peters Valley for 7 weeks to immerse themselves in hands-on craft workshops. These talented young adults lived on campus, and were provided meals, tuition, materials and stipends for them to freely explore studio practices in a creative community.

They had special opportunities to present their work through artist lectures as well as participate in a special 2021 Glass Roots Fellowship exhibition that ran from September through October 2021. Their work demonstrated their immersion into fine craft studio processes and their accomplishments during their artistic residencies at Peters Valley and at Glass Roots.
We are proud to say that our 50th Anniversary exhibition at the Hunterdon Art Museum, From the Ground Up: Peters Valley School of Craft, was installed as scheduled in October of 2020, and ran through January 10th, 2021. The show received incredible local and national accolades and press, including an article in the arts publication, Hyperallergic. Inclusion was central to the exhibition, and curator Elizabeth Essner pursued a framework that privileged women artists at Peters Valley, especially those active in traditionally male dominated fields - woodworking and blacksmithing in particular. The three resident artists—a major component of the show — were all women, two of whom were Asian American. In her catalog essay, she acknowledged the experimental genesis of the Peters Valley and opportunities that deviated from the historic structures of white privilege within the craft field and factors that have largely resulted in the exclusion and marginalization of black craft artists from the craft movement. The work of ceramic artist Malcolm Mobutu Smith in the show directly confronted issues of race and offered an opportunity to engage in this discussion. The exhibition catalog was published and is available for purchase through the Peters Valley Gallery and through Amazon.

Photos: Lakota Gulick
Thank You

Peters Valley recognizes and thanks our generous donors and supporters who make our mission possible.

October 1, 2020 - September 30, 2021
LEGACY GIFTS
For over 52 years, Peters Valley has grown and flourished as a leader in the field of craft, providing artists with a vibrant place to learn and explore their creativity. Legacy gifts give you the opportunity to assure your continued support of the school to benefit future generations of students. For more information on ways to be a part of Peters Valley’s future, please contact development@petersvalley.org.