

Guild Council Program at Museum of Contemporary Craft

The mission of Museum of Contemporary Craft is to enliven and expand the understanding of craft and the museum experience. The mission of the Pacific Northwest College of Art is to transform students into knowledgeable, articulate, practicing visual artists and designers with the ability to significantly contribute in original ways to the ongoing dialog in art that shapes our culture.

The Museum and College recognize and value the important role that guilds and artist collectives play in the Pacific Northwest region and beyond. The Guild Council Program (GCP) is designed specifically for these groups and supports the dynamic relationship between local and regional artist-based organizations, the Museum and the College. This association is dedicated to supporting the Museum and College’s missions through participation in selected community events, programs, and educational initiatives, as well as to bring together and strengthen the craft community.

The focus of the Guild Council Program is on education, outreach, advocacy, collaboration and skill, by developing a structure that engages guilds across generations and across the state. By connecting makers in all arenas – from student to professional working artist, from the newly initiated Museum visitor to guild community resources – the GCP provides a unique opportunity to shape future generations through knowledge of craft and craft-based practices.

The Museum and College recognize that the guilds add value to programming for general audiences, college students, artist communities, and those who appreciate art and culture in all forms. We see the importance of the guilds as follows:

- Providing a diversity of makers, from amateur to professional, and multi-generational.
- Audience building of existing and future supporters of craft, art and design.
- Carrying on a body of skill and knowledge, building outside of academic channels.
- Connection to history and tradition, models of craft-based practices and exchange of knowledge that is centuries old.
- Advocates for the Museum and College.
- Advocates for working with one’s own hands and the transformation of materials.
- Intense focusing on specific media (the ceramic, fiber, glass, metal, wood pantheon) and techniques.
- Showcasing this investigation into a specific media or way of working, linked but different from the main curated/thematic exhibitions, therefore enabling the Museum to communicate a diversity of practice.

The opportunities for the participating guilds in the GCP are as follows:

Opportunity	Purpose
Networking and Collaborations	Networking and Collaborations
<ol style="list-style-type: none">1. Participate in <u>steering committee</u> by electing a GCP representative, who will attend four GCP committee meetings, and report back to the guild membership.2. Collaborate on the development of guild-specific <u>lectures and professional development</u> workshops.	<ol style="list-style-type: none">1. Strengthens and builds the Guild Council Program.2. Makes the region’s guilds stronger, more viable and better equipped to do the work they do.

3. Work closely with Museum and PNCA to identify, develop and implement long-term future projects to strengthen the region, collaborating with outside organizations dedicated to supporting the guilds.
4. Guild listing on Museum's website; plus on-site listing and e-news announcements during the guild's *Community Showcase*.

Educational Outreach and Exhibitions

5. Exhibit guild members' work in the *Community Showcase* in the Lab for 4 to 6 weeks per year.
6. Present on-site artist demonstrations during guild's *Community Showcase* in the Lab.
7. Mentorship program with PNCA and selected guild artist members.
8. Statewide outreach with PNCA's WPA-funded AmeriCorps staff member.
9. Participation in an oral history program with the Museum.

Complimentary and Discounts

10. One complimentary Curator-guided tour of the exhibitions per year during museum hours, subject to availability and at least a 4-week scheduling notice. Tour is for up to 50 participants.
11. Discounted admission to selected Museum public programs and lectures (requires attendee to provide ID card at the door that shows valid guild membership). Program announcements in museum e-news, website, and directed GCP emails.

3. Deepens connections between guilds, the institutions and regional organizations. Highlights that together, the Museum, PNCA and guilds provide a strong advocacy group for the vital working makers.
4. Connects guild with Museum and PNCA audiences year-round. Web listing's estimated value is \$600 annually.

Educational Outreach and Exhibitions

5. Provides visual link for visitors to connect with people who have similar interests. Delves deeply into media-specific work. Estimated *Showcase* value is \$1,000.
6. Connects artists to visitors directly; creates investment in objects and craft; transfer of knowledge links to community support for makers. Demo's estimated value is \$300.
7. Connects college students with working artists and builds a new generation of makers and supporters.
8. Connects guilds and artist opportunities across the state.
9. Adds scholarship and important layers to the dialogue on craft; documents the region's history by allowing the artists' voices to be recorded and available for public access.

Complimentary and Discounts

10. Educates guild members on Museum exhibitions and grants opportunity to discuss themes. Estimated value of tour is \$150.
11. Educates guild members on Museum programs and grants opportunity to discuss themes and meet speakers, educators, etc. Estimated value is \$100 per year.

Program Guidelines

Participation in the Guild Council Program requires **annual program fee of \$350**, which affiliates your guild with two nationally-recognized institutions and grants you the opportunities above.

Note: The GCP is managed by the Museum's curatorial staff. Guilds who wish to begin or renew their participation submit a program fee to become Guild Participants. For clarity, participation in the program is no longer referred to as "membership" and will not be handled by the development department. Program participation fees will be collected through the curatorial department and applied towards costs associated with the program. Dispersal of opportunities, management of the *Community Showcase* and other program participation will be tracked by the Museum's curatorial staff. This format will enhance participation in educational programs and direct communication about upcoming exhibitions, artist visits, and possibilities for the museum to support guild needs.

How to Become a Guild Council Program Participant*

1. Choose a representative from your guild to serve on the Guild committee. This representative will communicate with the Museum about your guild's participation in community events, *Community Showcase* exhibitions, artist demonstrations, mentorship program, etc. The representative will also attend the four annual committee meetings to act as a liaison between the Museum and the artist community. We recommend asking for a two year term, in order to develop continuity and build relationships between your representative and the Museum and College staff.
2. Complete and submit the attached Guild Council Program application form with your program fee.

* Guild Council Program Participation is contingent upon review of minimum guidelines set forth by museum staff with Guild representative including, but not limited to: years of establishment in the community, number of dues-paying participants, established by-laws and leadership, and community outreach.