

The  
Clay  
Studio

CAMPAIGN FOR  
EXPANSION &  
RELOCATION

137-139 N. 2nd Street,  
Philadelphia, PA 19106

[theclaystudio.org](http://theclaystudio.org)

Clay Together



“

We are a place  
where artists can shape  
their careers and the  
public can access the best  
art-making studios.

”

## ClayTogether

The Clay Studio has always been a place of creativity and community. We bring together professional artists with people of all ages who want to learn the art and craft of ceramics.

We are an inclusive community where the emerging professional and the dedicated amateur can inspire each other while making art side by side. We are a place where a kid from West Philadelphia and a professional from the South of France can engage in creative pursuits. Our campaign Clay Together represents the generations of people who have benefited from the community at The Clay Studio (TCS) as well as the individuals who have worked so hard to sustain this dream.

## OUR VISION

The Clay Studio envisions a place where creativity is taken seriously. We are a creative engine for our community and a destination where all people can explore the vast world of clay. We are a place where artists have the opportunity to shape their careers and the public has access to the best art-making studios. We are a place where individuals from all walks of life are provided with the opportunity to freely express themselves.

The new Clay Studio will house the most technologically advanced art-making equipment, larger studio spaces, and more income generating opportunities. The new space will encourage collaboration among artists, welcome amateurs and professionals alike, and instill a love for ceramics among future generations.

When complete, the new Clay Studio will add to the cultural landscape of Philadelphia and will advance the field of ceramics across the country and around the globe.



## OUR OPPORTUNITY

For over 40 years The Clay Studio has operated in converted row homes, storefronts, and through adaptive reuse of loft warehouse space. In that time, The Clay Studio has grown from a collective of five artists to an institution that serves more than 35,000 people annually. The success of our programs and the rising demand for our services have led the Board to approve a growth agenda.

Participation in The Clay Studio's programming has surpassed all expectations. In the past seven years, school attendance has quadrupled, tuition income has doubled, and new community engagement programs are reaching thousands of new individuals annually. The Clay Studio's school and workshops consistently sell out, with workshop waiting lists reaching double digits. We are experiencing genuine capacity issues – impacting our ability to offer more programs and to process the artwork that is being made within our school and workshops. The Clay Studio is poised to take full advantage of this opportunity.

In order to remain a leader in the field and in Philadelphia's cultural community, we have set ourselves the task of creating a facility that is a dynamic, flexible 21st century resource that will meet this rising tide of community demand and evolving artistic needs.

**\$628,  
000**

EARNED INCOME  
IN FY 2010

**\$908,  
000**

EARNED INCOME  
IN FY 2016



## OUR PLAN

The new Clay Studio will be the first of its kind ceramic arts facility built from the ground up in the United States. Our new home will allow us to better animate our mission to create a unique learning environment to experience the ceramic arts.

We have designed a space that will bring together artists, art lovers, and people of all ages who are interested in working with clay. This new space will provide individuals with access to the process of making as well as the opportunity to see finished artwork.

Improved artist space will encourage a free exchange of creative ideas and new career options. A new facility will serve three broad audiences (artists, the public, and youth) and create more efficient operations.



## SETTING THE STAGE FOR THE NEW CLAY STUDIO

Over the past decade, there has been a cultural shift that marks a new found respect for handmade objects, a new appreciation for the artisanal product, and a return to a do-it-yourself ethos and the maker movement. In addition to the growth in customers and students, we have seen the rise in artist entrepreneurs who are producing work on a replicable scale. With strategic focus and coordinated effort over the past five years, TCS has placed itself ahead of this cultural shift and has benefited from these larger forces. A new space will allow TCS to realize its full potential in addressing these lasting cultural shifts.



**“The Clay Studio is everywhere in Philadelphia. Their programs support artists, educate the community, and take art to kids all over the City. I look forward to visiting my family at The Clay Studio every time I come home!”**

– ROBERTO LUGO, Artist

## HISTORIC GROWTH

Since 2010

**5%**

increase in yearly budget growth

**67%**

increase in our school's income

**165%**

increase in class and workshop registrations

**298%**

participant increase in our community engagement programs

All of this growth has brought us to this moment. Our programming needs have surpassed our physical capacity. Public support for our programs is at an all time high with larger cultural shifts accelerating more demand. Our current facility has limited ability to accommodate the amount and type of equipment we need to meet the needs of our artists and students.

In January of 2019, the favorable lease terms on our Old City location will come to an end. In anticipation of this date, The Clay Studio has engaged in a careful multi-year, multi-stage planning process. We have assessed our space needs, conducted market analysis, and planned for long-term business sustainability. Combined with the significant increase in demand, the Board has concluded that this is the right time to construct a specifically designed facility that will fuel our future growth.





## IMPACT ON ARTISTS

The new Clay Studio will be a place where emerging and established artists can shape their creative careers.

In addition to traditional techniques, today's artists are interested in creating large-scale work, installation-sized sculptures, accessing new 3D technologies, and creating small businesses of functional work. We have designed a facility that will allow us to better serve artists of today, and into the future. In doing so, The Clay Studio will remain a leader in the field of ceramic arts.



### NEW OPPORTUNITIES FOR ARTISTS:

Expanded studio space for each resident and visiting artist

Expanded kiln capacity

New dedicated prototyping space for production runs/design projects

Woodshop to build shipping crates, cottle boards, armatures, etc.

Better shipping and receiving area for handling artwork and supplies

A new Studio Apprentice Program to provide studio space and training to young artists



“Residency programs, like those at The Clay Studio, are important stepping-stones for the careers of young artists. Alfred University is proud to share many distinguished alumni with The Clay Studio. I believe that a strong residency network is vital to support artists who are fresh from academic programs.”

– WAYNE HIGBY, Ceramic Artist and Director of the Alfred Ceramic Art Museum



## IMPACT ON YOUTH

A new facility will allow us to expand our role as art educators by providing a place where youth can be creative and build 21st century skills.

We will provide a dedicated space for youth education programming, and expand after-school and summer opportunities for school age children. We will expand our efforts to increase access to the ceramic arts, ensuring that youth of all ages and from all backgrounds can experience working in clay. We will support an atmosphere of inclusivity, where young people can receive mentorship and where inspiring arts experiences occur daily.



I love Claymobile because we remind children they have agency, they can change and transform this ball of clay, just like they can change their lives and their world!

– ADAM LEDFORD, Teaching Artist and Windgate Foundation Fellow

### NEW OPPORTUNITIES FOR YOUTH:

A new classroom specifically designed for youth

Improved access for school groups, clay campers and all of our after school program participants

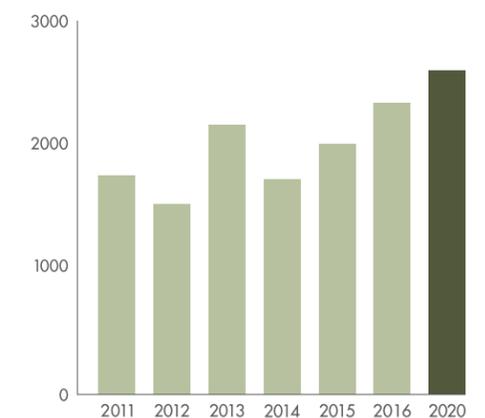
Expanded and more in-depth programming specifically designed for youth arts engagement

After school programs will connect us to our new community by enabling us to serve the youth who live there

Integrate Claymobile operations into our main location

#### Growth in our Claymobile Program

Expected to serve 2,600 youths in 2020





## IMPACT ON THE PUBLIC

The new Clay Studio will be a place where more members of the public can discover their creative abilities and encounter ceramic art in new ways.

New equipment and studio classroom space will allow us to serve more students, present larger artist workshops in a suitable environment, and present more ambitious exhibitions and lectures. Our new building will also provide easier access for individuals who may require special accessibility needs.



“My friends and I refer to The Clay Studio as our ‘happy place’ and it is, but it is so much more. My knowledge base has grown tremendously over the years, and along with that knowledge my creativity continues to blossom.”

– SUSAN STRASSBERG, Student

### NEW OPPORTUNITIES FOR THE PUBLIC:

Expanded classroom and workshop space for art-making

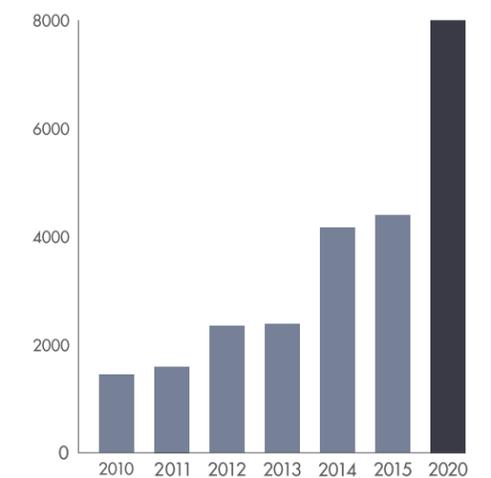
Communal work spaces to interact across skill levels

New exhibition space to encounter art in more dynamic ways

New retail space with access to handmade functional objects and clay making supplies

Dedicated space available for special events and public meetings – including larger kitchen facility

**Growth in our Classes and Workshops**  
Expected to serve 8,000 students in 2020





## IMPROVED OPERATIONS

In addition to programmatic improvements, the new Clay Studio will feature many upgrades to allow for more streamlined and efficient operations.

Properly designed spaces will improve workflow, increase energy efficiencies, eliminate redundancies, improve accessibility, reduce costs, and increase revenue-generating opportunities.



### NEW FOR OPERATIONS:

New loading dock area for improved shipping and receiving

Flexible public space for group gatherings, lectures, and rental income

Updated energy-efficient equipment and building features

New passenger friendly elevator and ADA compliance to increase broad accessibility to the facilities

Updated and improved data and telecommunication features

“The Clay Studio is exactly the type of environment I have been seeking – a superbly managed facility with a diverse program to meet different needs for all people. Your excellence as an organization is an inspiration. Your model should be replicated by other art centers across the country and beyond.”

– HONG-LING WEE, Visiting Artist (United States/Singapore)

**In The Clay Studio's new home there will be a significant increase in our program capacity**

**27%** | growth in Resident Artist Studio

**108%** | growth in Claymobile Studio space

**67%** | overall growth of The Clay Studio

**193%** | more classroom space in new facility

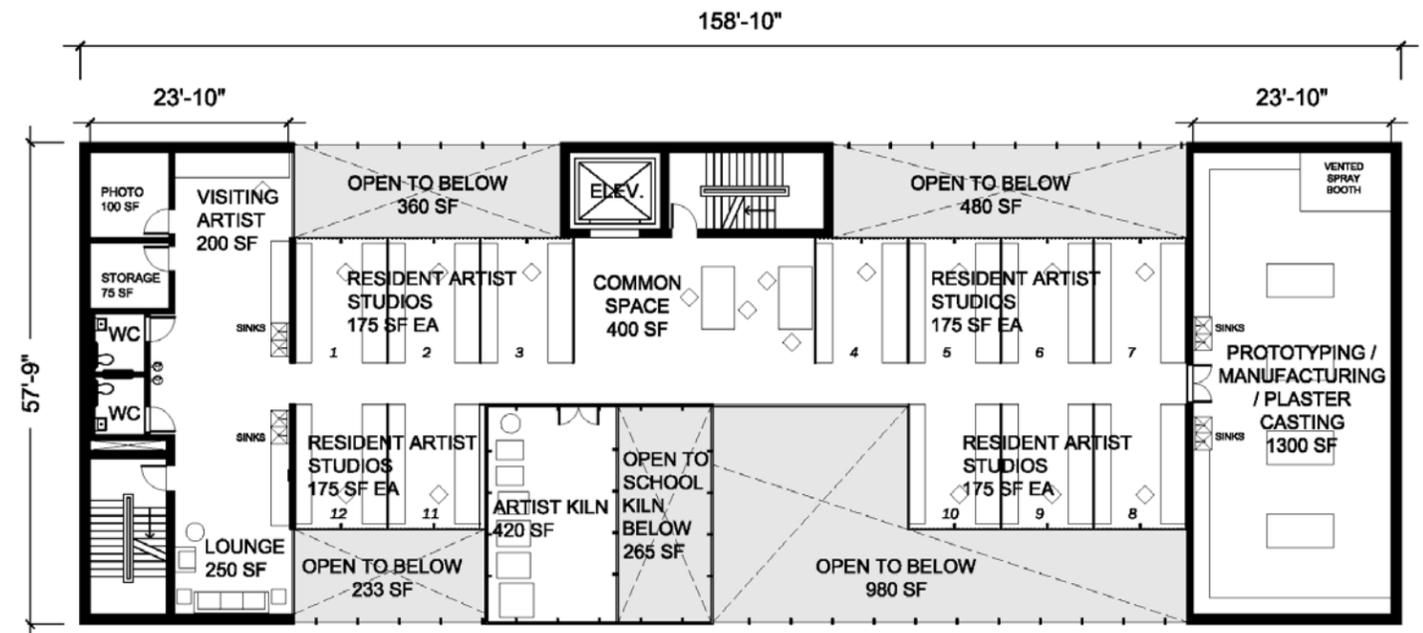
**88%** | more kiln capacity in new facility



## NEIGHBORHOOD IMPACT

We carefully analyzed a dozen Philadelphia neighborhoods and toured dozens of buildings in those neighborhoods. After thoughtful consideration, we have selected a location that complements our long-term needs.

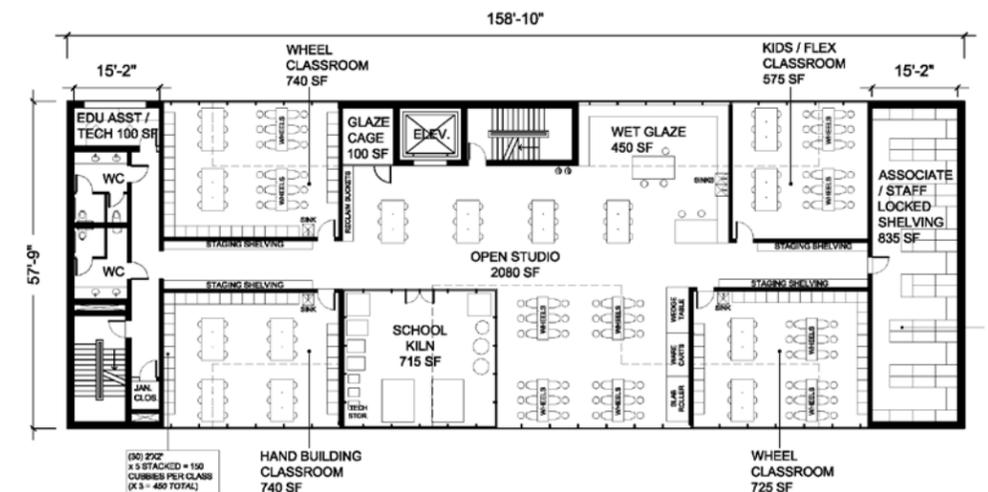
South Kensington and the American Street Corridor are in the process of significant transformations. The community has attracted dozens of creative businesses, arts nonprofits, and is ripe for future investment. Completion of this project will enhance the cultural landscape of Philadelphia, continue revitalization of the Kensington neighborhood/American Street Corridor, and serve as a national center for ceramic arts.



MEZZANINE 2: RESIDENT ARTISTS



SECTION PERSPECTIVE



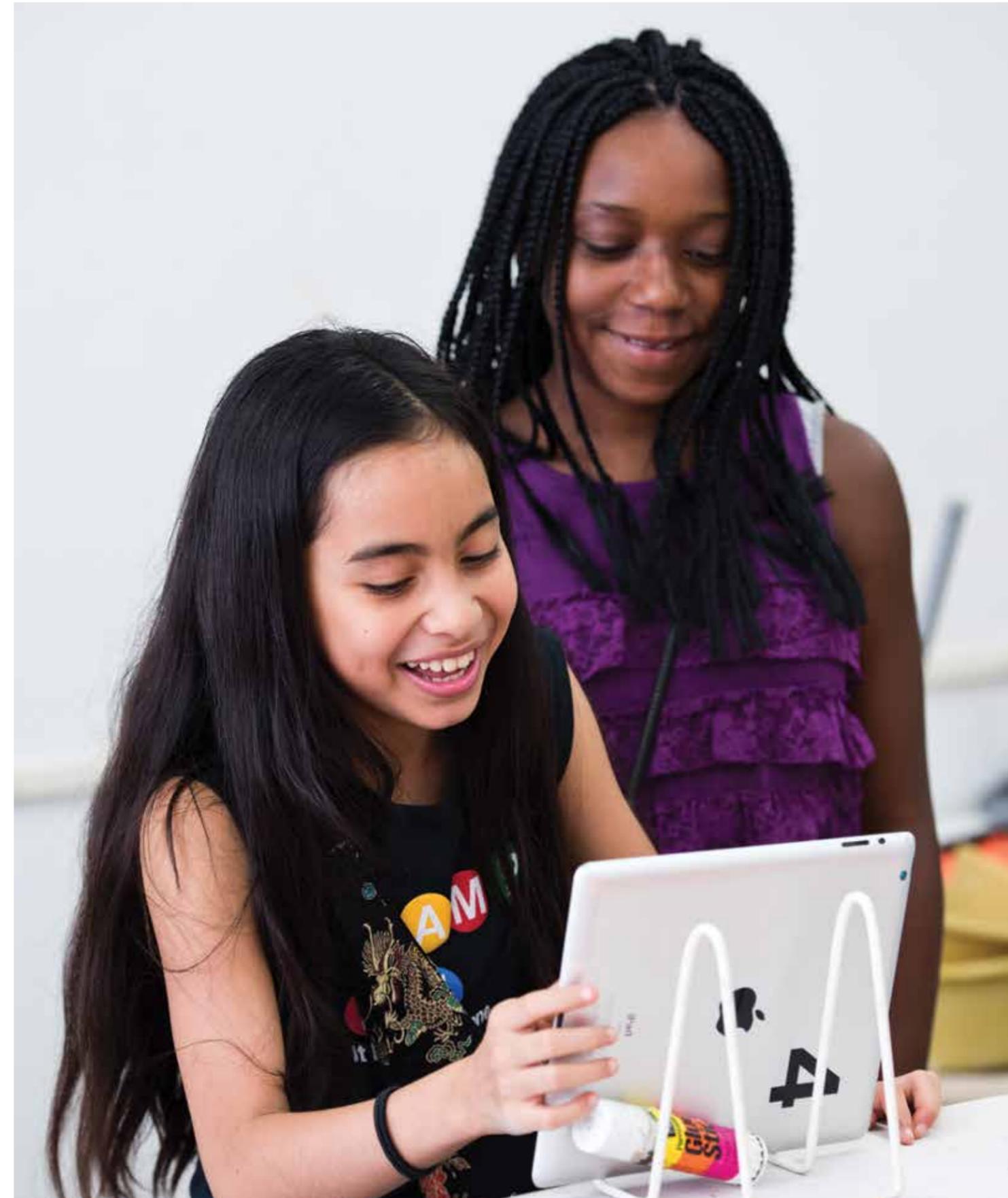
LEVEL 2: EDUCATION

## WITH YOUR SUPPORT

For over four decades The Clay Studio has placed artists in studios where creativity is born. We've brought art to the public where a creative exchange takes place. We've brought art education to a generation of Philadelphia schoolchildren so that their education includes creative opportunity. We've brought art and artists from around the world to the Philadelphia community. We can do so much more.

Our community is demanding more educational programming, but we have run out of room to serve more students. Today's artists require more space and updated technologies that aren't available in our current facility. The city of Philadelphia is gentrifying in ways that is forcing relocation to another emerging neighborhood. The Board and staff at The Clay Studio have set an ambitious growth agenda that will build on our rich tradition while transforming us to a new, stronger, and more impactful 21st Century organization.

Together, with your support, we can make this dream a reality. Your gift will demonstrate your commitment to community, it will be an investment in creativity, and it will show your belief in young people.



# The Clay Studio

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