

The Clay Studio



Clay Together

IT'S IN YOUR HANDS



Through the years we've grown from a collective of five clay artists to a world-renowned ceramic arts center, serving more than 35,000 people each year.

For over 45 years, The Clay Studio has been a place of creativity and community, where both the emerging professional and the dedicated amateur can be inspired by the art and craft of ceramics.

The Clay Studio today:

- Enrolls 4,700 students in our classes and workshops each year
- Provides hands-on art instruction to over 50,000 underserved schoolchildren through our award-winning Claymobile program
- Awards highly sought-after 5-year residencies to emerging artists working in clay
- Curates 20 exhibitions in our galleries each year
- Serves as the primary studio for over 50 ceramic artists through our Associates Program
- Introduces thousands of people to the world of ceramics through our demonstrations at free public events

Today, we are a cultural leader in the city of Philadelphia and a champion for the ceramics community, providing a welcoming place to examine the works of ceramic artists and engage in the act of making ceramic art.





Public demand for studio access and educational programming is at an all-time high.

We have seen year-over-year growth in demand for classes, Claymobile outreach, and in the number of artists in need of workspace. This high demand not only stresses our available space and equipment, but it forces The Clay Studio to turn away those individuals we cannot accommodate.

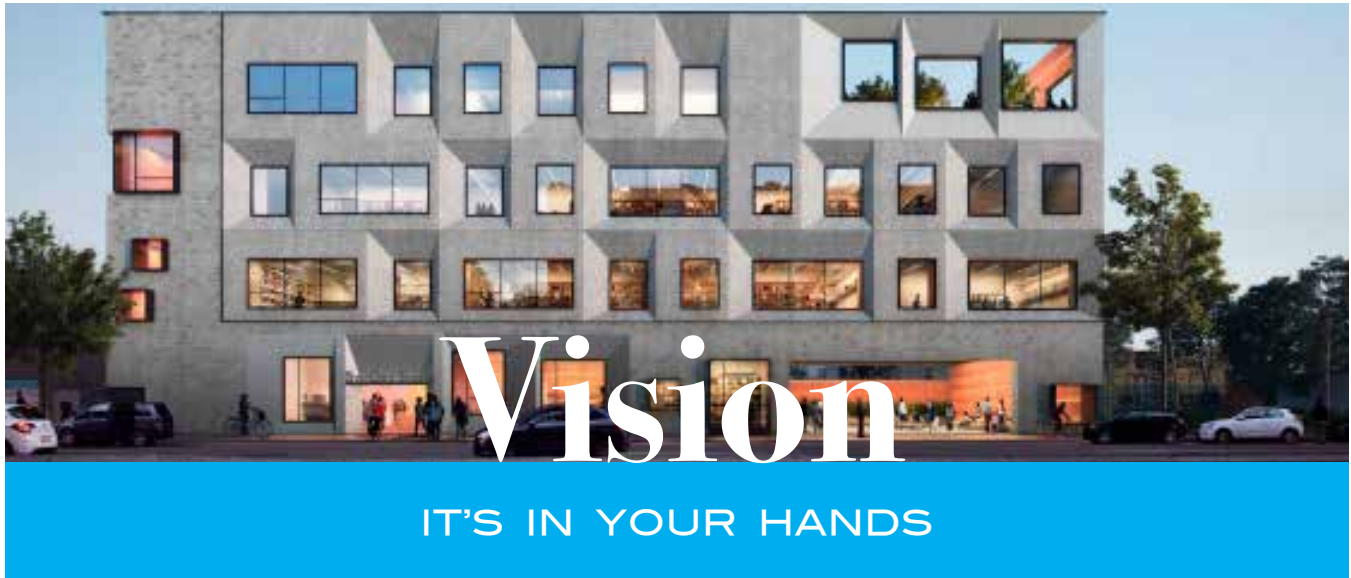
The numbers tell the story:

- **165% increase in class and workshop registrations**
- **75% of classes have waiting lists every session**
- **35% increase in Claymobile sites**
- **50% increase in volunteers and interns**
- **40% increase in staff**

While we have re-purposed and made excellent use of our current space, we have outgrown our home.

We need to reimagine our future space and equipment in order to meet the needs of our current and future community members. This growth will allow us to teach, inspire, and showcase more ceramic art, expanding our reach in Philadelphia and beyond.





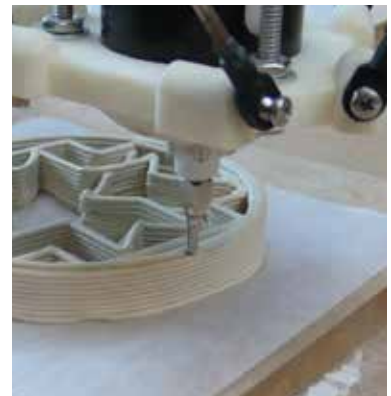
The Clay Studio is building a facility that will simultaneously meet our community mission and the increased demand from artists and students.

After scouring the city for a new home, we settled on the “American Street Corridor” in the neighborhood of South Kensington. South Kensington is a longstanding multi-ethnic community where many young artists and entrepreneurs have already found a friendly, creative, and communal environment in which to live and work. The Clay Studio will anchor the American Street Corridor as a culture and arts destination for Philadelphia.

To make this dream come true, The Clay Studio Board of Directors, together with the South Kensington community, artists, and patrons, have embarked on a \$13.7 million capital and relocation campaign.

In our new facility we will:

- **Create more and larger studio spaces for artists and visiting artists to make work**
- **House the most technologically advanced art-making equipment**
- **Increase classroom numbers and size to accommodate our growing educational community**
- **Reduce costs by eliminating redundancies and inefficiencies that exist in our current home**
- **Improve accessibility to all by making the building compliant with ADA standards**
- **Increase revenue-generating opportunities such as classes, gallery sales, and shop sales**
- **Instill a love for ceramics among future generations**





Impact on Artists

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Expanded facilities and equipment will allow us to diversify our programmatic offerings, and spark interest from a broader range of creative professionals.

In addition to traditional techniques, today’s artists are interested in creating large-scale work, installation-sized sculptures, and accessing new technologies. Our new facility will house larger and more specialized spaces for artists to realize their completed work.

In our new facility we will:

- **Maintain larger studio spaces for each Residency Program artist**
- **Increase kiln capacity and specialized equipment, including ceramic 3D printers**
- **Dedicate a space for visiting artists**
- **Build a public gallery space for the display of student and faculty work**
- **Dedicate a prototyping space for production runs and design projects**
- **Introduce a new Studio Apprentice Program that will provide studio space and formalized training to young artists**
- **Maintain dedicated glazing and plaster rooms**
- **Dedicate open studio space in which artists can work outside of the classroom setting**
- **Create common areas for exchange of ideas and socializing among artists of all levels**





Our new building is specifically designed to engage our new neighborhood as well as our existing community that we will be bringing with us.

New equipment and expanded studio/classroom spaces will allow us to serve more adult students, offer larger artist workshops, and present more ambitious exhibitions and lectures.

In our new facility we will:

- **Dedicate outdoor and indoor space for special events and public meetings, including a kitchen facility**
- **Double the number of classrooms and workshop space for art-making**
- **Create communal workspaces to foster interaction across all skill levels**
- **Expand exhibition space to showcase more ceramic art**
- **Increase capacity from 306 to 580 students for our 10-week programs**
- **Build a new retail space with access to handmade ceramics as well as ceramic-making supplies**
- **Open a new after-school education space for children in the local community**





The new facility will allow us to expand our role as art educators, providing a dedicated space for youth programming, including after-school and summer opportunities for school-age children.

Our Claymobile already has twelve partner sites within a mile of our new location where we provide consistent, quality, hands-on educational programming to the children of the neighborhood.

In our new facility we will:

- **Designate classrooms designed for small children and youth**
- **Improve access for school groups, clay campers, and after-school program participants**
- **Expand in-depth teen and youth arts engagement programs**
- **Implement after-school programs for local families**
- **Expand the reach of the Claymobile to new partner sites**

Our new after-school programs will connect us to families in our new community and establish our organization as a place where children can express themselves freely, receive mentorship, and have creative and inspiring arts experiences every day.



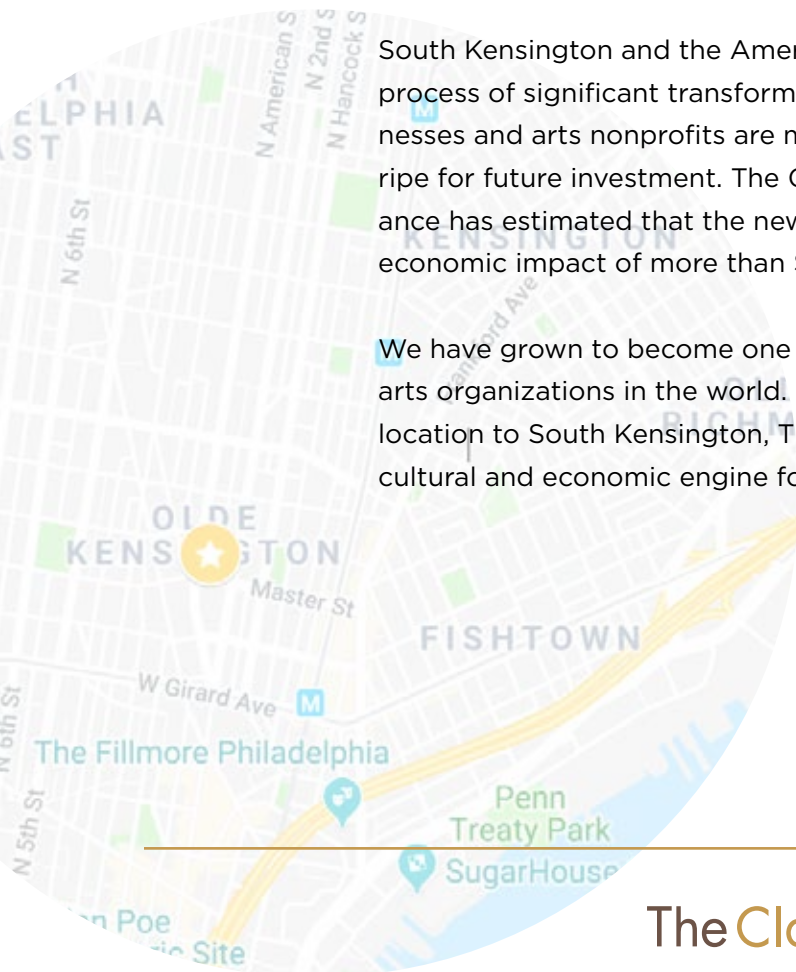


Join Us

The Clay Studio's new facility and our expanded programming will have a resounding positive effect on ceramic arts, our new community, and our city.

South Kensington and the American Street Corridor are in the process of significant transformation. Dozens of creative businesses and arts nonprofits are moving in, making the community ripe for future investment. The Greater Philadelphia Cultural Alliance has estimated that the new Clay Studio will have an annual economic impact of more than \$8.4 million on the local economy.

We have grown to become one of the most respected ceramic arts organizations in the world. With this Campaign, and our relocation to South Kensington, The Clay Studio will become a vital cultural and economic engine for Philadelphia.



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PROJECT BUDGET

SOURCES AND USES

TOTAL HARD COSTS	\$ 10,382,500
TOTAL SOFT COSTS	\$ 3,370,030
TOTAL PROJECT COSTS	\$ 13,752,530
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CASH EQUITY / CAPITAL CAMPAIGN	\$ 5,600,000
NEW MARKET TAX CREDIT EQUITY	\$ 4,598,880
TOTAL EQUITY	\$ 10,198,880
FINANCING	\$ 3,553,650
TOTAL SOURCES	\$ 13,752,530

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CAMPAIGN LEADERSHIP

JIM FULTON

Interior Designer, President of Fury Design, Inc.

KIM KAMENS

Director, American Street Showroom / Amuneal Manufacturing Corp.

FRANZ RABAUER

Collector, Realtor at Plumer & Associates, Inc.

AMY SARNER WILLIAMS

President Emerita, The Clay Studio

THE CLAY STUDIO BOARD OF DIRECTORS

Sergio Coscia (Chair)

Linda Jacobsen (Treasurer)

Kathie Regan Dalzell (Secretary)

Jim Fulton (Past-Chair)

Michael Lukasek (Past-Chair)

Matthew O'Keefe (Governance)

Elva Chu
Brian Giniewski
Karen Harmelin-Tropea
Nancy Hays
Joshua Hebbert
Kim Kamens
Leah Kaplan
Heeseung Lee
Brenda K Levin
Ashley R. Lomery
Roberto Lugo

Lauren Mabry
Diane Marimow
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Susan Muller
Judy Pote
Amelia Powell
Franz Rabauer
Joseph Rudolf
Claire Shenk Rodgers
David Short
Councilman Mark Squilla

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NEIGHBORHOOD IMPACT

The Clay Studio has been a cultural anchor to the arts and business district in Old City for 45 years. We have improved our building, participated in community activities, and helped to found the successful First Friday monthly events. The Clay Studio is known as a robust cultural partner with schools, social service organizations, community groups, and private businesses. Our commitment to our neighborhood will continue in our new home.

Moving to South Kensington will foster greater connection with neighborhood children and families, through enhanced programs that contribute to the cultural vibrancy of the area.

The new Clay Studio is joining more than 200 galleries, nonprofits, and creative businesses located

within a half-mile radius from the new facility. These include Norman Porter Company, Materials Conservation, Crane Arts, Pig Iron Theater Company, and the Philadelphia Photo Arts Center. The new building will be located less than half a mile from the Frankford Avenue Arts District.

As evidence of the neighborhood transformation, over 600 new housing units have been added to the community over the past five years, with more than 300 planned in the near future. The Department of Commerce has recently announced a federal Tiger Grant to rehabilitate a three-mile stretch of North American Street.

The American Street Corridor, with the relocation of the Clay Studio, is poised to become a vital cultural and economic engine for Philadelphia.

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LEADERSHIP IN THE FIELD OF CERAMICS

The Clay Studio has grown to become one of the most respected ceramic arts organizations in the world. We have welcomed visiting artists from over 45 countries and hosted more than a dozen international exhibitions. We are an institutional member of the International Academy of Ceramics (IAC), a UNESCO-affiliated cultural program. In 2010, we were the host organization for the National Council on Education in the Ceramic Arts (NCECA) Conference, the third time this trade conference has come to Philadelphia.

In 2010, The Clay Studio revamped its studio internships (named Work Exchange), to become a formal training program. Since its inception, we have provided technical training, artistic support, and career guidance to dozens of young artists. Many of these young people have gone on to graduate programs, technical jobs, or to work at top organizations

around the country. Moving forward, this Studio Apprenticeship Program will include more technical responsibility, larger studio space, and more formalized training opportunities.

Over the past four years, The Clay Studio has organized informal meetings of ceramic arts peers at our annual trade conference. This group of 20 leaders has set an agenda to discuss formal partnerships and national initiatives. The new Clay Studio will be better equipped to host real-time and virtual gatherings of thought leaders, organize academic symposia, and launch national initiatives.

The new Clay Studio will welcome national gatherings of ceramic leaders, host touring exhibitions, and, most important, better train future ceramic artists, leaders, educators, and technical staff.