



HANDMADE
in AMERICA

HANDMADE:
The Western
North Carolina
*Craft, Architecture
& Design Expo*

JUNE 25 & 26, 2010

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NEW WESTERN NORTH CAROLINA CRAFT, ARCHITECTURE & DESIGN EVENT

HandMade in America, known for its successful efforts to establish Western North Carolina as the national destination for the handmade object, is launching a new event in June 2010.

HandMade: The Western North Carolina Craft, Architecture & Design Expo will bring together craft entrepreneurs, architects, builders, designers and the public to experience the possibilities and access the resources for purchasing or commissioning an original work for the home. Through model rooms, home tours, workshops and presentations, participants will be inspired and educated about integrating craft in the built environment.

The event will be held June 25 and 26 at The North Carolina Arboretum in Asheville. Tickets at \$15 per day or \$25 for both days will be available, along with additional information on the event web site at www.handmadeinamerica.org/designexpo.

Funding for the project has been provided by The North Carolina Rural Center, The Golden LEAF Foundation, the North Carolina Arts Council, the Beattie Foundation, Windgate Charitable Foundation, Buncombe County, and Grovewood Gallery.

Furniture, hardware, tile countertops and backsplashes, stair railings, lighting, and floor coverings are examples of design and structural components that can be handcrafted. By including artists on the design planning team, architects, builders and designers can offer the homeowner a unique and personal home environment.

The two-day event at The NC Arboretum in Asheville will offer examples of successful collaborations between craft artists, individuals, and home building and interior design industry professionals. It will be an innovative way to connect these communities. Drawing from the tremendous craft resources that are a unique and vital part of the region, the event will emphasize craftsmanship in architectural elements and design for both the high-end and mid-range home markets. Model home rooms integrating handmade objects in construction and decoration will be featured. The event will offer educational sessions, craft sales, and commission opportunities for artists. Tours of homes and offices that exemplify the use of craft in the built environment will be scheduled during the two days of the event.

Teams of architects, designers and artists have been invited to collaborate on the creation of vignettes, both indoors and on the Arboretum grounds, that illustrate the concept of integrating

craft in the built environment. Landscape architects will demonstrate use of handcrafted objects in the garden. Attendees will learn about the collaborative design process through exhibits and on-site conversations with the participants. Speakers and panels will offer learning opportunities to trade professionals and the public. Affordable options in all areas will be emphasized, along with techniques for budgeting to include craft in both new construction and renovation.

Keynote speaker Toni Sikes, Founder and Artist Advisor of The Guild, Inc. will share her thoughts on the importance of details in our homes and our lives, followed by a reception for all participants and ticket holders on Friday evening. Tickets also include admission to the event for either one or both days and full access to the grounds of The North Carolina Arboretum. For an additional fee, participants may join small group tours led by knowledgeable guides and visit private homes and offices to see outstanding examples of craft integration.

The architect who recommends a handcrafted entrance door rather than one that is stock manufactured makes a consequential impact on the community by working with the local wood craftsman. The designer who specifies a handmade concrete countertop rather than using a synthetic machine-made material not only infuses their client's project with a sense of humanity imparted by the artist's touch, but also forms a synergy of mutually beneficial relationships. And, by visiting studios and talking with artists, architects, designers and homeowners come to greater awareness of the handmade industry that will influence their expectations and spending habits. It is alliances such as these by which the handmade traditions of the Blue Ridge Mountains thrive, and demand for handcrafted work is fortified. Janiece Meek, HandMade in America Source Book

HandMade: The Western North Carolina Craft, Architecture & Design Expo is part of an ongoing program of HandMade in America to enable artists to compete more effectively with international and national suppliers, bring architects, builders and designers into contact with the outstanding artists of the region, provide homeowners with inspiration, ideas and access to resources, and establish WNC as the center for the handcrafted home. Other activities include Artist Sourcebooks and an on-line Craft Registry of qualified craftspeople to work in home construction and design, and The HandMade House at the Ramble, an example of how the well-thought-out integration of regional craft takes a home to a new level.

Several local hotels are offering special rates for out-of-town attendees. Tickets will be sold beginning in March 2010. A list serve and Facebook page are available for those interested in receiving regular event updates. Additional information is available on the event web site at www.handmadeinamerica.org/designexpo.

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