

# CRAFT & FOLK ART MUSEUM

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Suzanne Isken /

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**November 20, 2017**

**Dear Friend,**

On a recent evening, one hundred people came to the Craft & Folk Art Museum to learn a skill: we learned to embroider flowers onto denim with the team behind the genderless fashion brand NO SESSO. As I looked around me, I saw an incredible mix of people from all over Los Angeles: multi-ethnic, mixed income, and all ages. Seeing this, it was clearer to me than ever that the Craft & Folk Art Museum honors **unique perspectives** and experiences in artmaking while also bringing people together who might not otherwise ever meet. In a world where we are all plugged in for ten hours a day, a hands-on-experience is a necessary antidote to isolation and alienation.

The Craft & Folk Art Museum is a hub for contemporary craft and culture. At the center of our mission is an emphasis on **empowering artists and communities** through contemporary craft-making experiences. Why is craft important? Because we need it more than ever as our lives are increasingly dominated by touchscreens and monitors. We need more time for tactility and human interaction.

Craft helps us envision a simpler life and helps us connect with a community of people who like to make things. Craft objects are accessible and one-of-a-kind. They connect us to other human beings and uphold the value that there is no one way to do, act, or be.

Craft is an important form of personal expression. This season we opened an exhibition called *The U.S.-Mexico Border: Place, Imagination, and Possibility*, originated at the Craft & Folk Art Museum as part of the Getty's Pacific Standard Time: LA/LA initiative. This timely exhibition features works by forty-five Mexican and American artists who explore their experiences of the border through sculpture, craft, photography, architecture, and design. At a time when "the wall" has become a potent political topic, this original exhibition has much to contribute to Americans' understanding of the border wall and its repercussions on human life, ecosystems, and economics.

In the past months, we have watched helplessly as hurricanes, fires, and earthquakes have rocked our neighbors. Our world feels insecure and uncertain. What is needed now is the will to rebuild and that will is fueled by a sense of **community, connection, and creativity**. Art gives us inspiration and the will to move forward.

However, arts funding is becoming even more difficult to obtain, and in a small, non-elitist institution there is no single large donor to underwrite our work—and so we come to you. It takes many generous gifts to make our yearly

budget. Your support has a meaningful and direct impact on generating **exciting and socially relevant exhibitions**; empowering the public to be art makers and ensuring equitable access to art through our weekly “free” Sundays. You give us the tools to touch more people’s lives.

Today, I am asking you for a year-end contribution so we can make this year especially accessible and interactive for the diverse public we serve. Our exhibitions and public programs will highlight emerging and established artists who work in clay, glass, bamboo, and textiles. Along with the website, your year-end contribution will directly support these exhibitions, starting with the launch of our new clay exhibition called *Melting Point: Movements in Contemporary Clay*, opening in January 2018. This group exhibition of contemporary clay works will coincide with the growth of new hands-on programs at CAFAM that will teach ceramics skills to audiences on a regular basis. These ceramic workshops are slated to be a popular addition to our natural dyeing, fiber, and assemblage offerings at the museum for all ages and skill levels. Your generous gift will help us launch our affordable and innovative contemporary ceramics program for the public.

We are also adding a new docent program that enable us to offer guided gallery experiences that share the concepts and processes behind the art on view. Your support will allow us to fund the training and oversight of this dynamic volunteer program. The pilot of this program has already allowed us to increase our capacity to serve schools and teachers, as well as the general public.

Please be a part of the Craft & Folk Art Museum’s independent spirit by making an end-of-year gift. Your support is vital to the enduring success of this intimate, unique museum that has been **an invaluable contributor to Los Angeles culture for over 50 years**. I know there are many great organizations that seek your help, and I am humbled and honored when you choose to support our special, small museum.

All of us at the Craft & Folk Art Museum wish you and your family a happy and healthy new year.

**Sincerely,**



**Suzanne Isken**  
**Executive Director**

# CRAFT & FOLK ART MUSEUM

YEAR END GIVING 2017



## SUPPORT CAFAM! SHARE YOUR LOVE FOR ART & CRAFT.

### WITH YOUR HELP WE CAN REACH OUR GOALS FOR 2018:

- Art education for K-12 students
- 90+ craft-based workshops
- 5 new exhibitions
- 52 free admission Sundays

### YES! I WANT TO SUPPORT THE CRAFT & FOLK ART MUSEUM BY DONATING:

**\$250**  
Sponsor a tour and hands-on workshop for one school group to visit CAFAM

**\$500**  
Sponsor one monthly CraftNight or CraftLab workshop

**\$1,000**  
Launch a ceramics program at CAFAM

**\$5,000**  
Sponsor the exhibition *Melting Point: Movements in Contemporary Clay* or *Katherine Gray: As Clear as the Experience*

**\$10,000**  
Sponsor Free Sundays at CAFAM for one year

**\$** \_\_\_\_\_  
Other amount

This gift is in honor/memory of (name and address): \_\_\_\_\_

My employer will match this gift \_\_\_\_\_

Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

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Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Gift of Securities

- Check (enclosed)       Visa       Discover  
 Mastercard       American Express

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Expiration: \_\_\_\_\_ Security Code: \_\_\_\_\_

\*\*\*\*Please return this page in the enclosed mailing envelope or donate online at [www.cafam.org/support](http://www.cafam.org/support). The Craft & Folk Art Museum is a 501(c)(3) tax-exempt organization for both federal and state tax purposes. Our federal tax identification number is 23-7442244.