



## INFORMATION CENTER

The Visitors' Center and Penland Gallery were inaugurated five years ago in the Weaving Cabin at the end of the paved road. In order to reach it, visitors drove past all the other buildings. In spite of its geographic obscurity, it has flourished with a steady increase in numbers of visitors, numbers of tour groups and sales, which this year came close to \$50,000.

In the beginning, the principle reason for establishing such a center was to handle the influx of visitors and relieve the studios and office staff of the constant interruptions, especially in the summer. But as it became more successful, its potential as a showcase for the work of artists associated with Penland became apparent and the focus shifted in that direction. With a cadre of docents available to serve as tour guides twice weekly, a knowledgeable manager who could answer questions about Penland, about the work and about the artists living in the area, and an amazing array of beautiful work to admire and to buy, the Visitors' Center began to outgrow the Weaving Cabin.

From the first, those associated with the Center felt it should be more visible, preferably located just at the edge of the campus near Ridgeway or Horner Hall. The charm of the Weaving Cabin has added to a cozy, welcoming feel, but otherwise the location itself was a problem.

Now that the complex of studios in Northlight is almost completed, the first floor of Horner Hall has become available. An expanded purpose will go with the expanded space and, in recognition of the change, it will be called "The Information Center." Services to visitors and a sales gallery will continue, which we hope will attract work from all of our instructors nationally and internationally. In addition, the Penland Gallery will include space for the instructor shows each session and other special exhibits. A storage area for Penland's archives will someday grow into a small museum housing some of Penland's historical craft collection as well as photographs and slides.

For students, it can be an extension of the instruction to be able to examine the range of work produced by Penland's instructors and resident artists. For the many visitors to the area it will serve as an introduction to the School and to the artists that it nurtures.

option for craft studies. It can also serve to recharge batteries for studio artists who work in isolation or can provide the chance to bone up on a particular technique. The summer program is an essential part of the Penland mission, and major consideration during this planning process is to assure that we can develop a new program while maintaining the same quality in the summer.

People who have been here over the years for Concentration sessions of about two months always seem to want more of the same when the time comes to leave. They get into an environment where they are getting work done and find strong peer support both among the other students and in the larger community. There are fewer students, a longer time and the total experience is more profound. The two-year program is an expansion of something that has already been proven effective.

The new Penland Concentration is similar in some respects to some single media schools around the country. As a multi-media program it will provide exposure through the contact with different philosophies, approaches, aesthetics and materials. Experience has shown that there is also benefit from the mix of levels among the students.

Ideally, total enrollment should be at least 30 and no more than 50. We are not entirely sure what the best approach is to recruitment. If you think you might be interested in this program, we'd like to hear from you so that we can be sure to send you a catalog. You can call us (704-765-2359) and tell us of your interest or send a postcard to that effect to: Two-Year Program, Penland School, Penland, NC 28765.

## Editor's Note

For some time we have been sharing the development of our thinking about an extended use of Penland's facilities with the emphasis on a professional development program. In perhaps one of the biggest leaps of faith ever in Penland's faith-full history is the creation of the new Concentration: a two-year program which will keep everyone busy at Penland in all the months that we are not busy with the summer program.

It is such an important step that much of this **Penland Line** is devoted to this program and its ramifications. Our student profile introduces you to two young women typical of the kind of people Penland believes would find their niche in Concentration. The winter renovation and construction schedule is closely tied with expanded facility usage. Even our thanks to contributors has its place in this new phase of our history because your continued support has undergirded this development.



## The Penland Line

**EDITOR:**  
DONNA JEAN DREYER

**DESIGN & PRODUCTION:**  
ALICIA D. KESHISHIAN

**PHOTOGRAPHS:**  
ANN HAWTHORNE, BART KASTEN, BEA NETTLES

**CONTRIBUTORS:**  
CAREN BROSSI, JON ELLENBOGEN, JANET FRAZIER, CONNIE SEDBERRY, TIM VENESS

THE **PENLAND LINE** IS PUBLISHED THREE TIMES A YEAR TO COMMUNICATE THOUGHTS ABOUT THE PROGRAMS, PEOPLE AND PHILOSOPHY OF PENLAND AND TO KEEP IN TOUCH WITH SEVERAL GROUPS OF PEOPLE AT ONCE: CRAFTSPEOPLE AND FRIENDS LIVING NEARBY, INSTRUCTORS, DONORS AND FRIENDS OF PENLAND. WE INVITE YOU TO SHARE YOUR NEWS, OPINIONS AND/OR PHOTOGRAPHS WITH US. WRITE: EDITOR, PENLAND LINE, PENLAND, NC 28765