

DEVELOPMENT: CAPABILITIES, POSSIBILITIES, RESULTS

ANNUAL FUND DRIVE

The 1994 Annual Appeal has raised almost \$64,000 so far this year, a 50% increase over the total amount for last year. For the first time, we gave donors the opportunity to designate particular projects. While most Friends of Penland indicated general operational support, \$5000 was designated for Craft House Renovation, \$1,000 for accessible housing and about \$17,000 for the glass studio. Friends of Penland through May 31 are acknowledged in this issue. All other contributors will be listed in the winter issue.

The Craft House renovation was completed in time for the Spring Concentration with the last-minute help of a great many neighbors, Core students, scholarship students, and staff. The building was insulated for year-round use, all the plumbing was redone and the bathrooms completely replaced, several new sleep spaces were created in the dormitories, and the building was partially rewired. In addition the second and third floors were painted and new curtains were made. The cost for the project was \$34,000.

THE BILL BROWN GLASS STUDIO

Drawings are complete, contractor bids are due, the fundraising committee is active, and the excitement is mounting for the start of construction of the Bill Brown Glass Studio, named to honor the contributions of Penland's second director, who was responsible for establishing the glass program at the school. The first glass studio was built in 1965 when Bill Brown contacted **Harvey Littleton** who had begun a studio glass program at the University of Wisconsin. Harvey responded by sending a student, **Bill Boysen**, who accepted the challenge to build a 20-ft. by 10-ft. building of homosote panels and to equip it for \$400.

Exactly thirty years later in May of 1995, the Bill Brown Studio will open its doors to welcome the Glass Arts Society, which will hold its twenty-fifth anniversary meeting in Asheville and Penland. The Bonnie Willis Ford Studio, built in 1976 and in use today, will provide space for the expansion of iron and sculpture.

The fundraising goal is \$360,000 which will include equipping the building and providing air maintenance and heat recovery systems. Approximately half that amount has been raised or pledged to date. The proceeds from the sale of glass art in both the 1993 and 1994 Benefit Auctions will be applied to the studio. That figure was \$60,000 last year and the hope is that this year's auction results will show an equal amount. Gifts and pledges from the Board of Trustees already tops \$60,000 and the remaining \$60,000 has come from individuals and foundations.

A full report listing individual, corporate, and foundation donors will be published in the winter Penland Line. All those who have donated \$500 or more will find their names sandblasted in glass when they visit the studio and those who donate \$5,000 or more will be invited to a glass weekend in the fall of 1995 when they will have the

opportunity to try their hand at blowing.

Members of the Glass Fundraising Committee are **Drewry Nostitz** and **Mignon Dunn** (co-chairs), **Susan Larson**, **John** and **Sharon Nygren**, **Richard Ritter**, **Ruth Summers**, and **Bill Watson**.

KENILWORTH GARDEN TOUR

John Cram, owner of New Morning, Bellagio, and Blue Spiral 1 galleries in Asheville, opens his nine-acre Kenilworth Gardens to the public once each year with the proceeds going to a selected organization. This year, John designated the Bill Brown Glass Studio to receive the funds. Volunteers from Penland welcomed visitors to the garden, took tickets, and served refreshments, and the Penland residents and other artists had work on exhibition throughout the garden. In addition to making a significant contribution to the studio, John gave Penland the opportunity to be associated with an event of artistry and beauty which provided excellent exposure in the Asheville area.

FUNDRAISING COMMITTEE

The work of the development office is guided by a committee of the Board of Trustees headed by **Susan Larson**. Other members of the committee are **Lisa Anderson**, **Philip Blumenthal**, **Clyde Collins Jr.**, **Mignon Dunn**, **Libba Evans**, **Heidi Hall Jones**, **Susan Parker Martin**, and **Kay Young**.

A subcommittee on Planned Giving met in Winston-Salem on May 31. Members are **Terri Davis**, **Weston Hatfield**, **Susan Larson**, and **Mike Page**. Penland School is the beneficiary of one major bequest, the Haun Trust, and from time to time receives other bequests which are usually unexpected. It is the responsibility of this advisory group to help develop a brochure to assist those who are considering including Penland in their wills. Other planned activities are a training session for the Board and a mailing of a letter and brochure to long time supporters of the school. We would welcome ideas from readers or examples of similar mailings from other institutions.

JACK NEFF MEMORIAL

Plans are underway to construct a new salt kiln at the Barns for use by Penland Clay Residents as a memorial to Jack Neff. To date \$1,800 has been contributed for the project. There have also been in-kind contributions of brick and offers of labor once the construction begins.

SCHOLARSHIP AUCTIONS

The last Thursday night of each concentration and summer session is the student scholarship auction. Work donated by students and instructors is sold in a partytime mood which is both about having fun and raising money. So far this year, \$23,890 has been raised in four auctions. Thanks to all who donated, and all who bought!

NINTH ANNUAL BENEFIT AUCTION

Among the work which will be offered at the Ninth Annual Benefit Auction on August 13 is a piece of handmade furniture which really fits the definition of unique. It is the first and only piece collaboratively designed and built by **Wendell Castle** and **Garry Knox Bennett**, two of America's most respected furniture designers. The buffet table was made at Penland during a professional-level class with these two artists.

Approximately 65 sculptural and functional pieces in wood, clay, glass, jewelry, iron, and two-dimensional prints, photographs and drawings will be auctioned by **Fred Kessler** and his assistants on Saturday afternoon, August 13. An additional 45 works will be sold through a silent auction that morning.

The festivities begin on Friday, August 12, at 6:00 for patrons and artists with a Lucy Morgan Dinner in the Pines with a menu typical of Penland's early days. From 7:00 to 9:00 there will be a reception, music, and an exhibition of work for the auction which will feature brief gallery talks by several of Penland's artist trustees: **Rob Levin**, **Harvey Littleton/Marthe LeVan**, **Clarence Morgan**, **Jane Peiser**, **Richard Ritter**, **Mary Ann Scherr**, and **Bob Trotman**.

Saturday morning, the patrons are invited to Bagels at the Barns, a continental breakfast with the Penland Residents from 9:00 to 10:30. The preview of work and the silent auction will continue throughout the morning until noon, when luncheon will be served under the tent. The bidding begins about 2:00.

Admission for the luncheon and auction is \$75 per person. Patron events, including the luncheon and auction, are \$150 per person. Anyone interested in attending should call **Caren Brosi** at 704-765-2359.

Funds raised by the auction are used primarily for studio equipment and maintenance. This year all of the proceeds from the sale of glass art will be applied to the construction of the Bill Brown Glass Studio, scheduled for completion in May 1995.



Bennett/Castle table