

Penland Line

PENLAND SCHOOL OF CRAFTS • POST OFFICE BOX 37 • PENLAND • NORTH CAROLINA • 28765-0037 • SPRING 2005

Preserve Penland: Onward and Upward

In January, 2001, the Penland School of Crafts board of trustees launched the *Preserve Penland* campaign, the most ambitious fundraising effort in the school's history, as a way to begin meeting the needs outlined in the 1999 campus master plan. That plan looked at all aspects of the school's physical infrastructure with an eye toward preserving the most important aspects of Penland's environment and anticipating the future needs of Penland's educational programs. The plan identified \$18 million of necessary capital improvements including preservation, renovation, new construction, and improved accessibility.

MANY GIFTS

The board established a goal of \$8 million for the *Preserve Penland* campaign, which was defined as a comprehensive campaign, rather than the more familiar capital campaign. This designation reflects a goal which incorporated capital, endowment, and annual fund gifts given during the four-year duration of the campaign. The comprehensive campaign included a goal of \$4.5 million in capital funds, \$500,000 for new endowed scholarships and \$3 million in annual operating support. The campaign, which was chaired by Bobby Kadis and Cynthia Bringle, will be successfully concluded on April 30 (the end of 2005 fiscal year). As of April 8 the campaign total was \$9,714,286 with contributions coming from over 1,500 members of Penland's national community. The completion of this campaign represents an unprecedented level of financial support for Penland and will enable the school to tackle a number of projects which will improve the quality of the student experience.

Leadership gifts from board members and others established a strong foundation for the campaign. The school received several six-figure gifts and the largest single gift in the school's history, a \$2 million challenge from an anonymous donor. The challenge required the school to secure an equal amount in new capital gifts or commitments by December 31, 2004 to obtain the match. At the deadline a total of \$2,347,000 had been raised, exceeding the goal by over \$300,000. In addition, capital gifts totaling \$2 million had been committed before the match was offered, and additional gifts have been made since the challenge was met, bringing the total raised for capital needs to \$6,626,944.

Many smaller gifts contributed to the successful achievement of the goal as well. Over 1,200 students, instructors, and craft collectors responded to a national telephone and mail effort which yielded close to \$400,000 in multi-year and single contributions to help meet the challenge gift.

Several national and North Carolina foundations also supported the campaign. The Golden Pearl Foundation (formerly the C. Louis Meyer Family Foundation) of Illinois supported the construction of new student housing. The Horace W. Goldsmith Foundation in New York participated with a grant to help meet the challenge gift. The Charles A. Dana Foundation, also in New York City, supported improvements to the glass studio. In North Carolina, the Janirve Foundation contributed toward the new student dormitory. The Blue Ridge National Heritage Area of western North Carolina provided funding to support planning for expansion of the school's gallery and visitors center. The Blumenthal Foundation, the Broyhill Family Foundation, the James G. Hanes Memorial Fund, and the John W. and Anna H. Hanes Foundation contributed to renovate historic buildings, improve infrastructure, increase campus accessibility, and improve studios. Several individuals and the Lenore Tawney Foundation of New York endowed new scholarship funds. Tawney is a renowned textile artist who was a student at Penland in 1954. In all, the campaign generated \$428,150 in scholarship endowment funds.

MANY PROJECTS

The State of North Carolina made a significant grant to the campaign through the Department of Cultural Resources. A grant from the federal *Save America's Treasures* program will help renovate the Craft House. A campaign grant from the North Carolina Arts Council in support of new public art at Penland helped fund a competitive design process for a new exterior porch for the

Pines, a historic structure which includes the school's dining hall. This addition to the building is being designed by architect Dail Dixon and internationally-known sculptor Patrick Dougherty. This structure will be the terminus for The Pines Walk, another project funded by the campaign. The Pines Walk, designed by landscape architect Sam Reynolds, will be a gently curving, barrier-free walkway connecting the supply store and coffee house in the Craft House with the Lily Loom House main office, the downstairs metal and clay studios, and the Pines.

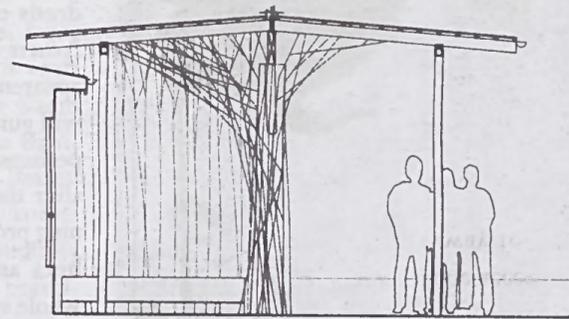
Current and former students and staff members contributed art work for an auction in honor of baker Pearl Grindstaff, who has worked at Penland since 1934. The funds from that event are being used for improvements to Bascom House, which was Pearl's childhood home. Radcliffe, a log and rock structure dating back to the 1930s has been completely renovated. Care was taken to repair the exterior of Radcliffe according to historic preservation guidelines, while the inside space has been reworked to create twelve double and single rooms including two units which conform to Americans With Disabilities Act.

Already complete is a new sixteen-bed dormitory (Dorm 54) designed by Dail Dixon. Other projects now underway include a four-unit apartment building; four resident artists will be moving into the building in September. Architect

Jim Smith has completed a design for a new wood studio which will be located near the iron and glass studios (more information in the next Penland Line). The campaign is also funding improvements in every studio (many of these projects are done already).

Another important project being funded by the campaign is a major effort to improve life safety in Penland's dormitory housing. Penland is working with architect Jane Matthews and the local fire marshal to bring this housing up to code. Sprinklers

are being installed in the Craft House and the Pines (there are sprinklers in the new dorm and they were added to Radcliffe as part of the renovation). Modifications are



A drawing from Dail Dixon and Patrick Dougherty's proposal for the Pines Portico project.

being made to improve egress, exit lighting, and accessibility in the Craft House and the Pines. Late this winter crews installed a dedicated reservoir and a series of six-inch water lines that run directly from the reservoir to the sprinkler systems and to three strategically located fire hydrants.

Upcoming projects supported by the campaign are the renovation of the Craft House exterior and a new building for drawing, painting, books, printmaking, and letterpress. The first floor Northlight studios (including books and paper) will be reconfigured for papermaking and photography, including a small digital lab. Other campaign funded projects include accessible bathrooms and a new entryway for the Penland Gallery and Visitors Center, the design phase of a planned expansion of the gallery, enhancements to the water and sewage system, and renovations and/or repairs to Ridgeway, the Barns apartments, and the Weaving Cabin.

Penland's director Jean McLaughlin summarized the four-year effort by saying, "We began the *Preserve Penland* campaign knowing that the future of the school depends on addressing the very real needs of its aging infrastructure, on the stability of an increased endowment, and on vigorous support for Penland's annual operating budget. This campaign was designed as an important step toward addressing all of these areas, and the response from Penland's many friends and supporters was overwhelming. Our board and staff will work to ensure careful stewardship of these generous gifts to preserve Penland School of Crafts."

—Barbara Benisch and Robin Dreyer



The metals studio got a new roof this April: just one of the studio improvements financed by the campaign.