

DATE: August 21, 2020

FOR IMMEDIATE RELEASE

News from Touchstone Center for Crafts

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'BUILDING A PIPELINE TO PARTICIPATION IN CRAFTS – TOUCHSTONE'S OPEN HOUSE IS GOING VIRTUAL!'

Farmington, PA — Touchstone Center for Crafts is excited to announce a grant award from Center for Craft in Asheville, North Carolina. The Craft Futures Fund grant will be used to help fund Touchstone's Virtual Open House on Saturday, September 26th. With this event, the Center plans to connect with new audiences more widely across communities, increase accessibility, and build diversity – with the hope of expanding the demographics of the craft field.

"Craft organizations across the field are adapting to current realities. Touchstone's Open House allows anyone from around the world to visit their studios and experience their educational offerings," says Stephanie Moore, Executive Director of Center for Craft. "The potential to broaden audiences and improve accessibility is incredibly promising."

"Nothing beats visiting Touchstone's campus and watching live demonstrations, but perhaps touring our studios virtually, watching online demonstrations, and interacting with artists virtually will actually reach more people than our typical event does" says Lindsay K. Gates, Executive Director at Touchstone Center for Craft. "Starting with our own organization, the Open House has the potential to help attendees understand what to expect of the craft school experience, inform them of the educational and professional opportunities, and inspire them to become involved in the craft community."

Touchstone is bringing their immersive experience to you direct from the mountains of the Laurel Highlands on Saturday, September 26th. Participants can view campus and studio tours, demonstrations in blacksmithing, ceramics, glass, metals & jewelry, and painting, watch a live stream of the noborigama wood kiln being unloaded, participate in online art activities, and learn how to get involved in this creative community. The event will be held online from 11:00 am to 4:00 pm at touchstoneopenhouse.org.

Pittsburgh Community Broadcasting Corp. (91.3 WYEP & 90.55 WESA) is the official media sponsor for Touchstone's Virtual Open House. Funded in part by the Fayette County Tourism Grant Program.

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ABOUT CENTER FOR CRAFT Founded in 1996, the **Center for Craft** (formerly The Center for Craft, Creativity & Design) is the leading organization in the United States identifying and convening craft makers, curators, and researchers, and matching them with resources, tools, and networks to advance their careers. Over the years, the Center has become a vital community resource, serving thousands of visitors annually. As a national 501c3 nonprofit organization dedicated to advancing the field of craft, the Center administers more than \$300,000 in grants to those working in the craft field. For more information on all grants administered by Center for Craft, click [here](http://www.centerforcraft.org). www.centerforcraft.org

ABOUT TOUCHSTONE CENTER FOR CRAFTS Founded in 1972, **Touchstone Center for Crafts'** mission is to advance excellence in the arts and crafts by educating and encouraging individuals to develop technical skills, good design, and innovative expression. We achieve this through an array of media including blacksmithing, ceramics, glass, fine metals,

drawing/painting, and other special topic areas. Touchstone's 150 acre wooded campus is located in the Laurel Highlands, just 60 miles southeast of Pittsburgh, near Frank Lloyd Wright's Fallingwater, Ohiopyle State Park, and Nemacolin Woodlands Resort. Touchstone is a 501(c)(3) nonprofit organization offering immersive learning experiences in 7 fully equipped studios, workshop scholarships for teens and adults, artist residencies, internships for artists, and professional gallery exhibitions.

To learn more about Touchstone Center for Crafts please visit www.touchstonecrafts.org.

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