
MANITOBA CRAFT
COUNCIL



Photo by Leif Norman



MANITOBA
CRAFT
COUNCIL

ANNUAL REPORT

CELEBRATING THE
2020-2021 MCC YEAR

MANITOBA CRAFT COUNCIL

AUGUST 2020-JULY 2021

Our Vision

A thriving and dynamic craft scene in Manitoba.

Our Mandate

To promote, develop, and advocate for contemporary craft and its makers in Manitoba.



Online Board Meeting Zoom Call, 2020



Gallery view of the exhibition Lens Reflex, 2020
Photo by Leif Norman

Guiding Principles

- Member-centred
- Collaborative
- Accountable
- Sustainable
- Competent
- Integrity

MESSAGE FROM THE DIRECTOR

By the time MCC embarked on our first full fiscal year working in parallel with the COVID pandemic, we were already warmed up and pivot-ready. The initial few months of shutdown in Spring 2020 gave us time to tackle projects that had been on our wishlist for some time - bringing the C2 Shop online, for example - while jumping into the burgeoning world of online programming. As a small arts organization, MCC is a lot like our members: nimble and resourceful. With the help of many hands and hearts, we navigated some choppy waters and continued to celebrate and support craft in new (and safe) ways!

CRAFTED 2020 Online was our biggest project of the year and a real highlight for all of us who worked on it. With the assistance of Vikki Wiercinski of Royal Bison Art Fair, 40 Manitoba craftspeople and 9 from Northwest Territories participated in this virtual 3-day sale in November 2020. While some artists were experienced in selling work online, it was a growth moment for many as they added photography and new tech skills to their repertoire. With \$84,578.23 in sales, it was a successful weekend! We're grateful to the makers who took a chance on this event and to the amazing community of buyers who invested in local craft.

MCC's fundraising committee was on fire this year, producing two innovative and effective online fundraisers straddling the 2020-2021 year: the Masks + Makers Auction and the Reaching out Raffle. Both involved the generosity and dedication of many volunteers and donors and garnered lots of positive press for the craft community.

A total of over \$9,300 was raised in support of MCC programming and professional development bursaries for MCC members. Thank you to everyone who donated an artwork or prize, placed a bid, purchased tickets, and helped with organizing.

Looking back on the year, I'm so proud of MCC's members who have harnessed their energy and creativity in tough times to keep their craft practices and small businesses going throughout the pandemic and bring encouragement to the whole community. I am proud of MCC's team and the many amazing activities, exhibitions, artist talks, workshops, fundraisers, newsletters, social media posts, and other member services we've continued to provide in support and celebration of Manitoba's vibrant craft ecosystem.

I'm also grateful to funders including Canada Council for the Arts, the Government of Manitoba, and the City of Winnipeg whose pandemic emergency support enabled MCC to thrive despite periodic shutdowns. And I'm thankful for the many individuals who invested in Manitoba craft and craftspeople this year by volunteering your time, donating artwork and prizes, bidding on items, buying tickets, shopping local, showing up at events, and showing your care in so many ways.

"We're All in this Together" - Manitoba's craftspeople truly embraced and embodied this pandemic slogan. As always, it's been a privilege to serve such a beautiful community. Thank you all.



TAMMY SUTHERLAND
DIRECTOR



Keith Oliver, Board President, helping install the exhibition Lure, 2020

MESSAGE FROM THE PRESIDENT

Although we were in various stages of Covid purgatory and lockdown during the last year, the Manitoba Craft Council was able to adapt and pivot a portion of its programming online. Since in-person activities were a no-go, workshops were also offered online which proved a success.

Crafted, for the first time, was also offered online which enabled Manitoba craftspersons a viable opportunity to present and sell their products in an otherwise dismal retail year.

Various government agencies came through with varying levels of funding including (but not limited to) the Canada Council for the Arts and the Province of Manitoba such that we are sitting on a monetary surplus for the year. We will put this to positive uses such as new programming and future projects.

Of course none of the good things that happen at the Manitoba Craft Council would happen without the hard work, good humour, and patience of our staff and volunteers. A much appreciated and heartfelt thanks to them all.

KEITH OLIVER
BOARD PRESIDENT

EXHIBITIONS



LURE, work by Peter Tittenberger, curated by Chris Pancoe at C2



Lens Reflex Juried Exhibition July-August 2020 at C2 with artists Sarah Crawley, Janine-Annette Littmann, Nichol Marsch, Lesley Nakonechny, Grace Nickel and Michael Zajac, Willow Rector, Sandra Vincent, and Tricia Wasney











Form(er), work by Carissa Baktay, curated by Jenny Western at C2



For the Love of Craft Member Exhibition at the Pembina Hills Arts Centre, Morden, MB

ARTIST TALKS

The MCC hosted many online artists talks over the past year, all of which can still be viewed on our Youtube channel!

 <p>MANITOBA CRAFT COUNCIL SPRING TALKS SERIES: KC ADAMS Reclaiming my Spirit Through Clay 52:32</p>	 <p>MANITOBA CRAFT COUNCIL DIGITAL TOUR OF FORM(ER) A conversation and exploration of artwork Artist: Carissa Baktay Curator: Jenny West 46:31</p>	 <p>MANITOBA CRAFT COUNCIL SPRING TALKS SERIES: AMINA HASWELL Broom Making and the Fibers that Bind us around the Globe 44:00</p>	 <p>MANITOBA CRAFT COUNCIL SPRING TALKS SERIES: NEHAL EL-HADI Text and Tactility: Perspectives on writing about craft 57:15</p>
<p>Reclaiming my Spirit Through Clay: KC Adams 102 views • Streamed 6 months ago CC</p>	<p>Form(er) Digital Exhibition Tour with Carissa Baktay an... 130 views • 7 months ago CC</p>	<p>Broom Making and the Fibers that Bind us Around the... 75 views • Streamed 7 months ago CC</p>	<p>Text and Tactility, Perspectives on Writing... 118 views • Streamed 9 months ago CC</p>
 <p>MANITOBA CRAFT COUNCIL SPRING TALKS SERIES: CONNIE CHAPPEL Primordial Female Power 1:13:35</p>	 <p>MANITOBA CRAFT COUNCIL FALL TALKS SERIES: MELANNIE MONOCEROS Whispers in the Weft 1:07:20</p>	 <p>MANITOBA CRAFT COUNCIL FALL TALKS SERIES: FRANCESCA CARELLA ARFINENGO Taking and Giving Back: Natural Dyeing on Stolen... 41:46</p>	 <p>July 3 - August 29 2020 LENS REFLEX 57:09</p>
<p>Primordial Female Power: Connie Chappel 322 views • Streamed 9 months ago</p>	<p>Whispers in the Weft: melannie monoceros 140 views • Streamed 1 year ago CC</p>	<p>Taking and Giving Back: Natural Dyeing on Stolen... 238 views • Streamed 1 year ago CC</p>	<p>Lens Reflex Panel Featuring Sarah Crawley and Nichol... 110 views • Streamed 1 year ago CC</p>

- Lens Reflex with Sarah Crawley and Nichol Marsch
- Natural Dye on Stolen Land with Franchesca Carella Arfinengo (partnership with MAWA and the Manitoba Fibre Festival)
- Whispers in the Weft with melannie monoceros (partnership with MAWA and the Manitoba Fibre Festival)
- Primordial Female Power with Connie Chappel (partnership with MAWA)
- Text and Tactility: Perspectives on Writing about Craft with Nehal El-Hadi (partnership with MAWA)
- Broom-making and the Fibres that Bind us Around the World with Amina Haswell (partnership with MAWA)
- Reclaiming my Spirit Through Clay with KC Adams (partnership with MAWA)
- Unravelling Canada: A Knitting Odyssey with Sylvia Olsen (partnership with MCML)
- Form(er) Digital Tour with Carissa Baktay and Jenny Western
- Diversity in Glass Practices panel discussion with Carissa Baktay, Warren Carther and Lone Thorkelsson, moderated by Helen Delacretaz (in partnership with Glass Art Association of Canada)

ACTIVITIES



Lourdes Still planting at C2 in 2021

Natural Dye Garden

For the past two summers we've planted the containers in front of C2 with flowers that can be used in natural dyeing. Thanks to Lourdes Still of Masagana Flower Farm for the plants and labour in 2021!

Doors Open 2020

We were able to host an outdoor Indigo Dye Drop-In workshop with Katrina Craig, with some fantastic results!

Discussion group on Uncovering the Social and Environmental Impact of Hydro-Electricity with Mary Ann Steggles, guests KC Adams and Will Braun

This online discussion group met weekly over the months of October-November 2020 to focus on discovering the social and environmental impact of hydroelectricity in ceramic practice in Manitoba.



Participants at the Doors Open Indigo Dye Drop-In, 2020

PROFESSIONAL DEVELOPMENT



Debra Frances Plett on the MCC Retreat. Image courtesy of the artists Instagram @debra_frances

The Business of Wholesale + Exporting Craft online sessions in partnership with Saskatchewan Craft Council

Launch of Victoria Beach Week-Long Artist Retreat with first recipient Debra Frances Plett

Marilyn Levitt Award for Functional Ceramics presented to Terry Hildebrand

Crafting E-Commerce: Marketing and Selling your Work Online with Vicki Wiercinski

We hosted two sessions of this online workshop where participants learned the basics of choosing an online shopping platform and setting up an online shop.



Work of Terry Hildebrand, recipient of the Marilyn Levitt Award 2020/21
Image courtesy of the artist

COLLABORATIONS



In Spring 2021, MCC launched the **EcoCraft** project. Eleven craft artists were matched with scientists working in fields related to the environment to share research and ideas. Through monthly one-to-one meet ups and whole group meetings, artists are exploring climate change through the lens of craft. An exhibition featuring work generated through the project is planned for Fall 2022 at C2.

MCC was pleased to be able to co-sponsor **CANIron 2021 Online**, hosted by the MB Blacksmiths Guild. Attended by 224 registrants from across the country, the event featured virtual talks, demonstrations, and hands-on challenges over the course of three-days.



MCC BURSARY FUND

The Manitoba Craft Council Bursary Fund was created to encourage the artistic development of Manitoba craft artists across the spectrum of craft media. The fund was established by the former Crafts Guild of Manitoba and is now held in trust by the Winnipeg Foundation.

We received a record number of applications this year, all of them high quality, making for some hard decisions. The recipients of the 2020-2021 Bursary Fund were **Melanie Barnett, Leandra Brandson, Jessica Hodgson, Anastasia Pindera, Suzie Smith, and Lourdes Still.** You can find a report from Suzie Smith below:

"With the generous support of the Manitoba Craft Council Bursary program, I was able to attend two online workshops through the Textile Arts Center in New York. They are one of the leading centres in the world for textile arts. I have always wanted to go to this centre because they offer unique and high-quality courses. During the pandemic the centre navigated many of these courses online which offered an opportunity for participants to attend from around the world.

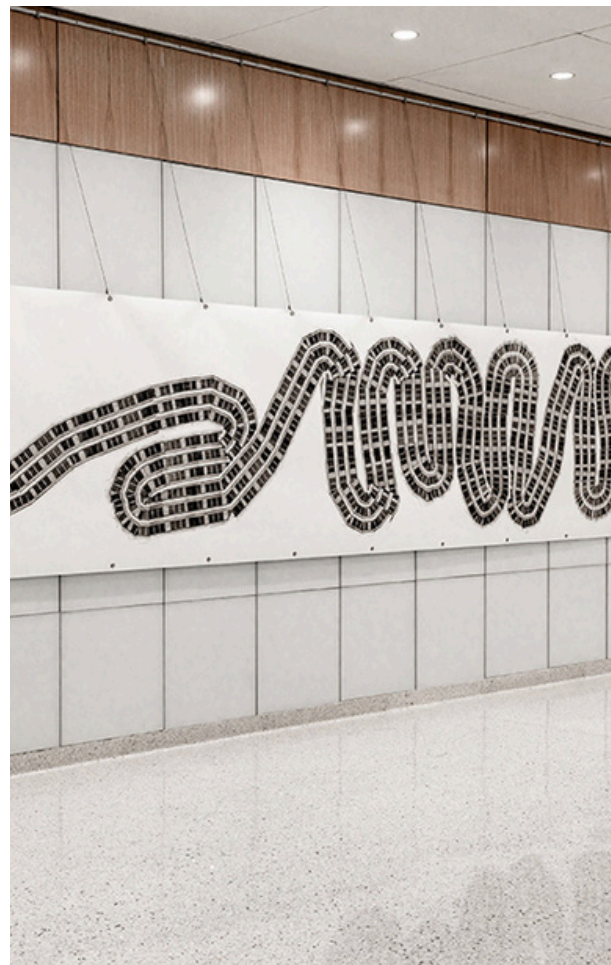
I took two classes over the summer. The class I was particularly interested in was the Katazome: Rice Resist workshop because this Japanese printing technique is a way that I could combine printmaking practice with textiles. This course taught me how to make a resist that can be printed onto fabric and easily removed after cold dye is applied.

For this course a dyeing course was a prerequisite, so I took indigo dyeing. Following these courses, I also did some of my own experimentation and plan to continue this in the future.

I am grateful to the Manitoba Craft Council for their bursary program. During the pandemic, when so many things were restricted, it gave me the opportunity to connect with an international art centre and artist participants from around the world.

The courses inspired me to think about new ways I can combine textiles with my current art practice.

Big THANK YOU to the Craft Council for this opportunity."



Unravelling Infinity by Suzie Smith.
Image courtesy of the artist

ARTIST SALES



C2 Shop

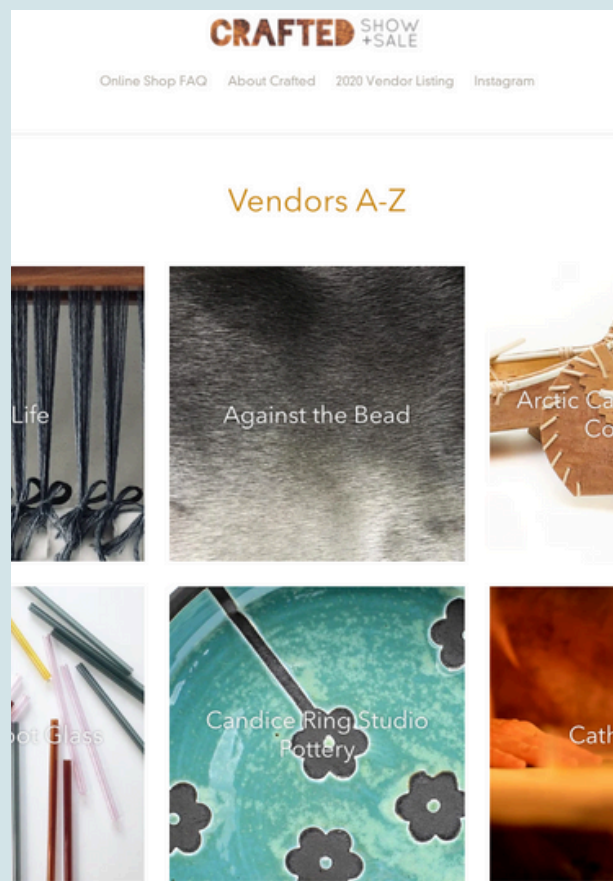
CRAFTED Online 2020

This past year, we were excited to bring CRAFTED to a new online platform. All the quality handmade goodness you had come to expect in a beautiful, safe, and easy to navigate online shopping experience. The sale included work by over 50 craft artists from Manitoba and Northwest Territories.

Thanks to all who supported the sale, it was a huge success, generating over \$84,500 in sales over three days.

C2 Retail Shop

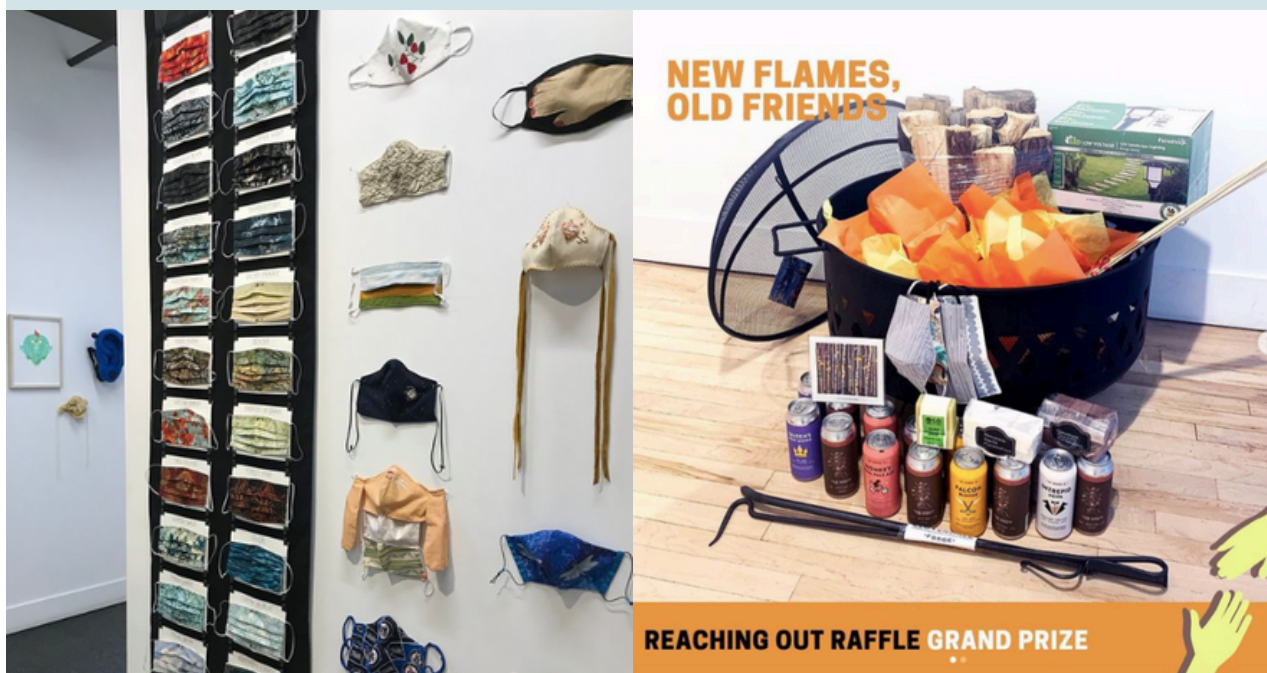
This past year we saw some modest expansion in the C2 Shop. We added 11 new artists' work to our inventory and refreshed all our stock. We hosted a Trunk Sale of Cathie Ugrin's work as well as our Annual Holiday Ornament Sale. With the push to support local this past year, we saw an increase in our retail shop artist sales to \$14,090!



CRAFTED Online 2020 Website

FUNDRAISING

MCC hosted two virtual fundraisers that overlapped with this fiscal year: Masks + Makers Online Auction, featured in last year's annual report, and the Reaching Out Raffle.



Masks + Makers Online Fundraising Auction

MCC members created a lot of masks during the pandemic - artwork that reflect our current moment. In Summer 2020, the Masks + Makers fundraiser auctioned off over 40 handmade masks and mask-inspired artworks, raising \$3,232 for MCC programming. Thank you to everyone who donated work or placed bids!

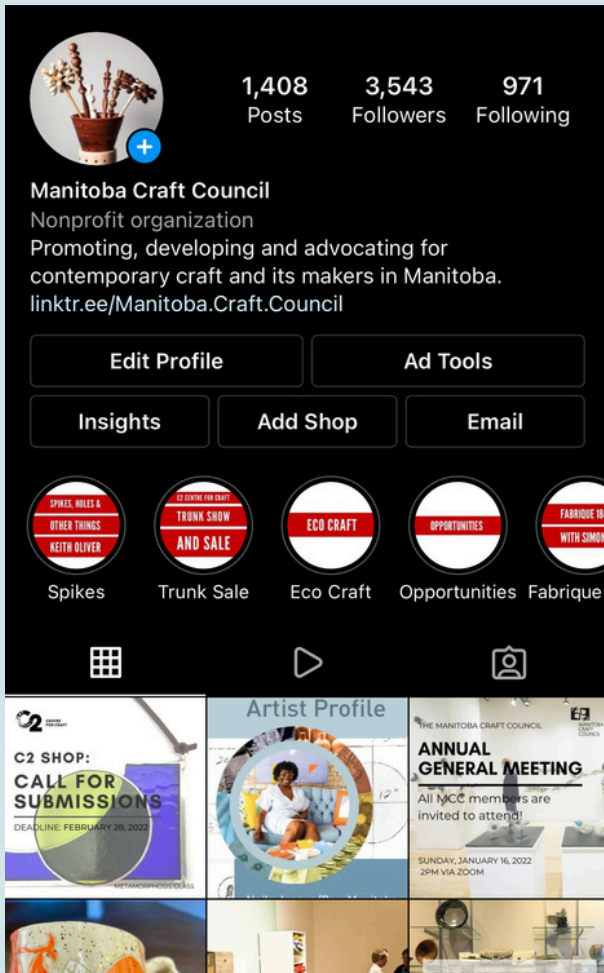
Reaching Out Raffle

This online raffle featured more than a dozen prize packages including goods and experiences intended to help people reconnect. Most of the prizes were creatively bundled into sets of two: one for the winner and one to be shared with someone they are missing. 100% of the \$6,160 raised through the Reaching Out Raffle went towards supporting local craftspeople through professional development bursaries.

THANK YOU TO OUR RAFFLE DONORS AND SPONSORS:

Rave Massage - McMunn & Yates - Magpie Chic - Ducharme Agencies
 Duboff Edwards Haight & Schachter - Cloverdale Forge - Toad Hall Toys
 Wolseley Wool - The Winehouse - Quantum Graphics - Janet Carroll - Paul Robles
 Novelty Printers - One Great City - Parameter Press - Kite and Kaboodle
 Aunt Monica's Attic - Fort Garry Brewing - Karen Food - Jacked Up Jill Coffee
 Vintage Blends Aromatherapy - North Star Tea - Rose and Rebel - Phil's Honey
 Jaya's Preserves - Michael Lerner Pottery - Back Country Muks

VIRTUAL INTERACTIONS



Social Media by the Numbers

Instagram

- 3,543 Followers (MCC)
- 324 Posts this year (MCC)
- 2,733 Followers (CraftedSale)

Facebook

- 2,109 Followers
- 324 Posts this year

E-newsletters

- 26 Member News to over 200 MCC members
- 11 Craftblasts to 2,378 subscribers

MCC Member Craft Exchange invited makers to drop off a piece of functional or decorative craft and in return receive a surprise piece of craft from another member. A fun way to connect the community.

Online Maker Challenges offered creative weekly craft "assignments". Folks who posted their projects to Instagram were eligible for prize draws.



STRATEGIC PLANNING

The past year and a half has been a time of upheaval and change in so many ways. Pandemic shutdowns have given us pause, as individuals and organizations, to reflect on ourselves – who we are and who we wish to be moving forward. MCC’s strategic plan, completed in January 2020, highlighted three main priority areas: durability, identity, and outreach. Under the banner of an initiative we’re calling Growing Craft, we’re targeting and expanding on the latter two in particular.



Curly-Q by Carissa Baktay, as featured in the exhibition Form(er) in 2021
Photo by Leif Norman

Firstly, MCC wants to re-invigorate our programming and services in rural and northern Manitoba. We are a provincial organization after all, and we want to be sure to provide services and opportunities to members and supporters across the province. A first step will include touring one of our group exhibitions and offering a hands-on workshop menu to share with our rural and northern partners.

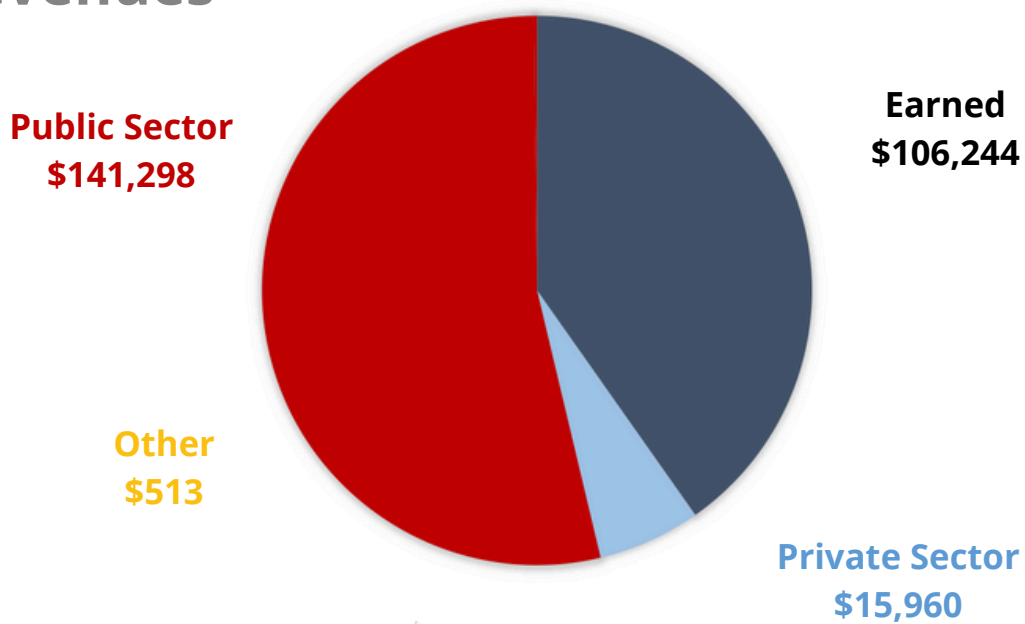
Secondly, flowing out of numerous meetings, conversations, and workshops, MCC’s staff and board are currently engaging with questions of equity, diversity, and anti-racism through training, consultation, and planning guided by CPAMO (Cultural Pluralism and the Arts Movement Ontario). We’re aiming to create an equitable and inclusive environment reflected in artistic practice, communications, board composition, education, outreach and audience development. While still in the early stages, we hope to be able to share more news on progress in the spring.

Finally, youth engagement is a perennial landscape of challenge and opportunity. Folks who founded MCC in their youth are now our senior craftspeople with a wealth of experience to share, and we need to create opportunities for younger people exploring craft as a vocation. You’ve let us know, in past surveys, that opportunities to network and be part of a larger craft community as well as access to exhibitions and sales are the main reasons folks join the MCC. In the coming months, you’ll notice MCC promoting new exhibition and networking opportunities directed at youth.

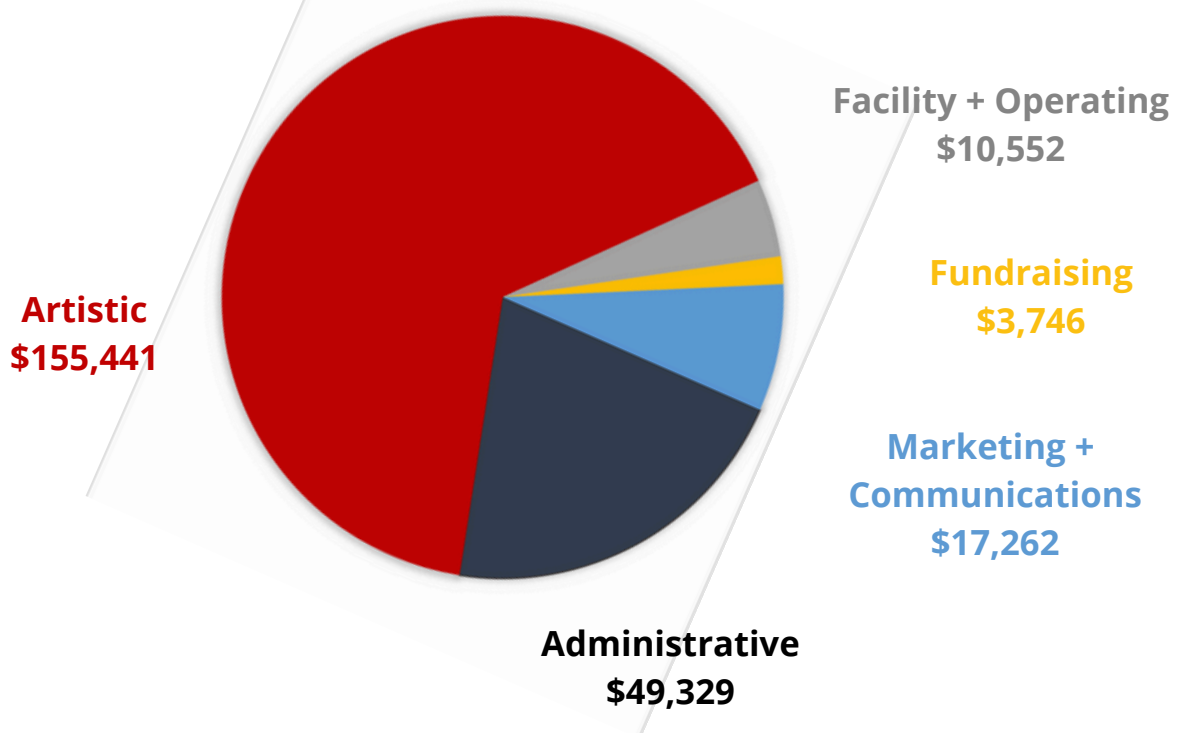
INVESTMENT

Thanks to the support of so many buyers, donors, members, volunteers, and funders, MCC met its 2020-2021 budget with a bit to spare for future projects. Below is a summary of revenues and expenses. Full details are available in MCC's Audited Financial Statements.

Revenues



Expenses



CCF REPORT

For many years, MCC has been a member of the Canadian Crafts Federation. This year our representative to the board shifted from Sherri Van Went to Adriana Alarcon, and finally to Seema Goel, our current rep. MCC Director, Tammy Sutherland, also meets regularly with CCF staff and colleagues across the country to work on national initiatives brokered through the CCF. In fall 2020, CCF hired two new staff people, bringing their staff complement up to four and enabling the organization to grow and take on additional projects.

While the national Craft Year 2020 initiative was overshadowed by COVID, CCF staff used the opportunity to highlight makers through Faces of Craft, a project profiling a craftsperson from across Canada every week via social media, now gathered in an ebook format. Membership Mondays highlighted each of the Craft Councils, and regular social media posts over the summer helped shine a light on regional programmes.

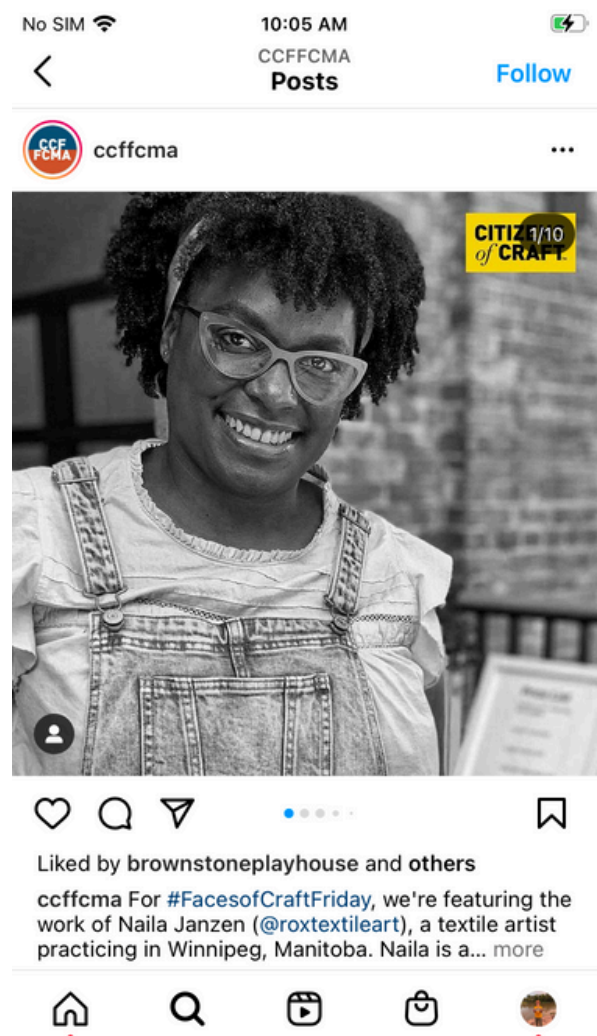
The Citizens of Craft website saw some elements redesigned and others updated. The Buy Craft Online Campaign launched, plans for a virtual, nation-wide sale in partnership with retailer Simons/Fabrique1840 got underway, and Craft Real Talk focused on increasing craftspeople’s digital literacy through Instagram story posts.

The Ten Digit Technology: Dissecting New Realities Conference, a 3-day online event, concluded phase one of CCF’s ongoing Digital Project. This virtual conference created space for us to collectively discuss the information gathered through our 10 Digit Technology Digital Strategies research project and begin developing new digital strategies for the national craft sector.

Under CCF guidance, Canada has assumed leadership of the World Craft Council, North American Region, strengthening Canada's international connections.

Advocacy continues to play an important role. CCF was a key conduit of information about COVID support and CERB, connecting with government sources to ensure the craft community had a clear understanding of what was available by way of emergency relief, and promoting the interests of craftspeople in this difficult time.

Our thanks to Maegen Black, Victoria Hutt, Heather Steinhagen, and Lauren Polchies for all your work on our behalf.



An example of the Faces of Craft social media posts featuring MCC member Naila Janzen

VOLUNTEERS

The work we do at the MCC would not be possible without all of our amazing volunteers. Thank you!



Exhibition opening of Lure in 2020. Photo by Leif Norman

MCC Board Members, August 1, 2020-July 31, 2021: Keith Oliver (President), Seema Goel (Vice-President), Ida Smith (Secretary), Jason Hare (Treasurer), Adriana Alarcon, Sheila Cailleau, Anna Hunter, Debra Frances Plett, Paul Robles, Erica Swendrowski, Peter Tittenberger, Sherri Van Went, Jennifer Woodbury

C2 Shop: Norma Jean Roach

Fundraising Committee: Erica Swendrowski (chair to April 2021), Ida Smith (chair from May 2021), Sheila Cailleau, Cailyn Harrison, Dawn Huck, Anna Hunter, Tammy Sutherland, Jennifer Woodbury

Finance Committee: Jennifer Woodbury (chair, to Feb 2021), Jason Hare (chair, as of March 2021), Tammy Sutherland

Human Resources Committee: Keith Oliver (chair), Sheila Cailleau, Tammy Sutherland

Governance Committee: Ida Smith (chair), Seema Goel, Keith Oliver, Tammy Sutherland

C2 Retail Committee: Andrea Reichert (chair), Adriana Alarcon, Cynthia Boehm, Sheila Cailleau, Tricia Wasney, Tammy Sutherland

Canadian Crafts Federation Representative: Sherri Van Went, Adriana Alarcon, Seema Goel

2020-2021 DONORS

Andrea Reichert

Alice Crawford

Allyson Watts

Amanda Harding

Anna Dueck

Barb Pritchard

Beth Syrnyk

Blair Holm

Carol Hutchinson

Cathie Ugrin

Erica Swendrowski

Heidi Eigenkind

Ida Smith

Jacqueline Bergman

June Derksen

Karen Schulz

Kate Cherniack

Keith Oliver

LeeAnne Penner

Leona Herzog

Lily Rosenberg

Marim Daien Zipursky

Peter Tittenberger

Sandra Hardy

Sheila Cailleau

Sheila Spence

Tammy Sutherland + Dave Dyck

Willy Carleton

THANK YOU!



STAFF

Tammy Sutherland, Director

Katrina Craig, Programme and Outreach Coordinator

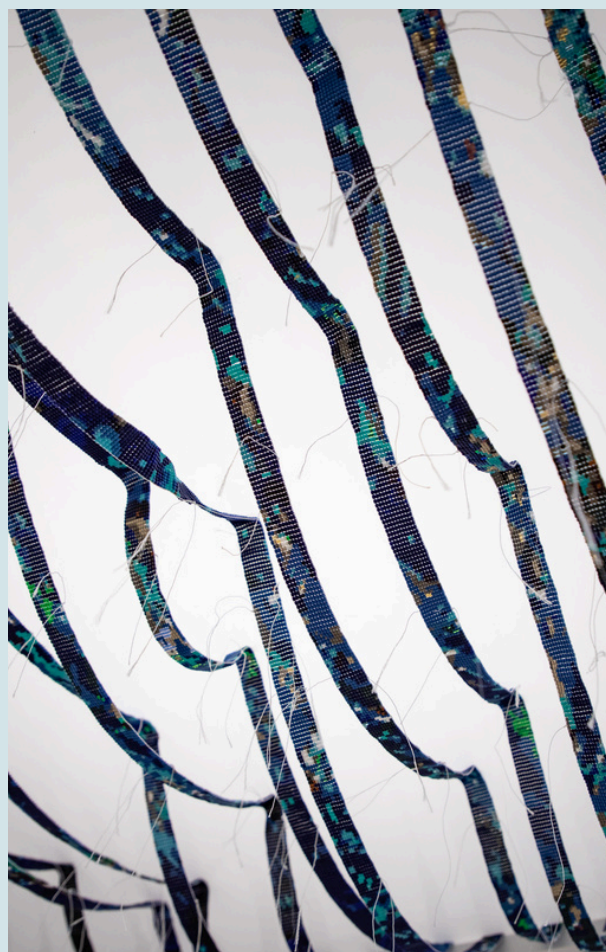
Chelsey Thiessen, Communications and Administration Coordinator

Ren Lam, Communications Assistant (Summer 2021)

Hannah Van Leeuwen, Programme Assistant (Summer 2020)

Debbie Girard: Bookkeeper (contract)

Urbanink: Graphic Design (contract)



Untitled (Creation) by Nichol Marsch as part of the exhibition Lens Reflex, 2020. Photo by Leif Norman



Exhibition view of Form(er) in 2021 featuring the work of Carissa Baktay. Photo by Leif Norman

THANK YOU FUNDERS

Core Operating



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