



Celebrating 20 Years! 1997-2017

Initial Concepts: June 2016

Celebrating

...STORIES: of the founders, the students, the interns and the ripples of North House in the greater world.

...PROCESS: making, learning, building a unique community

...PLACE: our harbor home is an essential part of the North House experience. The boreal forest that surrounds us provides material and inspiration to instructors and students of all crafts.

...CRAFT: we honor the work produced by master artisans, as well as the initial efforts of anyone ready to start their journey with craft.

Working Assumptions

- 1) We have a lot going on at North House. The 20th Anniversary celebration should augment all that we are already doing.
- 2) We throw three great parties at North House: WBS, UP, and WG. These are prime opportunities to eat cake and celebrate!
- 3) We will culminate the celebration with an exhibit of craft that will inspire a future book.

Core Building Blocks

Culmination

20th Anniversary Exhibit: November-December 2017: We will host an exhibit of instructor work at the Johnson Heritage Post November 17-December 17, 2017. The theme, format and dates for submission will be available in early fall of 2016. We will be forming a committee to plan this exhibit; please let us know if you'd like to be part!

Binding Agents

Craft Landscape: North House at 20, January 2017-December 2017: In an effort to tell the broad story of craft here at North House, we will invite all instructors to submit a tile for inclusion in this group piece; please let us know you plan to participate by July 31 by filling out the Google form in the Instructor Update or returning the paper form.

Social Media Marketing Campaign: The twentieth anniversary is a great excuse to tell our story! We will develop a social media campaign for the year. Components may include weekly anniversary posts on Facebook, a hashtag and Instagram gallery of student photos. The Instagram photos can also be included in a slideshow of student work included in the Unplugged exhibit.

Event Components

Wooden Boat Show, Unplugged, Winterer's Gathering

Each event will be unique but we can also forge a sense of connection that links the event together, bringing alive North House's mission and story. Examples:

- **Make It Tables:** a participatory project for event attendees: ideas include bead making, stringing, a simple birch bark ring project to construct some sort of garland or piece that represents the diverse connections of the larger North House community that can be incorporated into the final piece at Johnson Heritage Post. This is also a great opportunity for sharing stories.
- **Featuring Student Work:** an opportunity to feature the work of students. At Boat Show, this could be focused on boats and or other larger projects built here at North House. At Unplugged, we would host an exhibit of student work, limited to 40-50 submissions (could be photography instead of actual pieces). See also social media.
- **Cake:** Oh yes, we will eat cake at all three events!

Capturing Stories: Telling and preserving the stories of the early days of North House as well as the many ripples North House has in the world is an essential part of celebrating twenty years. Ideas for this include hiring a videographer and/or archivist to interview founders and others, hosting a video photo booth at each event for participants, and possibly producing a written collection.

Intern Reunion at WG!

The intern program is one of the most compelling aspects of North House's success, as we actively build the future of craft. We will invite all interns from the past 15 years to attend an intern reunion during Winterer's Gathering, celebrating and highlighting their achievements.

Other Related Possibilities

Immersion Coursework

Several times during the year, host weeks that bring craft to life via a series of in-depth classes (4-5 days) highlighting multiple craft themes.

More Ideas

A national speaker, a 20th anniversary t-shirt, a post card collection of "how tos," creating a gift for/to our community

GET INVOLVED

- **Exhibit Planning Group:** 1-2 brainstorming/planning meetings (summer 2016), some assistance hanging the exhibit (Nov 2017)
- **Create a piece for the Craft Landscape:** NHFS20
- **Social Media Advisory Group:** Fall 2016, 2-3 meetings
- **Make It Table:** Brainstorming session, hosting during events
- **What else??**