

EXPLORATORY RESEARCH

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What is Love.Craft Athens?

Love.Craft provides **studio-based programs, workforce development training, and performance opportunities** for its community.

Their initiatives include:

- **Pottery Studio** – teaching creativity, craftsmanship, and entrepreneurship through pottery sales
- **Music Programs** – weekly music classes and the Love.Craft Band, which performs in Athens and is preparing for a regional tour
- **Workforce Development** – job coaching, partnerships with local businesses, and entrepreneurship opportunities

Love.Craft is supported by **local collaborators** (Phil Hughes Honda, Akins Ford Arena, Dancefx, Woodland Gardens) and donors like United Way of Northeast Georgia and the Community Foundation for Greater Atlanta.



Meet the Client

Love.Craft Athens is a nonprofit arts organization based in Athens, GA. Its mission is to **empower adults with developmental disabilities** by providing creative outlets, skill-building opportunities, and platforms to share their stories through art, music, and community engagement.

Key Contacts:

- **Susan Fontaine** – Executive Director (susan@lovecraftathens.org)
- **Grace Tozer-Rich** – Director of Development (grace@lovecraftathens.org)
- **Emma Brisendine [point of contact]** – Community Coordinator (emma@lovecraftathens.org)
- **Imani Tkalec** – Studio Manager
- **Courtney Osterhage** – Crew Coordinator
- **Charle Wilson** – Direct Support Professional

Target Audience

- **Families & Caregivers** – of adults with developmental disabilities (looking for programs, community, and opportunities)
- **Local Community Members & Donors** – Athens area supporters who attend events, donate, and engage with the mission
- **Artists & Art Patrons** – those interested in inclusive arts initiatives, local creative culture, and buying handmade work
- **Business & Community Partners** – potential employers, sponsors, and collaborators

Current Problems

1. Website Limitations

- Portfolio/artist features missing
- Shop page broken; merchandise not functional
- Inconsistent typography, slow animations, weak FAQ section
- Band information buried in the footer navigation

2. Visibility & Storytelling

- Limited online presence for artists beyond the organization's general site/socials
- Difficulty showcasing individual stories in a consistent, accessible way

3. Sustainability

- Staff need a user-friendly system for updating artist portfolios without technical barriers

Working Well

1. Mission & Community Support

- Strong partnerships, recurring donors, and wide network of supporters

2. Love.Craft Band

- Growing visibility through shows, original songs, and an upcoming documentary

3. Programs

- Pottery and music programs are established and create tangible outcomes

Competitors

1. Georgia Options
2. Extra Special People (ESP)
3. Hope Haven of Northeast Georgia
4. St. Mary's Independent Living Extensions (SMILE)
5. InCommunity

Collaborations

1. Phil Hughes Honda
2. Levy Restaurants
3. Akins Ford Arena
4. Woodland Gardens
5. Sunroof Coffee
6. Dancefx
7. Oconee Theapeutic Riding
8. The Lyndon House
9. Strolling Bones Records & Gift Horse Studio

Inspirations

1. **Monroe-88** – grid gallery, carousel, bold text overlays, dynamic composition
2. **Ben16art** – waffle-style grid, hover animations that reveal titles
3. **Umahaime** – self-branded headers with personal art
4. **MartinKingdom** – circular frames, linear showcases
5. **Giovanna Savona** – titles/materials displayed directly on portfolio page
6. **Ayako.site / Koreyeon** – strong animations and impactful homepage design

Sources



Love.Craft Athens

- <https://www.lovecraftathens.org/>
- <https://www.guidestar.org/profile/82-3410932>
- <https://www.instagram.com/lovecraftathens>
- <https://www.facebook.com/lovecraftathens>
- <https://www.linkedin.com/company/love-craft-athens-inc/>
- <https://open.spotify.com/artist/5oIEi1Ms07TO6L8AAz93bg?si=h2rBQfjPSleaVofdpLVUcA&nd=1&dlsi=ae3603b549344682>
- <https://music.apple.com/us/artist/lovecraft-band/1740656838>
- <https://lovecraftathensinc-bloom.kindful.com/?campaign=1294326>



Other Artists' Works

- <https://almostreal.me/>
- <https://www.portfoliobox.com/examples>
- <https://www.monroe-88.com/gallery>
- <https://www.ben16art.com/>
- <https://www.umahaime.cz/>
- <https://www.martinkingdom.com/drawing>
- <https://www.gioannasavona.com/>
- <https://www.ayako.site/>
- <https://www.koreyeon.net/>
- <https://www.polinayakobson.com/>

