



CREATING A SENSE OF PLACE
PEWABIC 2018 ANNUAL REPORT



TO OUR FRIENDS AND PARTNERS:

For more than 115 years, Pewabic artisans have been crafting pottery and tile in Detroit. With the city's current renaissance, we are busier than ever. This is an exciting time to be making art in Detroit, the first and so far only U.S. city to be named a UNESCO City of Design.

Pewabic was founded in 1903, the same year as Ford Motor Company. While Ford was inventing the assembly line, Pewabic focused on advancing Arts & Crafts ideals of craftsmanship. Together, those simultaneous currents of industry and art have defined Detroit - this is a city of makers.

More than a century later, Pewabic tile graces Little Caesars Arena and the QLINE stations. 2018 was a milestone year for Pewabic, as we undertook the first major addition to our National Historic Landmark pottery since 1912. The new Maxine and Stuart Frankel Foundation Pewabic Tile Studio will increase our production capacity, helping Pewabic play an even greater role in the physical and cultural renaissance of Detroit.

This investment positions us for the future, but our commitment to handcraftsmanship has never been stronger. At Pewabic, we believe that beautiful objects made by hand elevate the daily art of living, and that everyone has creative potential waiting to be unleashed. That's why we not only make ceramic art: we also teach it, and why we created the Pewabic Street Team to extend our community impact and reach.

Our mission is to enrich the human spirit through clay. No art form more strongly conveys the hand of the maker. Clay connects us with the earth; more importantly, it connects us with each other. We are deeply grateful for everyone who shares our passion for art and Detroit, and whose support has kept Pewabic a vibrant element of this city for four generations and counting.



Steve McBride
Executive Director



Check out our interactive .pdf
and expanded content online
at pewabic.org/annualreport



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*Pewabic is a 501(c)(3) nonprofit organization with
general operating support generously provided by:*



Matilda R. Wilson Fund

SHOWCASING CRAFT

Detroit's maker culture is attracting national attention. In recent years, *This Old House*, *Under the Radar*, *Craft in America* and *Rehab Addict* featured Pewabic as an icon of Detroit craftsmanship.



Pewabic fireplace featured on *This Old House*



CONTINUING A LEGACY OF DETROIT DESIGN

Recent architectural projects include tile for Little Caesars Arena and the QLINE. From Grand Boulevard to the Guardian Building, a trip down Woodward Avenue reveals more than a century of Pewabic tile.



Clockwise: Pewabic tile on the Woodward facade of Little Caesars Arena; Kevin Kwiatkowski, tile presser; Chris Mayse, kiln supervisor; Sherlyn Hunter, master mold maker

Ride the QLINE and enjoy dozens of Pewabic tile installations within walking distance (as well as Pewabic tile in each station along the route).



Sparrow Health System's new Herbert-Herman Cancer Center



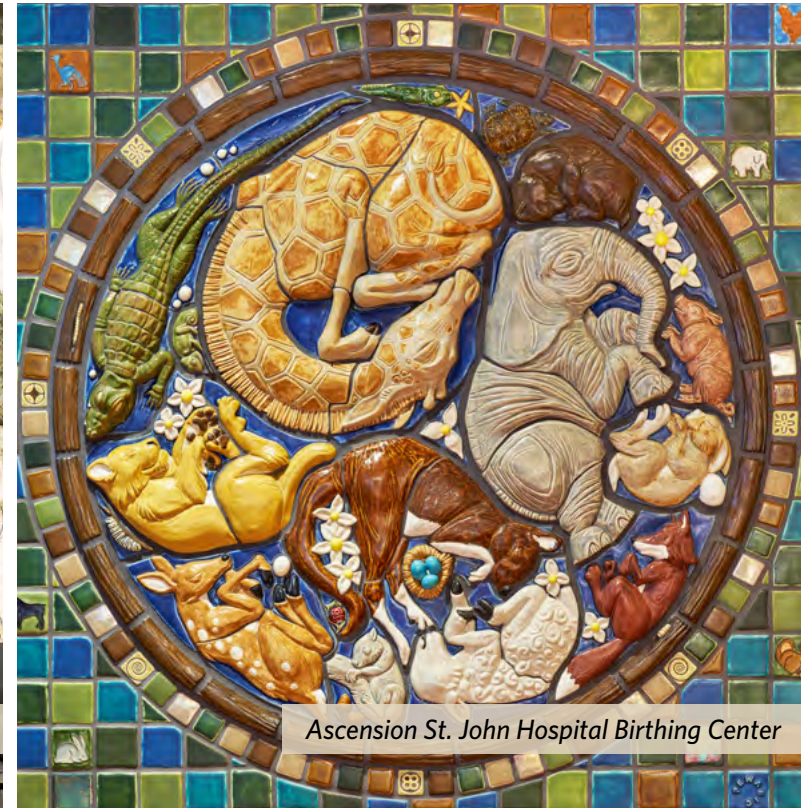
Plymouth Distric Library

INSPIRING WITH TILE

The Sparrow Foundation approached Pewabic to create a mural for the lobby of the new Herbert-Herman Cancer Center in Lansing. Designer Mario Lopez drew upon the concept of a rising sun as a symbol that each new day brings hope and possibilities. Other recent mural projects include the Plymouth District Library and the new birthing center at Ascension St. John Hospital.



Designer David McGee sculpting a baby giraffe



Ascension St. John Hospital Birthing Center

ENRICHING LIFE WITH ART

At Pewabic, we believe that beautiful objects made by hand elevate the daily art of living. We value thoughtful design that honors the timeless beauty of natural materials, and celebrate the city and state we've called home for over a hundred years.



A misfire of our seasonal Winterberry glaze resulted in a small batch of pale transparent blue-green vases, inspiring us to create our new Frost glaze.



Alex Thullen, glaze development specialist



Nicole Marocco, master thrower

**CELEBRATING
CERAMIC ARTISTS**



"Pewabic is important for potters across the country both as a symbol and as one of those places where things are happening."

—Pete Pinnell

Artist and Professor Pete Pinnell juried our exhibition of drinking vessels, On The Rocks, which drew entries from as far as Singapore.

INSPIRING CREATIVITY



Pewabic's Education Studio was named among "the best places to take ceramic classes across the U.S." by Artsy Magazine, June 2018.



Work by student Harry Swanson in Maker/Mentor, our annual staff and student exhibition.



Transfiguration celebrated six decades of work by artist Susanne Stephenson (left).



A Knight Arts Challenge in Detroit grant enabled us to create the Pewabic Street Team, our mobile museum and pop-up clay experience.



INVESTING IN THE NEXT GENERATION

Our Pewabic Street Team brings art education and clay intensives into schools, with a special focus in the neighborhood we've called home for over 100 years. These educational programs are supported by generous grants from the Hantz Foundation, William Randolph Hearst Foundation, Worthington Family Foundation, Vera & Joseph Dresner Foundation, Karen & Drew Peslar Foundation, Flagstar Bank Foundation, Phillip & Elizabeth Filmer Memorial Charitable Trust and others.



A Pewabic teacher provides art instruction at Hutchinson Elementary-Middle School at Howe.

CREATING A SENSE OF PLACE

Artists Kelly Golden and Michael Burdick celebrated 115 years of Pewabic hand craftsmanship with the 20'x30' mural in our courtyard. It was painted live for over 3,000 visitors during the Pewabic House & Garden Show.



A place-making grant from New York's Project for Public Spaces is helping energize our dynamic campus.



Raku Party

2018 IN NUMBERS

50,376
VISITORS

12,000
POUNDS OF CLAY

1,550
MEMBERS

60
EMPLOYEES

5,533 SQ FT
TILE PRODUCED

1,265
MILES DRIVEN BY THE STREET TEAM VAN

\$3,919,925
TOTAL REVENUE

\$3,731,237
TOTAL EXPENSES

LEAVE A LASTING LEGACY

When thinking about the legacy you'd like to leave for future generations, we hope you'll consider including Pewabic in your Will or Trust. If you do (or if you already have), please let us know. We'd love to acknowledge your generosity by welcoming you into our Stratton Legacy Society—where you'll be recognized with other like-minded individuals helping Pewabic continue to thrive for generations to come.



LOOKING FORWARD

Our new 2,500-square-foot Maxine and Stuart Frankel Foundation Pewabic Tile Studio is the first physical addition to the pottery since 1912. The \$1.1 million project was made possible by gifts from more than 300 individuals, foundations and corporations, including lead gifts from the Maxine and Stuart Frankel Foundation for Art, Michigan Council for Arts and Cultural Affairs, William Davidson Foundation, Fred A. and Barbara M. Erb Family Foundation, John and Anne Roberts and Roger Garrett. The building was designed by inFORM Studio and built by Sachse Construction.



Left to Right: Todd Sachse, District 5 manager Karla Williamson, MCACA executive director Alison Watson, Maxine Frankel and Steve McBride.





*Faceted iridescent Pewabic tiles
adorn the new tile studio.*