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

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

Steve McBride

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

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 POTTERY
10125 E Jefferson Avenue
Detroit, Michigan 48214
313.626.2000 pewabic.org

Pewabic fireplace featured on This Old House

Under The Radar
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).
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.
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

Shop the Frost collection
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

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

INSPIRING CREATIVITY

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

Work by student Harry Swanson in Maker/Mentor, our annual staff and student exhibition.
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, Philip & Elizabeth Filner Memorial Charitable Trust and others.
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.
2018 IN NUMBERS

50,376 VISITORS

12,000 POUNDS OF CLAY

5,533 SQ FT TEL PRODUCED

1,550 MEMBERS

60 EMPLOYEES

1,265 MILES DRIVEN BY THE STREET TEAM VAN

$3,919,925 TOTAL REVENUE

$3,731,237 TOTAL EXPENSES

Visit pewabic.org for complete audited financial statements

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