

2015 ANNUAL REPORT

BEHIND *the* SCENES



WATERSHED
center for the ceramic arts



MESSAGE FROM THE DIRECTOR

Dear Friends,

The spring of 2016 marked the beginning of my fourth year at Watershed, and it is exciting and gratifying to acknowledge the many changes that came to fruition in 2015.

Over the last several years, we asked you, our past resident artists and supporters, to share what you love about Watershed and what we could do to improve our facilities, programs, and outreach. You shared wonderful ideas and suggestions through surveys and interviews, and we listened. With your feedback in mind, we completed many renovations and upgrades to campus buildings, overhauled our branding and communication strategies, added a new staff development position, and expanded community education programming. We were able to accomplish these changes because of your support.

Your commitment to our mission is producing results—our summer residences are filled to capacity, applications for summer positions and scholarships are more robust than ever, and our community events are enjoying record-breaking attendance. Feedback from artists in 2015 was resoundingly positive—100% of artists-in-residence responding to our survey said they would recommend Watershed to a friend or colleague and would consider participating in another residency.

The stories and metrics in the following pages underscore the impact your contributions have on Watershed and the lives of artists, art educators, and art lovers that engage with us. I'm pleased to share them with you and I hope they inspire you to continue connecting with us—by participating in a residency or workshop, attending a special event, or supporting art-changing and life-changing opportunities for artists in the future.

We appreciate all you have contributed to our creative community.

With gratitude and warmest regards,

Fran Rudoff
Executive Director





YEAR IN REVIEW

Thanks to your generous support, Watershed had an incredible year of accomplishments in 2015. We welcomed artists from all over the country and world to the campus and connected with hundreds of others during events, exhibitions, and celebrations. Highlights from the year include:

Providing Time and Space

Over 100 artists from 25 states participated in Watershed's summer and fall residencies.

Supporting Creativity

More than a fifth of Watershed artists received merit scholarships for their residencies.

Showcasing Alumni

In collaboration with the New Bedford Art Museum, **Watershed hosted a five-part exhibition, "Celebrating Craftsmanship, Creativity and Community," featuring more than 75 Watershed artists**, in conjunction with the 2015 NCECA Conference in Providence, Rhode Island.

Fostering Connection

In partnership with the Association of Israel's Decorative Arts (AIDA) and Givat Haviva, **Watershed sent artists Elizabeth Kendall, Sequoia Miller, and Denise Pelletier to Israel** for a two-week residency where the group lived and worked side-by-side with Israeli artists.

"It was a total pleasure to re-connect with the Watershed community while curating the New Bedford Art Museum exhibition during 2015 NCECA. I loved seeing work by those I had met when I was a summer resident at Watershed and by those who were new to me. The show highlighted the diversity of artists that Watershed's program supports."

- Sequoia Miller,
co-curator of "Celebrating
Craftsmanship, Creativity,
and Community" and
Watershed alum



Exchanging Ideas

More than 85 artists attended the fourth biennial Clay Forum at New York University, with many sharing their work during “Five Minutes of Fame” presentations. Watershed co-hosted the event with Judith Schwartz and Matt Nolen, which featured Glenn Adamson of the Museum of Art and Design, and artists Kathy Butterly and Adams Puryear.

Cultivating Community

A record number of guests attended the 21st annual Salad Days event, a popular fundraiser for Watershed featuring handmade plates and locally-sourced food that has become a cherished community tradition in midcoast Maine.

Fueling Collaboration

During the Spring Inferno workshop weekend, Studio Manager **Reeder Fahnestock led a group of regional artists in an epic firing** of Watershed’s train kiln, catenary wood-salt kiln, gas downdraft kiln, and gas-salt kiln.

Sharing Knowledge

Watershed launched a new initiative to work with Maine arts educators and learn about their professional development needs connected to ceramics. Nearly 45 educators participated in two day-long workshops—one workshop about creating links between science and art curricula and a second about surface decoration techniques to use in the classroom.

“My time at Watershed was life-changing. It was truly one of the greatest experiences I’ve ever had!”

- Ashley Bevington,
2015 scholarship recipient

“Watershed is a brilliant place for self motivated artists to work in a beautiful and nurturing environment. My expectations for the residency were wildly surpassed!”

- Jenny-Lynn McNutt,
2015 Fall Resident Artist



Didem Mert working in her studio; photo by Colleen Donohoue (top).
Plate by Paul Donnelly (l).
Paul Donnelly at Watershed (r).

GODS OF OPPORTUNITY

How many people do you know who can claim the venerable title of Kiln God? Elizabeth and Mark Levine have earned this appellation for years. At Watershed, Kiln Gods contribute generously to fully fund a deserving artist during a two-week residency at the Center.

The symbolism for this generous support traces back to ancient Chinese and Egyptian cultures in which a clay figure was placed over a kiln's entrance to provide good luck during firings.

"We began supporting Watershed because we wanted to give artists an experience they wouldn't be able to have otherwise," says Elizabeth Levine. A ceramist from Amagansett, New York, she attended a Watershed residency on a Kiln God scholarship in 2007 and learned first-hand just how powerful the experience could be.

"Artists wear so many hats—family member, studio manager, student, and teacher," she reflects. "At Watershed, they can get away from that. It truly lets them be their 'artist-self' without interruption."



Elizabeth Levine

Levine and her husband have helped fund more than 20 Watershed artists' residencies including Kiln God recipients Didem Mert (2015) and Paul Donnelly (2009).

The Levines are delighted to offer the Watershed residency experience to artists like Mert and Donnelly. "It gives you time and space to let your imagination wander and pursue your own creative goals while living in a very supportive community," Elizabeth Levine reflects. "It is a very freeing experience."

The Impact of a Kiln God Scholarship

"My Watershed residency inspired me to find a sense of playfulness that I felt was lacking in my work. I came away from Watershed wanting to push the boundaries of how pieces can function and how people interact with them."

- **Didem Mert**, 2015 Kiln God Scholarship Recipient and MFA candidate at Edinboro University, was named one of CFile's "Fifteen Potters to Watch in 2016," and was recently featured on the cover of Pottery Making Illustrated.

"The varied backgrounds and skill sets of resident artists at Watershed makes for a unique, collaborative studio experience, and encourages you to build connections with others that last long past your residency."

- **Paul Donnelly**, 2009 Kiln God Scholarship recipient and 2014 residency session leader, is a studio potter residing in Kansas City, MO. He is currently an Associate Professor of Ceramics at the Kansas City Art Institute.



Artists celebrate during the local food feast and tableware exchange.

A COMMUNAL TABLE

A five-course meal three weeks in the planning manifested as Watershed artists joined one another at a makeshift banquet table to enjoy platters of shrimp ceviche, roasted carrots with jalapeño crema, and many other delicacies—all served on tableware they had crafted in the Watershed studio. This meal emerged from a remarkably close collaboration among a group of resident artists, whose shared passion for ceramics and sustainable, local foods brought them together during a three-week residency in July, 2015.

Participants began their Watershed session as strangers but soon developed a closeness that lent infectious enthusiasm to the whole community. As a group, they decided that each artist would create a tableware set (bowl, dessert plate, dinner plate, drinking vessel, and decorative piece)—and exchange these gifts at a specially prepared culminating dinner—so each group member would leave with a souvenir of their time together.

For the meal, resident artist Armando Minjarez, an experienced cook, offered to prepare dishes

from his native Mexico. He adjusted recipes to work with local Maine ingredients and carefully planned the menu with Watershed cooks, Adam Redd and Patrick Hargraves. The sumptuous dinner incorporated fresh meat and organic produce sourced from neighboring Dandelion Spring and Straw's Farms.

Minjarez, a community organizer and arts activist from Wichita, Kansas, says he came to Watershed to resume his own ceramic work and “to meet fellow artists interested in the power of community formed around food and art. Food plays a central role in the work that I do,” he explains. “It provides an intentional way to connect with others.”

At their closing meal, the power of community around food and art was palpable. Resident artists hugged and cheered as they exchanged place settings and said their goodbyes.

“The people I met during the residency,” reflects session artist Emily Reinhardt, “are people who I will remain close with for the rest of my life.”



Donna Briskin, Evans Wyro, and 2015 CCA Assistantship recipient Katharine Payne in Nancy Selvin's studio.

STUDIO ASSISTANCE

Each summer, the Watershed community benefits from the passion and youthful energy of ceramic art BFA students who participate in a funded assistantship program supported by colleges and universities as well as donor contributions. The participating institutions select a talented student and cover his or her costs to attend a summer residency, with each assistant exchanging several hours of work for Watershed each day.

A student from the California College for the Arts (CCA) served as a Watershed assistant each of the last two years, thanks to Donna and Ralph Briskin, and Evans and John Wyro, all of whom are passionate craft appreciators and collectors. "We want to help in a small way to be sure that there will be makers in the future," Donna Briskin explains. "Watershed's assistantship gets young artists out of the 'student bubble,' and gives them an opportunity to explore ideas, start networking, and be inspired."

Nancy Selvin, long-time Watershed Trustee and CCA faculty member, helped establish this

philanthropic connection. "It's a thrill to offer this residency because we hear from an overwhelming number of recipients that the experience changed their lives!"

Evans Wyro agrees: "It makes me feel good to be part of a CCA student's experience at Watershed." Both the Wyros and Briskins forge personal connections with the artists they support, often attending their exhibitions.



Sculpture by Katharine Payne



Sculpture by Rebecca Morgan (l), collaborative sculptures by Andy Byers and Sara Bright (r).

NOTHING YOU'VE EVER DONE BEFORE

One of Watershed's 2015 summer residencies provided an opportunity for a group of artists to explore and collaborate in new and uncommon ways. Organized by artists Katie Parker and Guy Michael Davis, the session brought together a group of accomplished painters, including Rebecca Morgan, Amanda Valdez, Paul Wackers and Sara Bright, along with installation artist and set designer Andy Byers, to spend time together experimenting in clay. While the group members all had experience with ceramics, most did not consider clay to be their primary medium. Davis and Parker called the session "Nothing You've Ever Done Before," and created a supportive environment where the participants delved into a variety of collaborative work as they painted on each other's pots and slabs, explored sculptural forms, and fired kilns at all hours of the day and night.

Inspired by this intensely creative time, the artists continued working together after the residency—culminating in a collaborative exhibition of their work at ArtsKC gallery in Kansas City during the 2016 NCECA conference. The show, which held the same name as the residency session, was viewed by over 1000 visitors over the week of NCECA.

"We're so proud of the show and could not have done it without the support that Watershed offered. Our group has an incredible bond, and we plan to continue working together."

*- Katie Parker,
2015 Summer Residency
Session Leader*



Mary Barringer leads a demo (l). Hope Rovelto shares printing strategies with Maine teachers (r).

FALL AND WINTER WORKSHOPS

In September 2015, Watershed hosted a hands-on studio workshop led by Mary Barringer, longtime editor of *Studio Potter* magazine and Watershed alum. The three-day session focused on exploring surface treatment techniques. Participants had an opportunity to experiment with an array of slips and textures, hear Barringer talk about her work, and view a slideshow of historic slip-decorated pottery. More than 15 artists came from around New England and as far as Texas to spend a long weekend at Watershed learning from Mary.

Thanks to a grant from the Belvedere Traditional Handcrafts Fund of the Maine Community Foundation, Watershed hosted a December 2015 workshop for 25 middle and high school art educators. Watershed Advisory Council Member and artist Hope Rovelto shared low-tech, cost-effective methods for transferring images and printing directly onto clay that teachers can readily incorporate into their curricula. During the workshop, teachers enjoyed the opportunity to be students for the day, connecting with one another, exchanging ideas, and leaving with new techniques to share with their own classes.

“During the workshop, we covered a wide range of material and I left wanting to learn more from Watershed.”

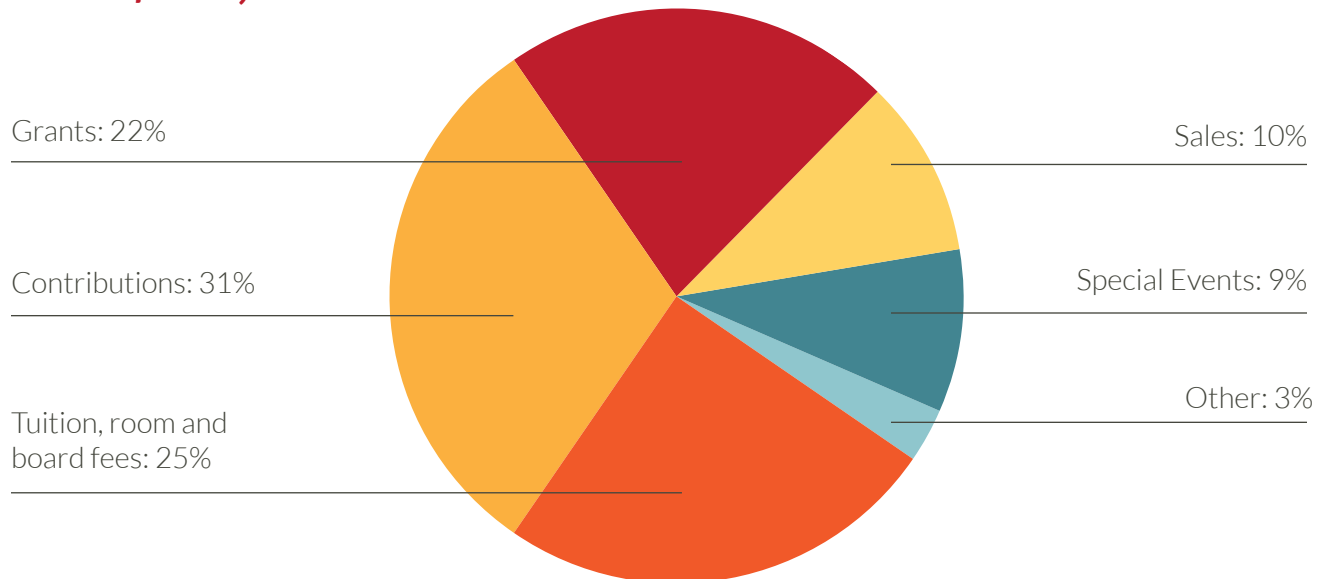
- Gloria Hewitt, workshop participant

“I came to the teacher workshop thinking the content would be review but was pleasantly surprised to learn a great deal of new information.”

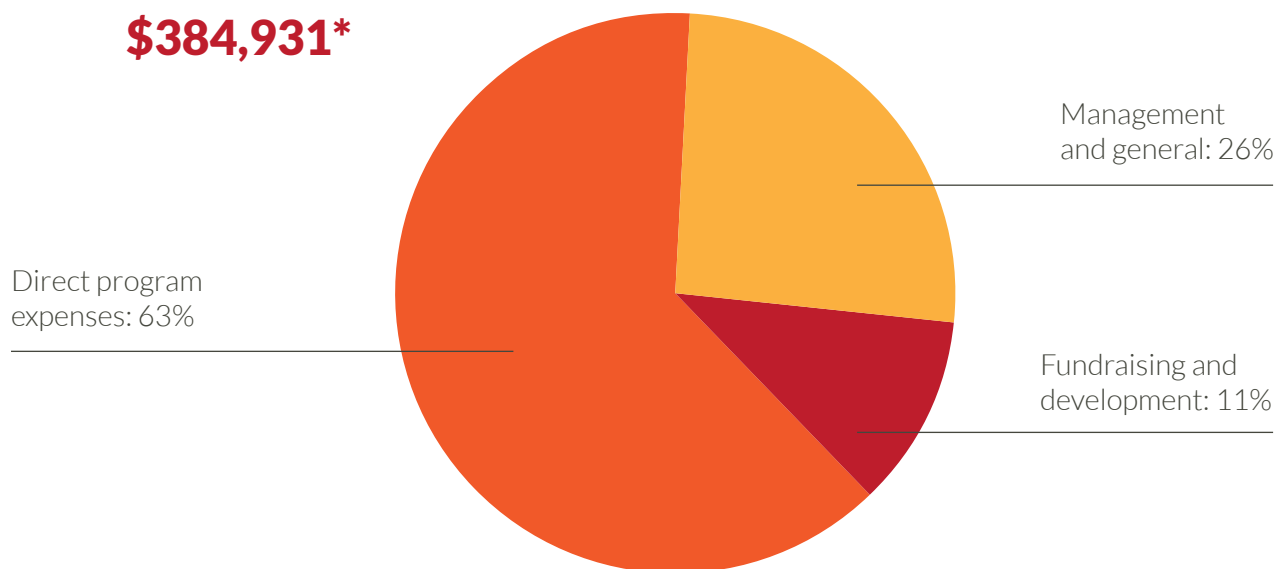
- Sarah Kitchin, workshop participant

FINANCIALS

Revenue **\$401,461**



Expenses **\$384,931***



*Depreciation expense for fiscal year 2015 was \$31,644 and is not reflected in these expenses. It is included in Watershed's financial statements.



Balance Sheet

ASSETS	2015	2014
Cash and cash equivalents	\$224,941	\$100,144
Accounts receivable	\$200	\$200
Inventory	\$13,844	\$11,405
Investments	\$121,695	\$126,961
Property and equipment, net of accumulated depreciation	\$878,963	\$904,398
Total assets	\$1,239,643	\$1,143,108
LIABILITIES		
Accounts payable	\$5,445	\$7,915
Deferred revenue	\$248,232	\$131,750
NET ASSETS		
Unrestricted net assets	\$660,250	\$788,882
Temporarily restricted net assets	\$265,316	\$154,309
Permanently restricted net assets	\$60,400	\$60,252
Total liabilities and net assets	\$1,239,643	\$1,143,108



Grants

Belvedere Traditional Handcrafts Fund of the Maine Community Foundation

\$15,000 for education and community outreach

Davis Family Foundation

\$14,600 for Phase I of Capital Campaign Feasibility Study—site planning and design

LEF Foundation

\$4,000 for Summer Residency programming

Quimby Family Foundation

\$10,000 for new programs connecting ceramics and sustainable food production

Alfred and Hanina ShaSha Foundation

\$100,000 for development and capital campaign

Windgate Charitable Foundation

\$100,000 two-year grant for Phase I of Capital Campaign Feasibility Study (\$50,000 in 2015 and 2016)

DONOR SPOTLIGHT

Martha Sears & Gary Baker

Martha Sears attended a Watershed residency in 1993 and has continued—with her husband Gary Baker—to support the Center ever since. They are currently Griggs Circle members and Kiln God donors.



“Our giving to Watershed is rather simple. We like what Watershed’s doing, where it’s going, and what it’s about.”

- Martha Sears

THANK YOU

for supporting art-changing and life-changing experiences for artists

Your generous donations make a difference in the lives of so many artists and craftspeople. Registration fees, pottery sales, and grants only cover two-thirds of the operating budget. Watershed truly relies on donors’ support to provide the remaining 31% of funds needed to cover operating costs each year. Every contribution makes a difference.



The Griggs Circle

The Griggs Circle is Watershed’s leadership giving program with gifts ranging from \$1,500 to \$25,000 over a three- to five-year commitment. The Griggs Circle honors Margaret (Peg) Griggs, one of the four founders of Watershed. Peg’s vision and determination, as well as her donation of 32 acres of land and initial buildings, were instrumental in creating Watershed. Griggs Circle members are essential to Watershed’s sustainability, as they provide funding we can count on year after year.

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Residency Scholarship Donors

Kiln Gods are generous donors who provide financial support for a ceramic artist to attend a Watershed residency. Kiln God awards are competitive, juried and merit-based. All artists are eligible to apply, regardless of age, experience, or media/discipline. We are grateful to the following donors for their support of deserving artists and for giving them the opportunity to experience a Watershed residency.

Individual Kiln God Donors

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International Exchange Residency Supporters

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Endowment for AIDASHED Scholarships



Student Assistantship Support

The Assistantship Program enables ceramic art students selected by their school programs to participate in Watershed's summer residencies free of charge. Sponsoring institutions, as well as individual donors, support this extraordinary opportunity for deserving art students.

University of Arkansas
California College of Art Ceramic Student Assistantship,
Gift of Donna & Ralph Briskin and Evans & John Wyro
California State University, Chico
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DePauw University
Kansas State University, Gift of Molly Nicola Stetzer

Maryland Institute College of Art
University of Massachusetts Dartmouth
New York State College of Ceramics at Alfred
University
Northern Michigan University School of Art
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The Ohio State University



2015 Individual Donors

Contributions made by generous donors throughout the year and to the annual appeal help Watershed provide transformative experiences and programs for artists at all career stages.

\$10,000+

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*Griggs Circle Member who pledged multi-year gifts

**Kiln God or Assistsanship donor

DONOR SPOTLIGHT

Mary Gene & Ted Meyer

Loyal supporters of Watershed, the Myers have attended almost every Salad Days event over the past 21 years, and have the entire plate collection displayed in their summer home in Edgecomb.



“It’s important to have Watershed’s creativity in the Maine community. It makes us so happy to see how the Center has grown and thrived over the past three decades.”

- Mary Gene Myer

DONOR SPOTLIGHT

Hila & Saul Rosen

Long-time donors Hila and Saul Rosen began supporting Watershed two decades ago and have contributed to its mission through major capital campaign gifts, Kiln God scholarships, and unrestricted gifts.



“To set out to work as an artist is an act of bravery. It is a pleasure for those of us who admire artists—and yes, covet their work—to support Watershed. Watershed offers clay artists at any stage in their careers space to practice their craft and their bravery.”

- Hila Rosen

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Carol and Joe Green

Judith Schwartz, Matt Nolen, Glenn Adamson,
and Toby Buonagurio at The Clay Forum

Lari and John Washburn at the Soup Bowl Supper

Event Sponsors & In-Kind Donors

Many organizations, businesses, and individuals provide support to make Watershed events possible throughout the year. In New York City, artists and collectors gathered for *Drawn-In*, a one-night-only show and sale of drawings by ceramic artists. Also in NYC, the fourth biennial Clay Forum brought contemporary ceramic artists together to discuss clay at the intersection of art and craft. In Maine, Watershed's annual Salad Days and Soup Bowl Supper events attracted hundreds of guests and raised funds to support Watershed's programs and charitable organizations in midcoast Maine. We are grateful to these sponsors and supporters who are an essential part of our community.

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*Joined the Board in 2016

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with WATERSHED

year round

Thanks to your support, Watershed provides many artists with art-changing and life-changing opportunities. Stay in touch to see all that you continue to make possible.

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- ▶ Follow Watershed on social media: like us on Facebook and follow us on Instagram @watershedceramics



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