

THE DIGNITY AND VALUE OF GOOD DESIGN  
A TRANSFORMATIVE CULTURAL FACILITY AT 100 PIER 4

THE SOCIETY OF  
ARTS + CRAFTS

## ABOUT THE TITLE

When Charles Eliot Norman, then known as the world's most cultivated man, became the inaugural chairman of the Society of Arts and Crafts, his vision was to reignite the American imagination with power of making.

He established for the organization its first mandate, which read, in part, "to stimulate an appreciation of the dignity and value of good design." Those words are as relevant today as they were more than a century ago. Especially, in South Boston, where a new energy, focused on innovative design and fabrication, is reshaping the community, and with it, Boston's reputation.





THE SOCIETY OF  
ARTS AND CRAFTS



175 Newbury Street  
Boston, MA 02116-2835  
617-266-1810

[www.societyofcrafts.org](http://www.societyofcrafts.org)  
[www.craftboston.org](http://www.craftboston.org)

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**EXECUTIVE DIRECTOR**  
Fabio J. Fernández

LETTER OF APPLICATION

April 28, 2015

To: Pier 4 LLC and Boston Redevelopment Authority

Re: RFI from Potential Qualified Civic and Cultural Users—100 Pier 4 Civic/Cultural Space

Being duly authorized to represent and act on behalf of The Society of Arts and Crafts, and having reviewed and fully understood all of the requirements and information provided, the undersigned hereby submits the attached Application and supporting materials and hereby applies for the opportunity to provide or submit a proposal for the Civic/Cultural Space as described in the RFI from Potential Qualified Civic and Cultural Users for 100 Pier 4 Civic/Cultural Space (the “RFI”). Capitalized terms used herein but not otherwise defined shall have the meanings ascribed to such terms in the RFI.

The Owner, the BRA and MassDEP are hereby authorized by the Applicant to conduct any inquiries and investigations to verify the statements, documents, and information submitted in connection with this Application, and to seek clarification from references and other third parties regarding any financial and experience issues.

If the Owner, the BRA or the MassDEP have any questions regarding this Application, please contact the following individual:

Fabio J. Fernández, Executive Director  
The Society of Arts and Crafts  
175 Newbury Street  
Boston, MA 02116  
617-266-1810 or 617-335-0571  
[director@societyofcrafts.org](mailto:director@societyofcrafts.org)

The undersigned confirms and warrants that there is no officer, director, partner, employee or spouse of any of the foregoing categories of individuals who is:

- (a) An elected official of the City of Boston or an employee of the City of Boston, MassDEP or the Owner; or
- (b) Related to or has any business or family relationship with any elected official of the City of Boston or any employee of MassDEP or the Owner, such that there would be any conflict of interest or any appearance of conflict of interest in the evaluation or consideration of this Application by the Owner, the BRA or MassDEP.

The undersigned declares that the statements made and the information provided in the duly completed Application are complete, true and correct in all respects.

By: 

Name: Fabio J. Fernández



1.0

**NON-PROFIT ORGANIZATION STRUCTURE**

**STEPHEN YUSKO**  
*artist/blacksmith*

# THE SOCIETY OF ARTS AND CRAFTS, INCORPORATED IN MASSACHUSETTS

## **MAILING ADDRESS:**

The Society of Arts and Crafts  
175 Newbury Street  
Boston, MA 02116

Primary contact: Fabio J. Fernández, Executive Director  
Telephone: 617-266-1810 (work) ;617-335-0571 (cell) Fax: 617-266-5654

Email: [director@societyofcrafts.org](mailto:director@societyofcrafts.org)  
Website: <http://www.societyofcrafts.org>

## **1.2.1 CERTIFICATE OF INCORPORATION**

Please see Appendix.

## **1.2.2 DETERMINATION LETTER FROM THE INTERNAL REVENUE SERVICE**

Please see Appendix.

## **1.2.3 FORM PC FILED WITH THE MASSACHUSETTS OFFICE OF THE ATTORNEY GENERAL, NON-PROFIT ORGANIZATIONS / PUBLIC CHARITIES DIVISION**

Please see Appendix.

## **1.3 LIST OF OFFICERS AND DIRECTORS**

Please see Appendix.

A black and white photograph of a woman with short dark hair, wearing a light-colored t-shirt and dark leggings, working on a wooden chair in a workshop. She is leaning forward, focused on her work. The workshop is filled with various wooden frames and tools, creating a busy, industrial atmosphere. The lighting is soft, highlighting the textures of the wood and the woman's concentration.

2.0

QUALIFIED CIVIC USE

ABBY NEWBOLD  
artist

## THE SOCIETY OF ARTS AND CRAFTS (SAC) PROPOSES TO CONTINUE AND EXPAND ITS ONGOING ACTIVITIES IN A NEW AND LARGER LOCATION THAT WILL ENABLE US TO BROADEN THE SCOPE OF OUR ACTIVITIES, IMPROVE SYNERGIES WITH OTHER ORGANIZATIONS, AND BETTER INTEGRATE INTO THE CULTURAL LIFE OF THE CITY AND REGION.

SAC is extremely well suited to fit the civic/cultural space at 100 Pier 4 while meeting many of the “qualified civic uses” listed in the RFI. We will continue our Exhibition Gallery program and grow it to include the outdoor plaza space where collaborative and educational programming will be possible. Our Library of key publications in the field of craft and design will be available as a reference resource for students, scholars and the general public. In our planned multi-purpose Auditorium we will present lectures, workshops and Performances that will add great value to the waterfront’s arts/culture and educational scene. An expanded exhibition space will allow us to plan Historical Exhibitions of objects that relate to SAC’s history in Boston including our archival material maintained by the Boston Public Library. Presenting this history within the context of contemporary innovations and emerging trends in making and design will allow SAC to lead the continuum of the craft and design community well into the 21st Century.

### ROOTED BOSTON INSTITUTION

In 1897, a small group of notable Boston architects, educators and craftspeople met to organize the first craft exhibition in the United States. At the time, poorly designed factory made goods had replaced the need and desire for handmade items. The core of the Arts and Crafts movement was the belief in the restoration of traditional craftsmanship and the appreciation of good design in everyday objects. The success of this first exhibition evidenced the nation’s growing recognition and interest in craft, and spurred the formation of The Society of Arts and Crafts.

### MISSION

For more than 118 years, SAC has supported excellence in craft by encouraging the creation, collection and promotion of the work of contemporary craft artists and designers. SAC has helped thousands of craft artists working in clay, glass, fiber, metal, wood and mixed media. Currently artists from around the world have the opportunity to exhibit their work in our retail and exhibition galleries and at CraftBoston, our bi-annual juried craft show – which has often been held at the Seaport World Trade Center. SAC also offers training for emerging artists, and grants and fellowships for professional artists.

### BRINGING PEOPLE TOGETHER TO SUPPORT THE CREATIVE ECONOMY

We believe that in order for the craft and design community to thrive, students, artists, collectors and the public must be meaningfully connected. SAC fosters these connections by acting as a cultural liaison and providing relevant programs and services. We strive to meet the innovations and changing needs of the maker community and are committed to educating and advancing public appreciation of contemporary craft and design while simultaneously creating opportunities for artists to earn a living from their work. SAC’s programs serve more than 25,000 artists, collectors and craft enthusiasts each year.

As we begin to think about the next 100 years, increasing the visibility of and support for these artists and expanding educational mission to a broader public are paramount to the sustainability of our field. SAC is the “Contemporary Craft Destination” of Boston and what better place to begin the next 100 years than in the heart of Boston’s Innovation District.

## 2.2 EVALUATION CRITERIA

### NEW CULTURAL SPACE FOR THE INNOVATION DISTRICT

As the new home for The Society of Arts and Crafts, 100 Pier 4 will offer the organization a new and vibrant context to broaden its programming and enhance its relevance as one of the cornerstones of Boston's creative community. The mission of Boston's Innovation District "to create an urban environment that fosters innovation, collaboration, and entrepreneurship" uniquely sets the stage for SAC's mission to encourage the creation, collection, and promotion of the work of contemporary craft artists, designers and makers and to elevate public appreciation of fine craft and design.

We envision a symbiotic relationship between SAC and the innovation district: one where an established cultural institution continuously infuses creativity and new perspectives to a neighborhood that is actively engaged and open to progress. Our added programming will build from and complement the established visual arts community of the South Boston seaport (pioneered by the ICA, a partner institution) with a particular focus on both conceptual and functional art.

### ORGANIZATIONAL STRENGTH, LEADERSHIP, AND FINANCIAL CAPABILITY/VIABILITY

Our senior staff and our Trustees have the focused vision combined with the experience and dedication necessary to see this exciting project from idea through to completion. Our audited financials will speak to our fiscal health and our Trustees listing will highlight the quality and quantity of patrons who have joined in support of our mission.

### REVITALIZATION - A NEIGHBORHOOD CATALYST

The availability of the plaza and harborwalk will allow SAC to bring its exhibitions out to the public realm engaging directly with the daily life of the neighborhood. SAC will work with UDR and the BRA to develop a new public art program that will bring an enriched and unique street experience to 100 Pier 4 and the vicinity. Possibilities could range from public sculpture programming to an annual public seating competition, or a mobile arts fair including "Pots on Wheels" an SAC sponsored outreach initiative.

### EMPLOYMENT - STIMULATING THE LOCAL ECONOMY

SAC currently employess 6 full time and 4 part time staff with seasonal contract employees around CraftBoston. The 1,700 square foot SAC retail gallery (and online store) will be a marketplace offering the work of over 300 artists, makers, and designers from Boston and from across the country. The retail gallery will serve as a premier spot for Seaport residents and workers to acquire hand-crafted and unique one-of-a-kind gifts, jewelry, clothing, books, housewares, furniture and furnishings. Half of the proceeds from retail sales go directly to the artists, the other half helps fund SAC's programs and operating costs.

## **LEADER IN CRAFT AND DESIGN EXHIBITIONS**

Since our first exhibition in 1897, SAC has offered Boston-area artists and beyond a world-renowned and professionally curated venue for exhibiting art, craft, and design of the highest quality. At 100 Pier 4 we envision an expanded 2,500 square foot exhibition gallery that will allow us to grow our program scope, number, and scale of exhibitions. An educational space that is free and open to the public year round, the SAC gallery is regularly visited by local student groups, residents, artists and makers, art collectors, enthusiasts and tourists alike.

## **SUPPORTING INDEPENDENT ARTISTS AND MAKERS**

A core initiative of SAC's mission is to bring people together and foster dialog between artists, designers and the public. SAC will launch a Resident Artist Program providing an on-site studio space for working artists and entrepreneurs to engage with the SAC community. The Resident Artist Program will host artists and designers to produce original work in a public environment.

## **FORUM FOR EDUCATION AND THOUGHT LEADERSHIP**

The new 850 SF Multi-purpose auditorium will serve our educational mission through events, lectures, screenings, and performances related to art, craft and design. Additionally it will serve as an experimental space and laboratory classroom for artists, educators, and other specialists to teach, demonstrate and host workshops on skills-based learning. The SAC Space will also be available as a venue for local residents, entrepreneurs, innovators and corporate neighbors to host their own privately sponsored events.

## **SYNERGY AND TIMELINESS - MAKING THE MOVE**

SAC HAS BEEN ACTIVELY SEEKING A NEW HOME IN BOSTON FOR OVER A YEAR. WE HAVE ENGAGED THE LOCAL ARCHITECTURAL FIRM SASAKI ASSOCIATES WHO HAS HELPED US ESTABLISH A PROGRAMMING ANALYSIS, BRANDING AND DESIGN STRATEGIES FOR OUR PROSPECTIVE SPACE AS WELL AS VARIOUS TEST-FITS AND FEASIBILITY STUDIES. OUR BOARD OF TRUSTEES, STAFF AND DESIGN TEAM ARE POISED FOR ACTION WHEN THE RIGHT SPACE BECOMES AVAILABLE.



3.0

FINANCIAL VIABILITY AND CAPABILITY

LINO TAGLIAPIETRA  
*maestro of blown glass*

## THE SOCIETY OF ARTS AND CRAFTS HAS A DIVERSE REVENUE STREAM THAT INCLUDES CRAFTBOSTON, MEMBERSHIPS, PATRON CONTRIBUTIONS, SALE OF ARTWORK AND GRANT FUNDING.

As you will see from our audited financial statements, in the past few years, our annual budgets have consistently been in the 1-1.5 million dollar range and we have operated with a net profit after investment income. SAC has also benefited from the philanthropic support of many organizations including the Fidelity Foundation, the Massachusetts Cultural Council and the Windgate Foundation. As a result of this institutional and philanthropic support, SAC manages endowments and investments totaling \$1,261,198 as of January 31, 2014. A move to 100 Pier 4, will allow us to expand our programs, leverage our existing collaborations and support, and launch a new fundraising campaign for our future.

Our knowledgeable staff and committed Board of Trustees will work hard to develop mutually beneficial relationships with the steadily increasing number of Seaport residents and businesses that are relocating there. We see this move as an opportunity to expand our target market, growing our earned and contributed income, to include the financial, corporate, convention, and tourism businesses located in and around the Seaport and downtown Boston.

### 3.2 FUNDING THE MOVE

In 2010 The Society of Arts and Crafts began the quiet phase of a Capital Campaign in anticipation of a move to a larger space. This campaign yielded modest capital mostly in the form of promised donations in addition to two grants from the Fidelity Foundation and the Edward C. Johnson Fund respectively to conduct a multi-year projection of our operating model and to develop a plan for implementing the capital campaign. Once a new space is identified we will launch a public campaign directly targeted to funding our program endowment and the construction of the new space. We are prepared to begin the design process simultaneously with the campaign so that construction may begin as soon as possible.

### 3.3 FINANCIAL STATEMENTS

Please see Appendix.



4.0

**ORGANIZATION PROGRAMMING  
AND SERVICE DELIVERY**

*Team engaged in the glass blowing process*

## CRAFTBOSTON

CraftBoston is a twice-annual, juried show and sale of fine contemporary craft that was established in 2001. CraftBoston Spring and CraftBoston Holiday unite 90 and 175 artists respectively with thousands of patrons to create a marketplace for handcrafted work in clothing, jewelry, furniture, and objects for the home. It is an important and valuable tool for both local and national craft artists to sustain their creative livelihood by connecting directly with the public. Education is an essential component of CraftBoston. In addition to juried artists, CraftBoston Holiday includes a lecture series and educational tours, school and non-profit booths, an award and artist mentor program, and an opening-night fundraiser. Past and current venues for CraftBoston include The Seaport World Trade Center, The Hynes Convention Center, The Cyclorama, and The Westin Boston Waterfront Hotel.

## EXHIBITION PROGRAM

The promotion of contemporary craft has always been at the core of SAC's mission. Since the organizations first exhibition in 1897, SAC's programs have developed into a host of thoughtful opportunities for craft artists and designers to present their work to students, collectors and the general public.

Currently, our Exhibition Program includes four curated exhibitions annually, with a range of artwork from functional to sculptural and from traditional to contemporary. SAC also has a long history of building relationships through collaborative exhibitions, both on-site and traveling, with other non-profit organizations. As a result, these efforts have provided opportunities for both SAC and its collaborators to promote programming, expand audience and increase awareness of contemporary craft artists.

SAC envisions using its professional, curatorial and presentation expertise to expand the scope and number of its exhibitions. In addition to this increase, SAC also intends to formally integrate 1-2 collaborative exhibitions per year into its schedule and increase the number of site-specific installations included in our exhibitions.

## EDUCATION PROGRAM

As the first non-profit craft institution in the country, SAC is compelled to lead the nation in educating the public about contemporary craft. The Education Program is comprised of artist lectures and presentations, local and international craft tours, and curator-led tours of our exhibitions (for teens through adults, guests who are blind and visually impaired and/or deaf and hard of hearing). While our programs have evolved, our physical location has limited the quantity and quality of our outreach. Many of our programs are conducted in leased or donated off-site locations around the city.

SAC's project plans include an on-site Auditorium/multi-purpose space to be used for professional development workshops, artist presentations, a speakers series, craft related film screenings, SAC events and meetings, and general use by community groups. SAC also envisions bringing its book and catalog collection out of storage to make available to the public.

## **MID-CAREER PROJECT**

There are a number of grants and exhibitions that focus on emerging or established/master level artists, however mid-career artists are frequently overlooked or do not qualify for many of these programs at this stage of their career. In 2011, the SAC board voted to incorporate a project to focus on mid-career artists who have not had a major museum exhibition or retrospective. The Mid-Career Project will include a one-person exhibition with a catalog, related educational programs and a traveling component if appropriate. The amount of funding secured will impact the size and scope of each project.

## **RESIDENCY PROGRAMS**

In today's economic climate, as funding for the arts decreases, it has become increasingly difficult for artists to afford the time and space as well as the resources required to support the creative process.

SAC also plans to launch a Artist Residency Program based in Boston for national and international artists within three years of relocating the organization's facility. With the launch of the Artists Residency Program, SAC will be true to its founders' mission of "encouraging the creation of craft" while adapting to the needs of contemporary artists, makers and designers.

## MENTOR PROGRAM

SAC launched the Mentor Program in 2005 to offer young artists, assistance and training in marketing, legal and insurance issues, portfolio development, pricing, selling, and booth design. The mentees tend to be graduates of Boston-area colleges and universities, many hailing from MassArt. Their “final project” is to participate as an exhibitor at CraftBoston, our twice annual juried craft show with a total of 300 exhibiting artists. The CraftBoston shows provide artists with a professional venue to exhibit and sell their work to more than 10,000 craft enthusiasts annually.

## ARTIST AWARDS PROGRAM & JOHN D. MINECK FURNITURE FELLOWSHIP

SAC currently has two strong grant programs that provide financial support to artists. Established in 1994, the biennial SAC Artist Awards Program awards \$3,000 each to three artists in all craft media from the New England region. The recipients are also included in a three-person exhibition at SAC. To date \$98,000 has been distributed as part of this program. SAC envisions playing an even stronger role in financial assistance by increasing the size of the grants.

Since 2009, SAC has administered the \$25,000 John D. Mineck Furniture Fellowship. The fellowship was created to encourage and support a young in career furniture artist with the financial assistance to help them succeed in their journey. The annual fellowship is designed to support a talented artist looking to fulfill an apprenticeship, further develop skills and/or make the transition to independence. To date \$150,000 has been distributed. SAC plans to expand the furniture grant program to include an exhibition at the end of the fellowship.



5.0

CONTRIBUTION TO COMMUNITY

**NICOLE AQUILLANO**  
potter, based at Midway Studios

WHAT DISTINGUISHES THE SOCIETY OF ARTS AND CRAFTS FROM OTHER ARTS INSTITUTIONS IS THE VERY FACT THAT IT IS A “SOCIETY”: A GROUP OF PERSONS ORGANIZED AROUND A DUAL MISSION TO ENCOURAGE THE CREATION, COLLECTION, AND PROMOTION OF THE WORK OF CONTEMPORARY CRAFT ARTISTS AND TO ADVANCE PUBLIC APPRECIATION OF FINE CRAFT AND DESIGN. CREATIVITY, MAKING, CRAFT AND DESIGN TOUCHES ALL OF US REGARDLESS OF AGE, RACE, ETHNICITY OR ECONOMIC STATUS. CELEBRATING THIS INNATE HUMAN EXPERIENCE MAKES SAC AN ARTS VENUE THAT IS WELCOMING AND ACCESSIBLE TO ALL. SAC BRINGS TOGETHER A BROAD AND DIVERSE AUDIENCE THROUGH A RANGE OF YEAR-ROUND EDUCATIONAL PROGRAMMING.

Please refer to section 2.2 for a description of how SAC Programs will contribute to the cultural community of Boston’s Waterfront.



6.0

**COLLABORATION OPPORTUNITIES**

**VIVIAN BEER**  
*artist/furniture maker*

WHILE SAC IS NOT PLANNING A JOINT APPLICATION, WE BELIEVE IN THE IMPORTANCE AND POWER OF COLLABORATIONS. BELOW IS A PARTIAL LIST OF LOCAL AND REGIONAL ORGANIZATIONS WITH WHOM WE COLLABORATE, OR PLAN TO COLLABORATE WITH IN THE FUTURE:

- Artisan’s Asylum in Somerville MA
- Artists for Humanity
- Boston Architectural College
- Boston Public Library
- Boston Society of Architects
- Design Museum Boston
- Eliot School of Fine and Applied Arts
- Fort Point Arts Community
- Fuller Craft Museum in Brockton MA
- Harvard Ceramics
- Innovation and Design Building
- Institute of Contemporary Art in Boston
- Massachusetts College of Art and Design
- Metalwerx in Waltham MA
- Midway Studios
- MIT
- Mudflat Studio in Somerville MA
- Museum of Fine Arts Boston
- New Bedford Art Museum/Artworks!
- North Bennet Street School
- School of the Museum of Fine Arts
- Stonybrook Fine Art
- UMass Boston
- UMass Dartmouth

## **CONCEPTUAL DESIGN: ARCHITECTURE, PUBLIC SPACE, AND IDENTITY**

The Seaport District and the Society for Arts and Crafts have a great deal in common. Both are at a pivotal point in their stories. Both are gaining in visibility. Both are scaling up and attracting new audiences. And both are located at an intersection between a proud past and a visionary future.

The design reflects those common themes and multi-layered connections.





## VIEWS, INSIDE AND OUT

We envision the cultural destination beginning well before visitors cross the threshold into the new exhibition halls. The prominent southwest corner of the building will visually display the objects and furniture of the retail gallery from a distance. Sculpture will animate the plaza experience. A custom metal grille, inspired by historic patterns, prominently marks the entrance. And bold, bright colors connect the second floor to the street-level entry doors.



  
**RADIUS**  
 BOSTON-  
 AREA MAKERS  


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 MAY - JULY  
 THE SOCIETY OF  
 ARTS + CRAFTS

**MAKE**  
 PRODUCING AND CON-  
 SUMING  
 CONTEMPORARY CRAFT  


---

 ON VIEW NOW  
 THE SOCIETY OF  
 ARTS + CRAFTS

**THE SOCIETY OF**  
**ARTS + CRAFTS**









## SMOOTH FLOW

Bright spaces flow seamlessly from rotating exhibits, to a gallery that retails craft objects, to a research library, and, finally, to a multipurpose lecture and workshop space. Crisp folds and elegant curves define the progression of spaces and create a cohesive visual vocabulary.





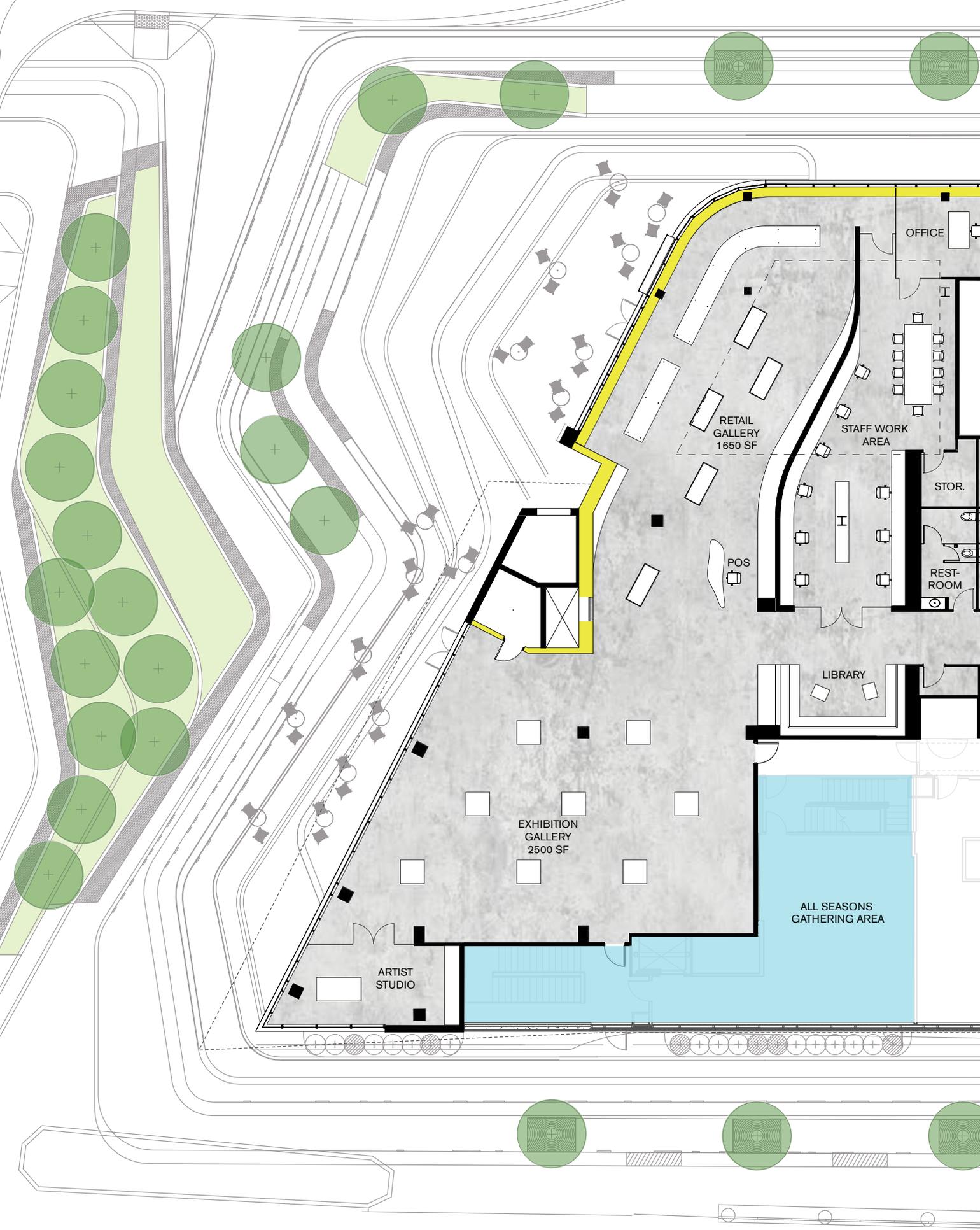


# THE SOCIETY









OFFICE

RETAIL GALLERY  
1650 SF

STAFF WORK AREA

STOR.

REST ROOM

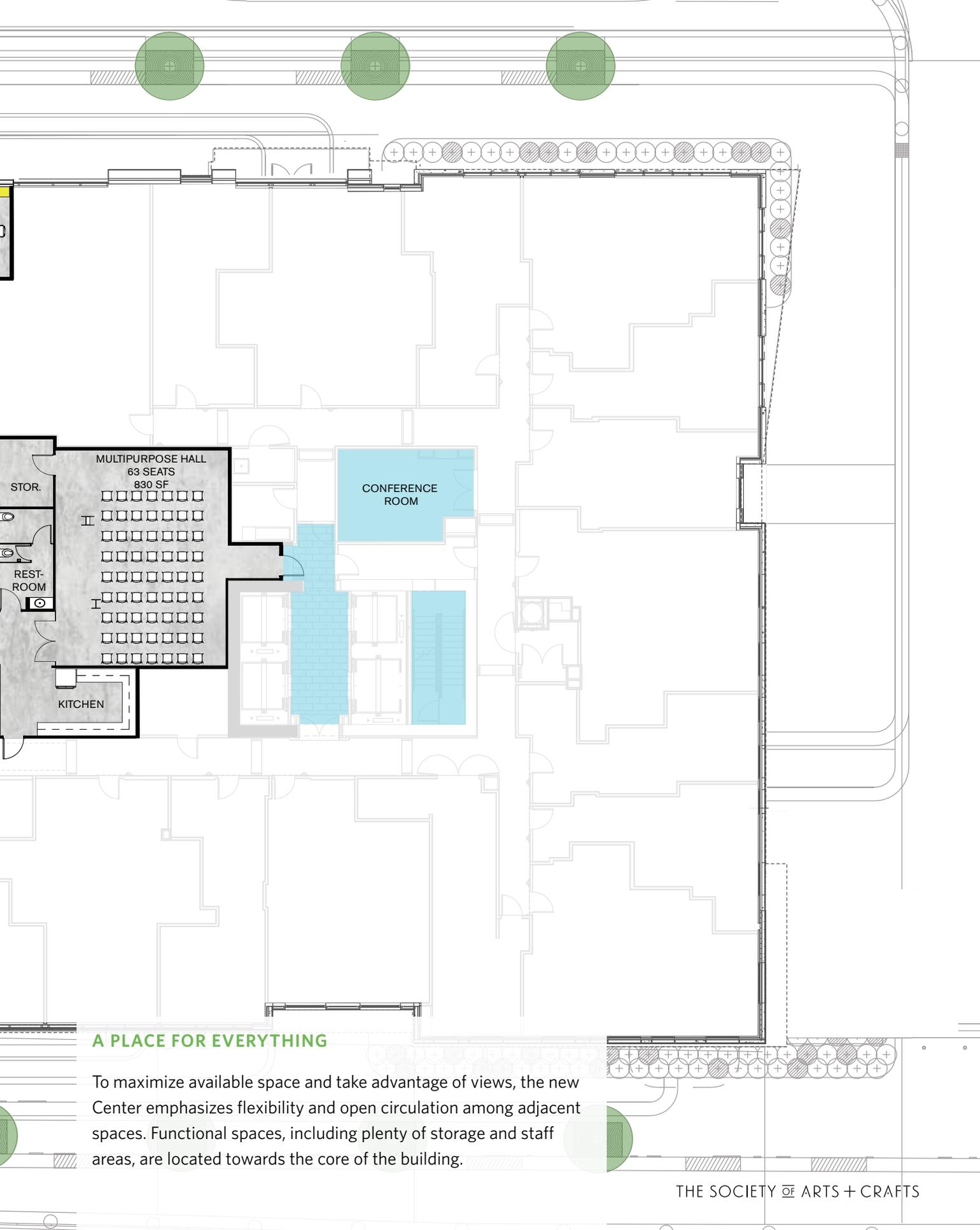
POS

LIBRARY

EXHIBITION GALLERY  
2500 SF

ALL SEASONS GATHERING AREA

ARTIST STUDIO



### A PLACE FOR EVERYTHING

To maximize available space and take advantage of views, the new Center emphasizes flexibility and open circulation among adjacent spaces. Functional spaces, including plenty of storage and staff areas, are located towards the core of the building.

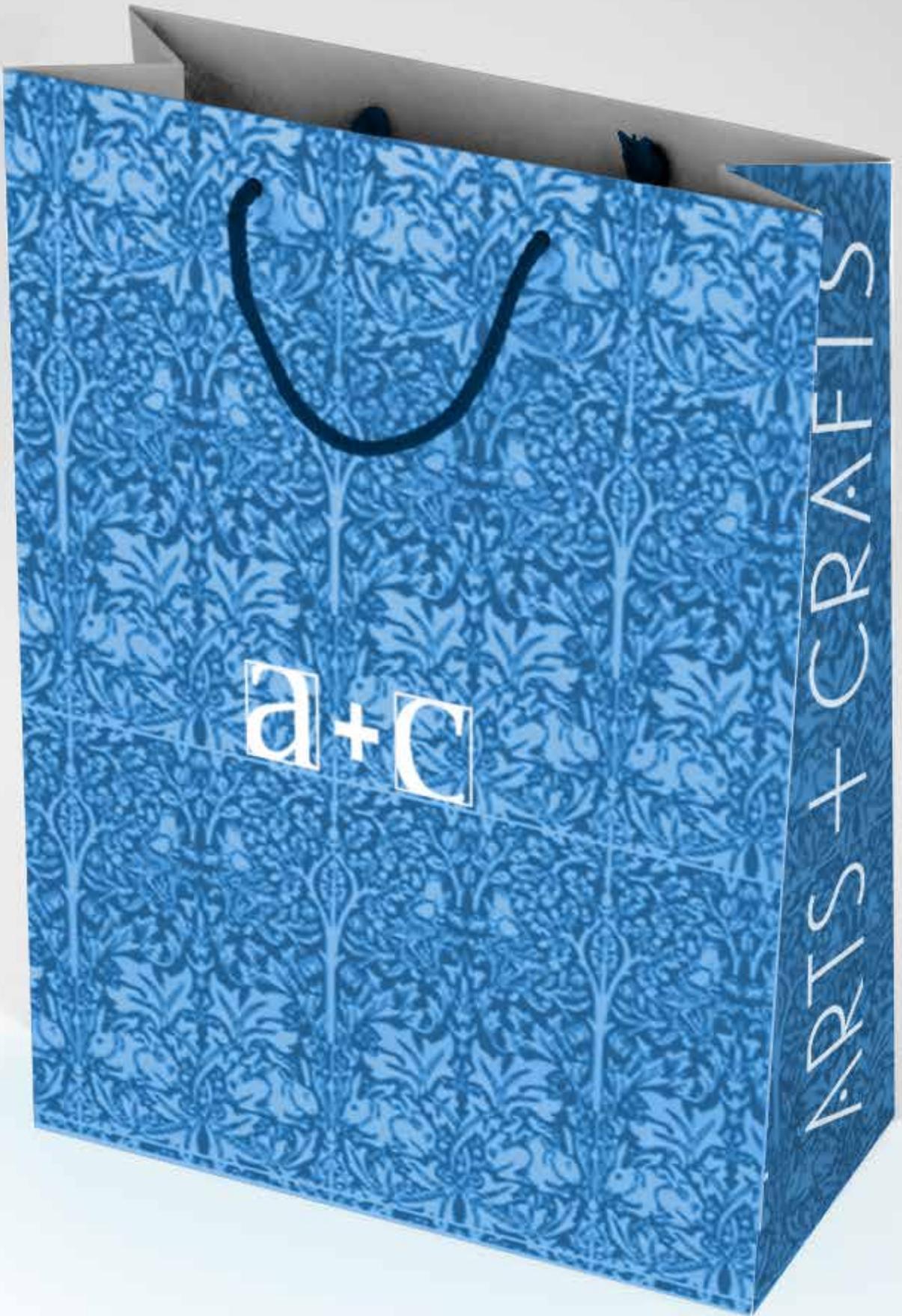
## A NEW IDENTITY

As it seeks a new home, SAC is also rethinking its identity. An updated logo references traditional typefaces in a clean, contemporary way. Iconic patterns that once embellished Victorian wallpapers have found a new life as modern textures for brochures and announcements – and even shopping bags. The new identity and color scheme will also be reflected on the building facade.

THE SOCIETY OF ARTS + CRAFTS

THE SOCIETY OF ARTS + CRAFTS **a + C**





**TOGETHER, THE SOCIETY OF ARTS AND CRAFTS, THE BOSTON REDEVELOPMENT AUTHORITY, AND PIER 4 LLC HAVE A ONCE-IN-A-LIFETIME OPPORTUNITY TO CREATE A DESTINATION AS DYNAMIC, ICONIC, AND RELEVANT AS THE SEAPORT DISTRICT ITSELF.**

WE LOOK FORWARD TO BEING PART OF YOUR VISIONARY TEAM.







RADIUS  
BOSTON-  
AREA MAKERS  
MAY - JULY  
THE SOCIETY OF  
ARTS + CRAFTS

MAKE  
THINGS TO INSPIRE  
LITTLE THINGS TO TRY  
ON KIDNEY  
THE SOCIETY OF  
ARTS + CRAFTS

THE SOCIETY OF  
ARTS + CRAFTS

