A Love Note to the Sisters Bringle

When one thinks of Penland often the first thoughts are about the personalities associated with the school ... Paulus Berensohn ... Jean McLaughlin ... and the ever-present personalities of the sisters Bringle. Their always open studio, with a welcoming cup of wine or water for visitors is a must stop on almost everyone’s itinerary to the school. Cynthia is an internationally known potter — she and Karen Karnes, the only two women once appearing on a list of the top ten potters working in America.

Cynthia’s teaching is legendary. Her classes at Penland are always full, but it isn’t just her winning personality, it is her abilities that students hope to absorb. There are pictures going back to the 1960s of her classes at Penland. Many of these photos include very famous faces, an indication of how well regarded she is, and how far her reach extends.

When working on her retrospective at the Southern Highland Craft Guild, I decided that to show only her work would cheat viewers out of the full story, so I included in the show several students who had studied with her over the years. The most important observation for me is how few of them showed an obvious Bringle influence — a testament to the fact that she assisted them in finding their own voice, the very best example of a true teacher. The works of her students are a tribute to her abilities, her deft touch in the classroom, and her commitment to her students.

Edwina Bringle, is a celebrated former teacher at the University of North Carolina, Charlotte, where she taught fibers, also resides at Penland. Primarily known for teaching color theory and weaving, her many former students are a constant tribute to her many years guiding them to a career in design and color utilizing the medium of fiber. And, like Cynthia, the works of Edwina’s students are the ultimate witness to her teaching acumen.

My own experiences of visiting Penland always include the sisters Bringle. As much as anyone they are the lifeblood of the school; they represent a constant for visitors and students alike. The knowledge that they share about their respective fields of clay and weaving, about Penland, about Western North Carolina, and about craft is crucial as we continue to evolve the story of the vital importance of craft, and Penland School, in Western North Carolina.

-Andrew Glasgow
Each year, Penland School of Crafts chooses one of its instructors as an Outstanding Artist Educator, in honor of extraordinary contributions to the craft world, as both artist and teacher. The Outstanding Artist Educator is celebrated as a part of our Annual Benefit Auction. This year we are delighted to honor not one, but two artists who are near and dear to us, Cynthia Bringle and Edwina Bringle.

We invite you to help us celebrate these two amazing people and all of the lives they have touched by placing an honoring ad in our Annual Benefit Auction catalog.

Place an Honoring Ad

Ad Options:

Half Page

Full Page

Or:

Add your signature or a brief message to special thank you pages that will be incorporated into this year’s catalog.

Thank you for inspiring me!
Love, [Signature]
The Penland School of Crafts Annual Benefit Auction is the premiere craft auction in the southeast, providing funds to support the operations of Penland School of Crafts while introducing new artists to collectors and expanding public understanding and awareness of craft.

Entering its 32nd year in 2017, the auction attracts over 800 collectors, artists and volunteers to the Penland campus in the mountains of North Carolina each August. The weekend brings artists and patrons together and provides collectors with opportunities to meet established and emerging artists, learn about trends in contemporary craft, and see and purchase exceptional new work. Penland’s auction patrons represent an affluent and educated demographic passionate about art and interested in investing in the health and the future of the arts. Our auction guests travel, collect, and support the arts throughout the United States. This event directly supports the economy of Mitchell and Yancey Counties as local businesses and the regional craft community benefit from patrons and volunteers seeking accommodations and services in the area.

The Penland Annual Benefit Auction is an important event in the framework of cultural promotion and outreach focused on contemporary craft and the craft economy in North Carolina. As such, the auction also attracts major media sponsors seeking to reach the craft collecting community. Recent key media sponsors include SOFA (Sculpture Objects Functional Art), the premier exposition of international contemporary craft held annually in Chicago, New York and Santa Fe, the national American Craft magazine, Sculpture magazine, Society of North American Goldsmiths/Metalsmith magazine and the Carolina mountains’ WNC magazine, all of which advertise and often provide editorial space to the auction. Consequently, word of the auction reaches a national audience, providing excellent visibility for Penland, the event, and those who partner with Penland to support the event as a sponsor or by placing a catalog advertisement.
The auction is a two-day affair featuring major preview exhibitions of the work to be sold, two live and two silent auctions, receptions with contributing artists, and varied opportunities to learn about craft, techniques, and specific pieces. Additional activities that contribute to a vibrant weekend for guests include:

Honoring of an outstanding artist educator who has made extraordinary contributions to the craft field and to Penland through their involvement as a maker and an instructor in Penland’s programs. This honoring provides another unique opportunity for education about the selected artist and their work and for increased national visibility for the auction.

Commissioning of one or more major works by renowned craft artists adds to the attraction and visibility of the auction with major collectors looking for new, cutting edge work, not widely available in the craft marketplace.

Penland Gallery reception, a regionally and nationally recognized showcase of fine craft, providing additional opportunities for collectors to purchase strong work.

Coffee at the Barns, resident artist studios, a popular offering that brings patrons and Penland’s resident artists together for conversation, presentation of the resident artists’ latest work, and opportunities to connect with the residents who are both established and emerging artists in a variety of craft media.

In recent years, the quality of the auction and success of Penland’s promotion have resulted in sold out events for Friday and Saturday. The Penland auction has now become the highest grossing craft benefit auction in the East.

2016 Auction Highlights

Over 800 collectors, artists, and volunteers participated in the 2016 Annual Benefit Auction. These individuals represented 44 states and 4 foreign countries.

• 240 Penland instructors, former core fellows and resident artists generously contributed 250 works of art with a combined retail value of $356,662. Donated work this year sold over 100% of retail value, well above the national average of works sold at benefit auctions.

Penland produces a limited edition full color catalog which features images of all of the work and is a tasteful advertising venue for auction sponsors, regional and national businesses. The catalog becomes a lasting record of the auction and serves as a resource for collectors for years to come.

Additional promotional materials and marketing included:

Save the Date cards and invitations mailed to over 6,000 major collectors, Penland donors and craft enthusiasts nationwide.

Ads placed in American Craft, Art in America, Sculpture magazine, SOFA Chicago catalog, SNAG/Metalsmith magazine, Glass Art Society, Carolina Living, The Laurel of Asheville and WNC magazine.

The full contents of the auction catalog are featured at Penland.org, making this information readily accessible.

Email newsletters and alerts are sent to over 9,000 Penland contacts. Monthly e-newsletters are sent January-May bi-weekly in June, and weekly email newsletters mid-July through auction weekend.
# Catalog Advertising Agreement

Penland School of Crafts  
32nd Annual Benefit Auction

Materials due by May 1, 2017  
Payment due by May 15, 2017

Contact Name:  
Organization:  
Address:  
City:  
State:  
ZIP:  
Phone: ( )  
Email:  

Advertiser agrees to reserve the following advertisements:

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** Placing an advertisement in the catalog is separate from purchasing tickets or making a contribution toward the event. Advertisers and sponsors receive a complimentary copy of the Benefit Auction Catalog. Cover placement is reserved for sponsors at the Auction Benefactor level and above ($7,500+).

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Return this form to reserve space and send payment to:

Attn: Benefit Auction Assistant  
Penland School of Crafts  
Post Office Box 37, 2687 Conley Ridge Rd., Penland, NC 28765  
Fax: 828-765-7389
Printing Specs

Size: Full page - 5 ½ w x 8 h, Half page - 5 ½ w x 3 ¾ h

Printing Specs: Offset print on matte coated paper, perfect bound; 220 line screen

Please Submit as Follows:
The preferred format for advertising submissions is PDF, set at 400 dpi, CMYK color space, fonts embedded. Other acceptable formats are JPG or TIFF at 400 dpi, or InDesign with fonts and CMYK graphics included.

Advertisements can be sent by email, Hightail or Dropbox to publications@penland.org. Do not e-mail files larger than 10 MB. Compress large files or folders before sending. If you are emailing several files (i.e. fonts, pictures, layout, etc.) please place them in one folder and compress before sending.

Thank You Page: Please print this form on white paper and sign or write your message in the box below. Check to indicate who the message is for and send with your agreement form.

☐ Cynthia Bringle  ☐ Edwina Bringle

Deadlines

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Advertisement payment due - May 15, 2017

Payment should be mailed to:

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Post Office Box 37, 2687 Conley Ridge Rd., Penland, NC 28765
Fax: 828-765-7389

Email or call with questions:
auction2@penland.org  828.765.2359