

FOR IMMEDIATE RELEASE

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Contemporary Crafts Museum & Gallery Steps Forward with a New Identity Re-opening as Museum of Contemporary Craft on July 22

Contemporary Crafts Museum & Gallery, a Portland non-profit organization dedicated to the support and advancement of contemporary craft since 1937, recently celebrated an important rite of passage. After a months-long branding process, the organization is about to emerge with a new identity. When it re-opens this summer at its new location on Portland's North Park Blocks, it will step forward as Museum of Contemporary Craft. A Grand Re-opening of the new space – designed by Portland-based Richard Brown Architects and Forsgren Design Studio – is set for July 22, 2007. The occasion will be celebrated with the debut of the Museum's inaugural exhibition, *CRAFT IN AMERICA: Expanding Traditions*, and a lively block party.

Boldly embracing the word craft and pushing the boundaries of what defines it, the Museum promises to be a center for dialogue and inquiry. The Museum acknowledges the foundation of craft history while investigating innovation happening in the field. The notion of craft as a verb is also explored, and what it means for something to be crafted. From the organization's inception, it has been a hub where people connect creatively, professionally and socially through craft. That important part of its core identity will remain strong as the organization moves through this historic transition and, in fact, will grow even stronger at its new location.

At a time when mass production, poor craftsmanship and obsolescence are becoming the norm, the craft movement is undergoing an exciting evolution. This bold step forward by the Museum – to centrally locate and double its square footage to 15,000 square feet – is both timely and relevant. Notably, because the Museum is dedicated to offering free admission, its new location will make the organization's resources more accessible to the public than ever before. The Museum will bring greater validation and recognition to important artists working in craft today, and continue to elucidate and honor a legacy of craft for which the Pacific Northwest region has become known.

As a local leader in the advancement of craft, the Museum's heightened visibility will bring greater opportunities to participate with a developing West Coast corridor of craft institutions – Bellevue Arts Museum, Museum of Glass, Tacoma Art Museum, San Francisco Museum of Craft + Design, Museum of Craft and Folk Art, and Mingei International Museum. At its new location and in an expanded facility, Museum of Contemporary Craft will now be able to more effectively achieve its goals: to expand the audience that values craft, to deepen the understanding and appreciation of craft and its makers, to guide education about the Pacific Northwest's rich contribution to the history of craft, to build upon and steward the Museum's collection, and to support Portland's growing reputation as an energetic and culturally vital destination.

MAILING ADDRESS THROUGH JULY 1, 2007
3934 Southwest Corbett Avenue | Portland, Oregon 97239
MAILING ADDRESS AFTER JULY 1, 2007
724 Northwest Davis Street | Portland, Oregon 97209

Museum of Contemporary Craft