

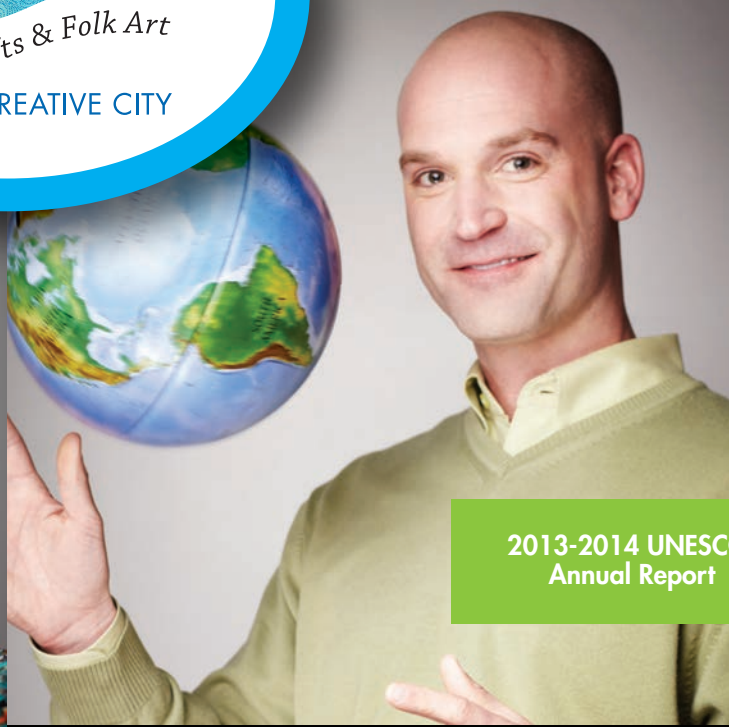


PADUCAH



City of Crafts & Folk Art

UNESCO CREATIVE CITY



2013-2014 UNESCO
Annual Report

“ We have been impressed with the commitment to building a strong diverse network of creative cities here in the U.S. and throughout the world that Paducah has displayed in the past year. They are a strong partner in our efforts and for the program. They have been innovative in building their outreach and as a mentor to aspiring communities. Paducah is truly a city to treasure.”

—**ALLISON WRIGHT**, US Department of State,
Executive Director, U.S. National Commission

About **UNESCO**

UNESCO strives to build networks among nations and intercultural understanding through the protection of heritage and the support of cultural diversity. The Creative Cities Network fosters international cooperation among cities that acknowledge creativity as a driver for sustainable development.





The United Nations Educational, Scientific & Cultural Organization (UNESCO) designated Paducah, Kentucky, the world's seventh City of Crafts & Folk Art for the City's important role in the connectivity of cultures through creativity, particularly quilting.



Paducah joined Santa Fe (New Mexico), Aswan (Egypt), Kanazawa (Japan), Icheon (South Korea), Hangzhou (China) and Fabriano (Italy), as Cities of Crafts & Folk Art in the UNESCO Creative Cities Network on November 20, 2013. The designation was the culmination of a five-year application process led by the Paducah Convention & Visitors Bureau (CVB) to leverage the destination's assets to impact local economic, social and cultural development.



United Nations
Educational, Scientific and
Cultural Organization



Designated
UNESCO Creative City
in 2013



Greetings from Paducah, Kentucky

It was such an honor for Paducah to be named a Creative City of Crafts & Folk Art in 2013. The past year has been an amazing journey of discovery, learning and partnership as we work to become a more creative and sustainable city. This designation has opened doors into other cultures, promoted international cooperation and allowed us to expand and promote our own creative initiatives.

It is our hope that the relationships we have built all around the world this past year will be the seeds for great partnerships in the future. 2014 marked the 30th Anniversary for the American Quilter's Society and QuiltWeek in Paducah. Over 32,000 visitors from across the country and around the world joined us to celebrate and embrace our shared love of quilting. Nothing brings us more joy than being able to share our cultural art form with the people who enjoy experiencing it.

From the expansion of the Paducah School of Art & Design to new honors for our floodwall murals, Paducah has had a year of great success and effective relationship building.

Thank you for your support as we learn and grow. We look forward to many more years of fruitful collaboration with the UNESCO Creative Cities Network.

Gayle Kaler
Mayor, City of Paducah

CHENGDU, CHINA

UNESCO Creative Cities
Annual Meeting

FABRIANO, ITALY

UNESCO Creative Cities of
Crafts & Folk Art Meeting

WASHINGTON, DC

U.S. National Commission for
UNESCO Annual Meeting

SEATTLE, WASHINGTON

Candidate for City of Literature
Candidate City Visit

WASHINGTON, DC

United States National Committee
of the International Council on
Monuments and Sites, Benefit Gala
and World Heritage Celebration

SUZHOU, CHINA

Candidate for City of
Crafts & Folk Art
Creative & Design Cultural
Industry Expo





Growing our Network

City leaders represent Paducah on the world stage, building relationships with creative cities in the United States and beyond to promote the growth of local creative assets.



UNESCO
Creative Cities Network



Who are the MEMBERS?

LITERATURE

Edinburgh, Melbourne, Iowa City,
Dublin, Reykjavik, Norwich,
Krakow, Dunedin, Granada,
Heidelberg and Prague

FILM

Bradford, Sydney, Busan,
Galway and Sofia

MUSIC

Sevilla, Bologne, Glasgow, Ghent,
Bogota, Brazzaville, Hamamatsu,
Hanover and Mannheim

DESIGN

Buenos Aires, Berlin, Montreal,
Nagoya, Kobe, Shenzhen, Shanghai,
Seoul, Saint-Étienne, Graz, Beijing,
Bilbao, Curitiba, Dundee, Helsinki,
Turin and Sante Fe

CRAFTS AND FOLK ART

Aswan, Kanazawa, Icheon,
Hangzhou, Fabriano, Paducah,
Jacmel, Jingdezhen, Nassau,
Pekalongan and Suzhou

MEDIA ARTS

Lyon, Enghien-les-Bains,
Sapporo, Daka, Gwangju, Linz,
Tel Aviv-Yafo and York

GASTRONOMY

Popayán, Chengdu, Östersund,
Jeonju, Zahle, Florianopolis,
Shunde and Tsuruoka

Creative Connections

New doors have opened for exciting partnerships with Creative Cities around the globe. Local artists are leveraging the UNESCO relationship to expand networks in various thematic areas.



Music @ MAC features JoyCut from Bologna (Italy), City of Music

Independent music group JoyCut performed in Paducah as part of their first U.S. tour, "PiecesOfUs," which centered around their selection for South by Southwest Music Festival in Austin, Texas. The band sought to incorporate American Creative Cities, and Maiden Alley Cinema presented an ideal venue for the band's engaging, electro-pop music and video installation. Later proclaiming Paducah a favorite stop on the spring tour, JoyCut returned for a second show at MAC on their Autumn tour.

JD Wilkes & The Dirt Daubers Tour in Dublin (Ireland), City of Literature

Paducah musician and author, JD Wilkes, shared the rich traditions of quilting and American roots music on a tour of Ireland. Wilkes exchanged tokens of creativity with author, actor, playwright and Deputy Lord Mayor Gerard Mannix Flynn at the Mansion House in Dublin including a quilt from the National Quilt Museum and literature representative of the cultural connection between the two cities. Wilkes' book "Barn Dances and Jamborees Across Kentucky" is an illustration of Ireland's influence on Kentucky music.

Master Papermaker to be Paducah Arts Alliance

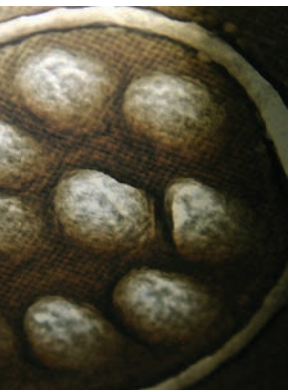
Artist-in-Residence from Fabriano (Italy), City of Crafts & Folk Art

Sandro Tiberi, a contemporary papermaker, will create, educate and collaborate in Paducah in spring 2015. Paducah Arts Alliance's month-long artist residency program facilitates the growth of artists and the arts community through international and domestic exchanges which included Oksana Yushko and Arthur Bondur in 2014. The photojournalists from Moscow, Russia took up residency following coverage of the Sochi Olympic Games and created a collaborative photo documentary about Paducah's people.





JD WILKES AND
DEPUTY LORD
MAYOR GERARD
MANNIX FLYNN



SANDRO
TIBERI



JOYCUT



Fire Dragon Rhapsody by Ricky Tims
(USA) from the National Quilt Museum Collection

Quilt City USA®

Paducah's important role in advancing the fine craft of quiltmaking worldwide was the impetus for recognition by UNESCO. Initiatives of the American Quilter's Society, National Quilt Museum and other fiber art partners support the growth of the City's long-standing quilting tradition into a globally recognized artform.

Spirogyra #5 by Caryl Bryer Fallert-Gentry (USA)





Quilt City USA®

30th Anniversary American Quilter's Society & QuiltWeek®—Paducah

More than 32,000 international and domestic quilters joined the celebration of quilting at QuiltWeek®—Paducah in April where 4,500 participated in workshops with quilting masters in the AQS School of Quiltmaking and elaTED by Ted Storm (Netherlands) earned Best of Show. AQS, the world's largest quilting membership organization with 55,000 members, provides a forum to inspire, instruct and nurture the art and skill of quiltmaking from its headquarters in Paducah.

Tentmakers of Cairo exhibit "Stitch Like An Egyptian"

Tarek Abdelhay demonstrated and showcased the ancient, intricate craft of Egyptian tentmakers at AQS QuiltWeek®—Paducah. AQS has established an outlet to raise interest and awareness of these craftsmen, based just down river from Creative City Aswan, among only seven families preserving traditional tent applique techniques.



Le miroir brisé by Solange Lasbleis (France) International Contest of the European Patchwork Meeting 2013



“Distortion” Exhibition from European Patchwork Meeting at the National Quilt Museum

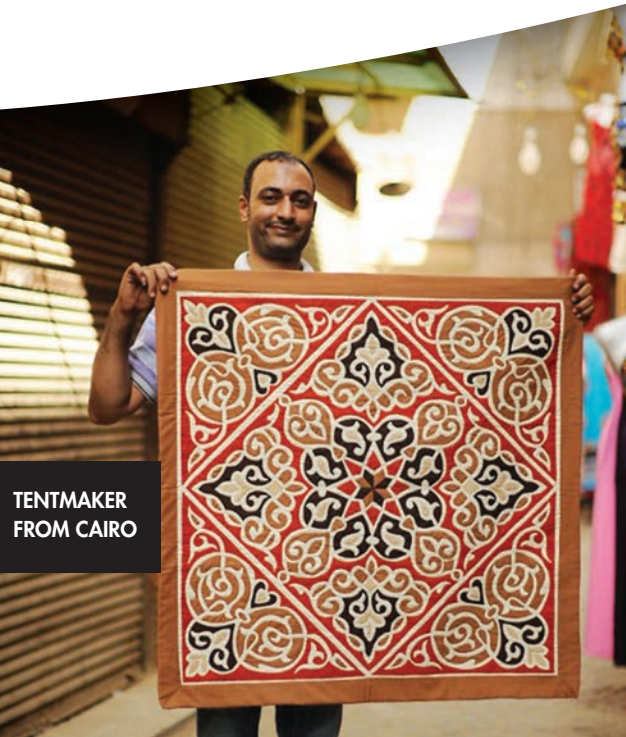
Paducah’s National Quilt Museum was the only entity in the United States to exhibit this collection of contemporary quilts that also traveled to art museums in South Africa, Italy, Russia and France. The Museum welcomed 40,100 visitors from all 50 states and 39 countries during 2014, furthering its mission to honor today’s quilter by expanding the vision and advancing the art.

China International Quilts Festival in Keqiao

With quilting in its infancy in China, directors sought the expertise of AQS in moving forward with events in their country. AQS Executive Show Director Bonnie Browning and Creative Writing Specialist Ann Hammell attended the first festival in “the textile city” just south of Hangzhou.



TAREK
ABDELHAY



TENTMAKER
FROM CAIRO

Quilt City USA®

Fantastic Fibers at Yeiser Art Center

The 2014 exhibition showcased 59 outstanding works by artists in 22 states and 5 countries, giving new meaning to the term “fiber art.” The annual international competition recognizes creative interpretations using both traditional and innovative techniques.



Hancock's of Paducah's International Reach

An expansive selection of premium fabrics attracts fiber artists around the world seeking the perfect textiles to complete their quilting projects. Thousands of packages are shipped internationally each month from a 30,000 square-foot facility in Paducah dedicated to the textile arts.



Dr. Carolyn Mazloomi's African American Quilts at Hotel Metropolitan

Following a QuiltWeek® lecture and exhibition in Paducah, Mazloomi was honored with a National Endowment for the Arts National Heritage Fellowship for her efforts to conserve American culture by preserving and imparting history through quilts.

Rotarian Fellowship of Quilters and Fiber Artists

Paducah CVB obtained lifetime membership joining 204 members from 13 Rotary Countries who share a common passion for the art of quilting. The group has arranged the exchange of crafts for donations to the Rotary Foundation's international PolioPlus campaign.



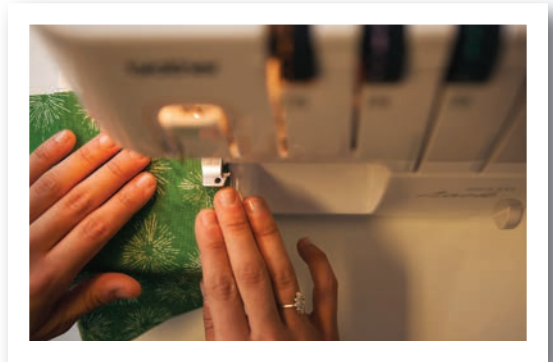
**DR. CAROLYN
MAZLOOMI**





Creative Paducah

Innovative artists and far-reaching attractions and events add to Paducah's vibrant artistic landscape. The celebration of creativity continues every day with opportunities for residents and visitors to participate in the community's authentic sense of place.



Creative Paducah

Paducah School of Art & Design expanded state-of-the-art training facilities and campus in the LowerTown Arts District and launches inaugural Master Workshop Series.



River's Edge International Film Festival 10th Anniversary featured diverse line-up of films from the USA and ten foreign countries with Proud Citizen from Bulgaria named Best of the Fest.

River Discovery Center brought fastest growing international team sport to the heart of America's inland waterways for the 3rd annual Dragon Boat Festival on the Ohio River.



**PADUCAH SCHOOL
OF ART & DESIGN**



**DRAGON
BOAT
FESTIVAL**

Paul Lorenz hosted the first exhibition of PINTURA FRESCA, recent works by abstract painters from across the globe, at STUDIO mars in Paducah's LowerTown Arts District and participated in a three-month artist residency through the Shangyuan Art Museum, near Beijing, China.

Market House Theatre's Kids Creative Arts Street Fair

featured hands-on creative experiences and ongoing educational programming for youth through more than a dozen arts and culture organizations.

Internationally-renowned acts performed including the Moscow Festival Ballet's Swan Lake at the Clemens Fine Art Center, Moscow Ballet's Great Russian Nutcracker at the Carson Center and Italian pianist Antonio Pompa-Baldi, Paducah Symphony Orchestra's guest artist for Rachmaninoff's 2nd Piano Concerto.



**KIDS CREATIVE
ARTS STREET FAIR**



Creative Paducah

“Wall to Wall” floodwall murals earned title of *Trip Advisor’s* Top Attraction in Kentucky for providing an accessible, public art experience open 24/7.

Paducah Arts Alliance Artist in Residence program hosted Elisabeth Melkonyan-Mayr, museum curator, printmaker and fiber artist from Innsbruck, Austria; Oksana Yushko and Arthur Bondur, award-winning photojournalists currently living in Moscow, Russia; Gabriela Nepo-Stieldorf, ceramicist and sculptor from Innsbruck, Austria; and Christina Laurel, fiber artist from Greenville, South Carolina.





*Tourism for
Tomorrow*

Southeast Tourism Society recognized Paducah CVB for leveraging the City's UNESCO designation for sustainable tourism development.

Arts Advocacy for Paducah and Beyond

UNESCO designation positions Paducah as a global leader. It has generated a new platform to educate the tourism industry, national arts community and government officials on the value of creativity, creative strategy and the Creative Cities Network.



Act Globally – Thrive Locally Americans for the Arts Webinar

Paducah CVB presented alongside Missoula, Montana Cultural Council as local arts agencies employing economic development strategies to build bridges internationally and serving their communities locally. CVB Executive Director Mary Hammond and Marketing Consultant Robin Malpass portrayed UNESCO as a tool to expand markets, encourage trade and foster international cultural tourism.



**KENTUCKY
CREATIVE
INDUSTRY
REPORT**

Arts Advocacy for Paducah and Beyond

It's Not the Size of the Budget, Rather the Size of the Idea

Destination Marketing Association International (DMAI) Annual Convention

Paducah was highlighted for harnessing the arts to catapult the destination internationally. Hammond and Malpass (CVB) shared insights through a panel discussion and breakout session with other destinations impacting the visitor experience and driving revenue through creativity and innovation.

How to Make an International Quilt: Paducah Becomes a UNESCO Creative City

Kentucky Creative Industry Summit

The Kentucky Arts Council's inaugural Creative Industry Report illustrated the rising role of creative enterprise, placemaking and convergence in growing and strengthening the State's economy. One of four case studies examined Paducah's international reach as a vital asset in the State's vibrant cultural landscape.

The Creative City: A Toolkit for Urban Innovators

UNESCO Creative Cities Summit

Paducah representatives connected with keynote speaker Dr. Charles Landry, esteemed author and urban planner whose book began the creative city global movement. Communication has continued aiming for a future local presentation about the connection between culture, creativity and city transformation.



Community Advocacy through Paducah Area Chamber of Commerce

Annual trips to meet with State and U.S. elected officials emphasized the City's identity in the arts.

- During the State Legislative Session in Frankfort, Kentucky, Senator Bob Leeper recognized leaders with the presentation of a UNESCO Creative City proclamation. Priority projects included the development of Paducah School of Art & Design through West Kentucky Community & Technical College.
- The Paducah Chamber DC Fly-In united community leaders from all business sectors with the U.S. National Commission on UNESCO, U.S. Department of State, National Endowment for the Arts and Americans for the Arts.



“ I don't know of a more successful city than Paducah who, through the arts and culture, have so successfully revived their local economy. Given that Paducah has a population of only 25,000, a model now exists, the Paducah Model, for any size city to use the arts and culture for economic success. As I travel the country, I regularly direct other city officials to contact Paducah to learn their secrets of success.”

—**JAY H. DICK**, Senior Director, State and Local Government Affairs
American for the Arts

Paducah's Place in a



The City's niche as a UNESCO Creative City fosters community awareness of the importance of international understanding and creative expression. Youth and community members are being empowered to take an active role in advancing the local culture.

"Creating a Global Mindset" at WKCTC

International Executive and International Studies Advisor, **STACIE BERDAN** (pictured left), engaged educators and students on the vitality of participating in localized international experience. Her insights motivated forum participants' openness, curiosity and interaction with foreign cultures.



Global World

University of Kentucky School of Engineering Visit to Gabon, Africa

Mayor Kaler, UK Paducah engineering faculty member Jeffery Seay and research student Chandni Joshi promoted creative collaboration in the sub-Saharan African country of Gabon. The group expanded regional cultural, economic and educational partnerships beyond ongoing biofuel research work nearby in Cameroon.



Paducah's Place in a Global World

Kentucky Global Schools Network Learn & Launch Grant

The McCracken County Public School System received this grant to develop and implement groundbreaking global competency programs. The program will empower educators to lead the statewide effort to expand students' language skills and cultural understanding while advancing UNESCO initiatives.

"Masters of Innovation" at Murray State University

Doctoral students in MSU's Community Leadership program discovered the power of creativity and innovation from a panel of experts. Panelist Mary Hammond, Paducah CVB, focused on advancing Paducah's "creative capital" through UNESCO.

Community Presentations on UNESCO Creative Cities

Local schools, leadership classes and community groups have been inspired to consider personal identity as citizens of a UNESCO Creative City. Presenters encouraged participation in Paducah's cultural life in order to make a difference in the City's future.





The World's Seventh City of Crafts & Folk Art

Paducah CVB translates the creative tourism value of UNESCO designation to put the City on the map through destination branding. Media relations, brand management, advertising campaigns and tourism product development are stimulating visitor response.



Paducah in the News

Major media outlets around the world have spot-lighted Paducah's creative economy. The City's cultural pedigree is drawing attention with an array of national coverage garnered through media relations with Lou Hammond & Associates.

- *National Geographic* listed Paducah fifth on its list of the Traveler 50: World's Smartest Cities
- *USA Today* noted Paducah as the top place to see amazing quilts
- International media from Japan, Scotland, France and Brazil visited during AQS QuiltWeek 30th Anniversary
- *Paducah Life* Magazine featured Paducah's creative assets and journey to become a UNESCO Creative City

Signature Paducah Experiences

Joe Veneto, The Opportunity Guy, guided Paducah's non-profit attractions in leveraging authentic destination stories and experiences through experiential product development. Five new unforgettable and immersive experiences are now available exclusively for groups to participate in Paducah's authentic culture.



PADUCAH CVB STAFF: Mary Hammond, *Executive Director*; Fowler Black, *Sales Director*; Laura Schaumburg *Marketing Director*; Rosemarie Steele, *Former Marketing Director*. **2014 PADUCAH CVB BOARD:** Tom Emerson, *Chair*; Kim Rust, *Secretary/Treasurer*; Glen Anderson; Mike Burger; Bob Hoppmann; Beverly McKinley and Jay Page. Special thanks to Glenn Denton, *former CVB Board Chair*, and Marcheta Sparrow, *former Kentucky Tourism, Arts & Heritage Cabinet Secretary*, for their leadership and support of Paducah's application.

Telling **PADUCAH'S** Story

A new Creative City destination mark represents Paducah's unique sense of place and identifies partners in developing a globally-celebrated creative culture. Based on actual texture and gradation of contemporary quilts, the quilted panel and stitching signify the movement of the rivers and creativity—illustrating two of the most influential cultural forces on the City at once.




BACKGROUND QUILT: *Lime Light* by Philippa Naylor (England) from the National Quilt Museum Collection



Paducah's Creative Provenance

Attributes that qualified Paducah for UNESCO Creative City of Folk Art & Craft designation:

- Paducah's long-lasting tradition in the fine craft of quilting is the anchor that qualifies the city as a UNESCO City of Crafts & Folk Art.
 - AQS Quilt Week and the National Quilt Museum have been the impetus for Paducah's recognition in the international arts scene over the past 30 years.
 - Paducah artists are actively engaged in the contemporary production of crafts.
 - There is a strong presence of artisans in Paducah who are making a living as artists.
 - Paducah offers training related to crafts and folk art through AQS, the National Quilt Museum, The Paducah School of Art and a number of other hands-on workshops provided by various artists in the LowerTown Arts District.
 - Paducah promotes its diverse art forms through a variety of festivals.
 - Paducah has a rich infrastructure relative to craft and folk art, which includes museums, galleries, craft stores and various venues that provide hands-on creative workshops.
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“ Cities are revealed most clearly through their creativity, which prompts understanding of the past and contemplation of possible futures. They are moods and energy, history and aspirations. These often intangibles have great value in city life.”

—**DR. LINDA LEES**, Director of Creative Cities International



United Nations
Educational, Scientific and
Cultural Organization

PADUCAH



City of Crafts & Folk Art

Designated
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