

Croton River Artisans Gallery

Narrative

Croton River Artisans Gallery is an artisan gallery store to be installed at 9 Old Post Road, Croton-on-Hudson, NY. The Croton River Artisans LLC is a collaborative collective of 10 Croton (and environs) based artisans in multi-disciplinary fields who are partnering together as co-owners to own and operate this gallery and its ancillary programs. The term artisan encompasses both traditional wall art and painting and the maker field. The target audience is in the mid-range; neither a pop-up craft fair, nor Chelsea style high end gallery. The price range is approximately \$50 upwards to \$1000.

Croton-on-Hudson has a deep history in the arts: Isadora Duncan (modern dance), Jesse Norman (opera), Mable Dodge (patron of the arts), Aaron Copland (composer), Alexander Calder (sculpturist), Alexander Calder (inventor). To this day, the community has several artists who are members of the Arts Council, Bethel Arts Center, Ossining Arts Center, and other venues throughout the region. There are numerous pop-up shops and festival presentations that happen at certain times of the year. But, there is no permanent full-time brick and mortar facility in Croton-on-Hudson aimed specifically at local artisans. There have been attempts at establishing it, but for various reasons it has not happened. The Croton River Artisans Gallery will change this.

The current Charter Member group includes:

Orit Daly: ceramics

Keith Gordon: ceramic sculpture

Sharon Kullberg: painting, jewelry

Tsui Pappas: photography, textile mixed media

Tracy Platero: ceramic sculpture

Ann Marie Sacco: woodcraft

Gwenveria Sargeant: textiles, fashion

Hans Tokke: woodcraft

They are all artisan professionals with decades of experience in their respective fields. Some have risen out of the craft and street fair industry where they have displayed for many years, others through art and design companies and agencies, others in academic professional venues in fashion, consumer culture, hospitality business, and special events. The current group includes retired, current, former, or sidepreneurs from teaching, law, fashion design and marketing, non-profit management, hotelier and hospitality, and special events planning.

It is anticipated that at least 2-3 more will be confirmed, making 12 Charter Members registered prior to an anticipated March 1 soft-opening. The Charter Members determine the policies and procedures for the operation of the gallery store, the function of its Charter Members, guest resident artists, community supporters, and craft fair participants. They also volunteer time every week in managing the store. Each charter member will be designated for special roles: finance, secretary, legal, marketing, community/town/government liaison, local business liaison, sales management, special events management

The collective was recruited from the Croton-on-Hudson arts community through various means including local organizations Croton Arts Council, Hudson Valley Potters, Double Docs Design, and local community members. Hans Tokke initiated the process through confirming the lease with Mark Franzoso, building owner with charter members placing \$400 seed capital to reserve the space and committing to \$200 per month for operations and rent. Each artist keeps 100% of the proceeds of the sales of their artisan goods, minus sales tax.

In concert with a building façade upgrade that features art with building owner Mark Franzoso. It is understood that a plan for a small patio adjacent to the gallery space with seating space for Franki's Deli and artist presentations, and a floor to ceiling mural behind it is underway. Discussions are underway with other proprietors in the building to partner in celebrating the arts on the block across from Black Cow.

As much as this is a single venue for a brick-and-mortar space for artisan display and sales, in contrast to the short-term vendor craft fairs, it also is a motivator in the beautification of the Upper Village as a whole. All of the Charter Members have had intentional relationships with various businesses in assisting them in increasing their thinking about beautification and have in some cases assisted. Some include Black Cow, Double Docs Design, Franki's Deli, Croton Corners, Upper Village Blooms, and JT's Market, among others. In the past and present one can see how the arts have been enveloped into the environment in these stores from artist installations to sign design, facades, to product in the stores.

It is an LLC with Charter Members as co-owners. They also operate and manage the gallery and ancillary activities. Croton River Artisans guest residents and volunteers assist. There will be at least one person in the shop during open hours. The Gallery will also be showcasing artisans in special residencies. Often the artisan space will convert its look as installations of the arts shift and change featuring different things. The permanent charter members will then be supplemented with the feature that draws to the people. Most of the front window will be a feature window for curating according to the work. We will then market based on different group of people bring in a following of other guest artists.

The type of works the Croton River Artisans will aim to profile include:

- Develop and present arts that are meaningful and a part of the fabric of the people.
- Artists having events, feature artists, working as a collaborative, drawing attention to social issues and community life demonstrated in various ways: Disappearing songbirds movement making a statement in art, Native American issues demonstrated in the arts.
- Furniture and arts made from classic local buildings in repurpose, driftwood from the river that tells an ongoing story of the area. The repurposing of the neighborhood artifacts into arts.
- Poetry and talks that are part of more than just a business in sustainability and local environmental issues to be featured, and historical reflections.
- Riverkeepers and river cleaners, fish prints and the like in celebrating the historical sense of life
- Croton Dam historical angles that are expressed through this arts expression of the town

An ancillary 501c3 may be formed in the future for the broader work outside the store in hosting craft and street fairs, workshops, special events, education, and community partnerships. A public-private partnership involvement may be included.

The goal is to be a significant influence in the neighborhood over the coming years with the planning and execution of artisan fairs (pottery fair, folk art fair), First Fridays arts and wine nights (in cooperation with Croton Corners), workshops, and outdoor arts installations.

There is limited garbage collection, no food disposal, nor large deliveries.

The *proposed* opening hours are:

Mondays: Closed

Tuesdays: Closed

Wednesdays: 10 am – 5pm

Thursdays: 10 am – 5pm

Fridays: 10am – 9pm

Saturday: 10am – 9pm

Sunday: 10am – 5pm



Main sign 146 inches X 36 inches. 37 sq. ft.



Door window decal

The gallery hours decal will be placed on the inside door, in one of the 8x8 French door panels.

GALLERY HOURS	Printed white on clear
Mon., Tues.: Closed	
Wed., Thurs.: 10 am – 5pm	
Fri., Sat.: 10am – 9pm	
Sun.: 10am – 5pm	
9 Old Post Road	
Croton-on-Hudson, NY.	
10520	
www.crotonartisans.com	



The garden grate will be removed to improve the aesthetic.

The landlord Mark Franzoso is having a floor to roof mural painted on the side of the building. Once it is done, the sign will be adapted to tie into the mural and the broader cleaning and repainting of the building. The main window bay remains clear for display of the floor to ceiling art inside the space. Artisans made it clear they wanted that window clear of all materials.



The landlord, Mark Franzoso promised to paint the building and add window shades, and a mural on the lane side of the building, creating a welcoming signature building across from the Black Cow.