



BCA Development Corp.

## Artisans Initiative

### FACT SHEET

#### Mission

The mission of the Artisans Initiative is to promote the work of local Bronx native, immigrant and Diaspora artisans, as well as to illuminate craft as an integral part of the diverse cultural and artistic landscape of the Bronx helping to perpetuate and preserve cultural practices in the arts. The Artisans Initiative hopes to nurture and cultivate, culturally based economic assets encompassed in these groups, helping to create a sustainable source of income for artisans as well as a new audience for craft.

#### Artisan: description

An artisan can be described as a skilled or self taught craftsman producing original art in limited quantities, often using traditional methods that may reflect their culture.

#### Outreach

The Artisans Initiative, a project of the BCA Development Corporation has a growing membership numbering over 80 creative, motivated, culturally diverse artisans working in various traditional and contemporary craft forms, examples include pottery, jewelry, wood, metals, glass, weaving, knot tying, quilting, doll making, religious crafts, etc. We reach a diverse immigrant community including Mexican, South American, and Central American as well as artisans from West Africa let the project to offer services, training, professional development workshops as well as grant and loan opportunities to underrepresented artisans, living and working in the Bronx.

#### Career Development

Participants are offered small business management counseling, individual assessment and evaluation sessions and marketing workshops to ensure market readiness. The BCA Development Corporation coordinates community based services and functions as market developers to assist participants in launching careers as entrepreneurs.

#### Criteria

Participation in project will be based on quality of craftsmanship and artisan's desire to pursue a sustained interest in their craft. To be considered for the project candidates must be an immigrant/refugee, Native American, Diaspora artisan or a descendant of these identified groups.

- All works must be original works created by artisan.
- Artisan must be willing to participate in market place events
- Artisan should be able to produce enough products to sell.



**Funding for the Artisans Initiative has been generously provided by the New York State Council on the Arts, New York City Department of Cultural Affairs, National Endowment for the Arts, and New York City Council Member James Vacca.**

**For More Information Please Contact >>>**



#### **Project Director**

Lisa Curran  
571 Walton Avenue  
Bronx, NY 10451  
718-401-9558  
E-mail: [lisa@bronxarts.org](mailto:lisa@bronxarts.org)  
[www.bronxarts.org](http://www.bronxarts.org)