

**PADUCAH**



*City of Crafts & Folk Art*

UNESCO CREATIVE CITY

2015 UNESCO ANNUAL REPORT



*A satellite's-eye view locates Paducah  
within a network of cities around the globe  
that are stitched together by the creative arts.*

*A bird's-eye view reveals a weave of  
waterways hemming the city and  
guiding its history.*

*A needle's-eye view takes you  
into the intricate stippling  
of a quilt that's much closer to  
artwork in a museum than  
artifact in a linen closet.*

— DR. FRANK HUTCHINS  
*Associate Professor of Anthropology,  
Bellarmine University*

## *Greetings from Paducah!*

Since our city's being named as a Creative City of Crafts and Folk Art in 2013, I have enjoyed watching Paducah's creative evolution both locally and internationally. Each year we are able to develop new partnerships, expand our cultural offerings, and create additional sustainable development.

The designation as a Creative City has opened numerous doors to collaborate with cities around the world. The Paducah Arts Alliance was pleased to host Sandro Tiberi, papermaker from Fabriano, Italy in April 2015 as a participant of the Artist in Residence Program. We look forward to many years of partnership with Fabriano and to developing strong relationships with all of the Creative Cities of Crafts and Folk Art.

Paducah has experienced many opportunities for collaboration and recognition throughout 2015, and we look forward to many more in the years to come. In 2015, Paducah was named as one of eight forward-thinking river cities in the *Saturday Evening Post*; new buildings for the Paducah School of Art and Design were completed; and we have enjoyed another year of success for QuiltWeek and the Lower Town Arts and Music Festival. In 2016, we will build upon our accomplishments and reach out to form new opportunities to learn from other cities.

With continually increased connections through the Creative Cities Network, we look forward to working cooperatively to further the mission of UNESCO and enhance our city's sustainability through creativity and collaboration. Thank you for the opportunity to share the unique aspects of Paducah with you and with cities around the world.

Best Regards,

*Gayle Kaler*

Mayor, City of Paducah



# *Paducah – UNESCO Creative City*

The United Nations Educational Scientific & Cultural Organization (UNESCO) designated Paducah a UNESCO Creative City in November 2013. As the seventh city designated in the creative field of Crafts & Folk Art, Paducah's important role in the connectivity of cultures through creativity, particularly through quilting and the fiber arts was recognized.

The Paducah Convention & Visitors Bureau (CVB) facilitates Paducah's UNESCO Creative City program locally, promoting the city's inspiring creative culture to raise its profile globally.

This annual report identifies creative approaches, projects, partners and venues working towards the following areas of action as set forth by UNESCO:

- sharing experiences, knowledge and best practices;
- pilot projects, partnerships and initiatives;
- studies, research and evaluations on the experience of the Creative Cities;
- policies and measures for sustainable urban development;
- communication and awareness raising activities.





## About UNESCO

Launched in 2004, the UNESCO Creative Cities Network (UCCN) aims to strengthen cooperation with and among cities that have recognized creativity as a strategic factor of sustainable development as regards economic, social, cultural and environmental aspects.

By joining the Network, cities acknowledge their commitment to sharing best practices, developing partnerships that promote creativity and the cultural industries, strengthening participation in cultural life and integrating culture in urban development plans.

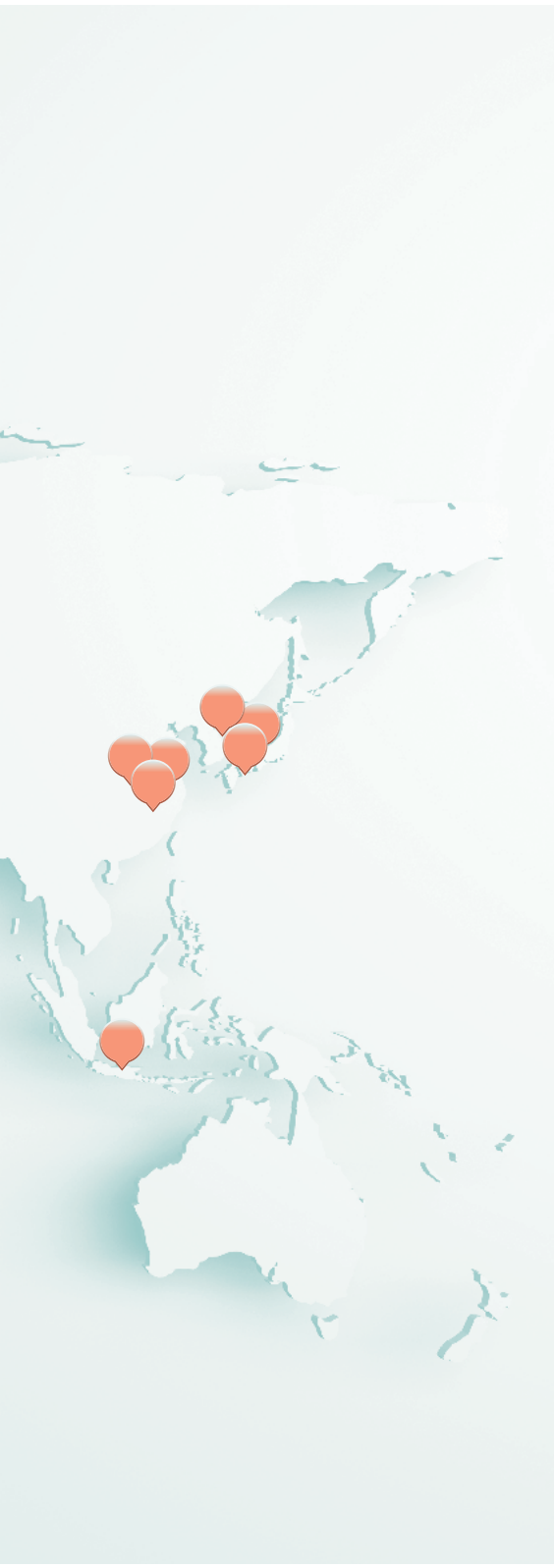
### The UNESCO Creative Cities Network aims to:

- strengthen international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development;
- stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society.
- strengthen the creation, production, distribution and dissemination of cultural activities, goods and services;
- develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector;
- improve access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals
- fully integrate culture and creativity into local development strategies and plans



# *UNESCO Cities of Crafts & Folk Art*





## UNESCO Creative Cities Network

### CRAFTS & FOLK ART

Al- Ahsa  
Aswan  
Bamiyan  
Durän  
Fabriano  
Hangzhou  
Icheon  
Isfahan  
Jacmel  
Jaipur  
Jingdezhen  
Kanazawa  
Lubumbashi  
Nassau  
Paducah  
Pekalongan  
San Cristóbal de las Casas  
Santa Fe  
Sasayama  
Suzhou

### FILM

Bitola  
Bradford  
Busan  
Galway  
Rome  
Santos  
Sofia  
Sydney

### DESIGN

Bandung  
Beijing  
Berlin  
Bilbao  
Budapest  
Buenos Aires  
Curitiba  
Detroit  
Dundee  
Helsinki  
Graz  
Kaunas  
Kobe  
Montreal  
Nagoya  
Puebla  
Saint-Étienne  
Seoul  
Shanghai  
Shenzhen  
Singapore  
Turin

### LITERATURE

Baghdad  
Barcelona  
Dublin  
Dunedin  
Edinburgh  
Granada  
Heidelberg  
Iowa City  
Krakow  
Ljubljana  
Lviv  
Melbourne  
Montevideo  
Norwich  
Nottingham  
Obidos  
Prague  
Reykjavik  
Tartu  
Ulyanovk

### MEDIA ARTS

Austin  
Daka  
Enghein-les-Bains  
Gwangju  
Linz  
Lyon  
Sapporp  
Tel Aviv-Yafo  
York

### GASTRONOMY

Belém  
Bergen  
Burgos  
Chengdu  
Dénia  
Ensenada  
Florianopolis  
Gaziantep  
Jeonju  
Parma  
Phuket  
Popayán  
Östersund  
Rasht  
Shunde  
Tsuruoka  
Tucson  
Zahle

### MUSIC

Adelaide  
Bogota  
Bologne  
Brazzaville  
Ghent  
Glasgow  
Hamamatsu  
Hanover  
Idanha-a-Nova  
Katowice  
Kingston  
Kinshasa  
Liverpool  
Mannheim  
Medellin  
Salvador  
Sevilla  
Tongyong  
Varanasi



Sharing experiences,





**2015 Annual Meeting of the Creative Cities Network  
Kanazawa, Japan, City of Crafts & Folk Art**

UNESCO's *Global Report on Culture and Sustainable Urban Development* guided general meetings with a keynote address on urban and culture economics. Creative field workshops with fellow Member Cities of Crafts and Folk Art encouraged partnership and furthering of UCCN objectives.

**First International Meeting of Creative Cities of the Americas  
San Cristobal de las Casas, Mexico, Candidate for City of Crafts & Folk Art**

Representatives from Paducah; Popayan, Colombia (Gastronomy); Quito, Ecuador; and Nassau, Bahamas (Crafts & Folk Art) participated in presentations and workshops with regional and national stakeholders in preparation of San Cristobal's proposal to join the UNESCO Creative Cities.

**Second UNESCO Creative Cities' Forum  
Fabriano, Italy, City of Crafts & Folk Art**

Mayor Giancarlo Sagramola and the Fabriano Foundation hosted UNESCO Creative City leaders from Italy, France, Senegal, Haiti, China, South Korea and the United States to exchange ideas on the theme "Industrial City, Creative City."

**U.S. Commission for UNESCO Annual Meeting, Washington, D.C.**

Mary Hammond, Paducah CVB Executive Director, presented *Paducah and the UNESCO Creative Cities Network* to a community of national stakeholders involved in UNESCO programs. The meeting coincided with announcement of 47 new cities admitted to the Network, including U.S. cities Austin, Texas (Media Arts); Detroit, Michigan (Design); and Tucson, Arizona (Gastronomy), signaling further collaboration and expanded global outreach.



**Kentucky Creative Industry Summit -  
Kentucky Arts Council**

Paducah CVB Executive Director Mary Hammond participated in the Creative Communities panel, exploring the world of creative placemaking. The second annual summit featured more than thirty national, state and local experts discussing strategies to maximize use of local arts and cultural resources.

## knowledge and best practices

**National Cultural Districts Exchange - Americans for the Arts**

Paducah was profiled among successful cultural districts as a thriving artist community that fosters relationships and connectivity with creative individuals from diverse regions of the world. The online resource portal presents tools and inspiration to guide the development and advancement of communities through Cultural Districts.



### **U.S. Export Assistance Center Rural Outreach**

Linda Caruso, Principal Commercial Officer with the U.S. Consulate in Guadalajara, Mexico visited Paducah to counsel local exporters and economic development professionals about expanding international markets. Hosted in conjunction with Kentucky World Trade Day by the Kentucky/Southern Indiana District Export Council with the U.S. Export Assistance Center, U.S. Department of Commerce, Commercial Service.

### **Kentucky Global Schools Network Learn & Launch Global Competency Program**

The Heath Area Schools launched integrated global education programs developed through a Kentucky Department of Education grant which seeks to infuse global awareness and cultural understanding into classroom practices. The McCracken County School System is seeking grant-funded expansion to the remainder of elementary and middle schools. Implementation has enabled educators to further UNESCO Creative Cities Network objectives with classroom presentations by visiting papermaker Sandro Tiberi from Fabriano, Italy (Crafts & Folk Art); professor Naomi Uchida of Kanazawa, Japan (Crafts & Folk Art); and director David Wilson of Bradford, United Kingdom (Film).

### **Rotary Education Assistance Program (REAP) Community Scholarship Program**

West Kentucky Community & Technical College (WKCTC) welcomed the first class of Community Scholarship recipients. The innovative public-private partnership led by the Rotary Club of Paducah aims at increasing the percentage of high school graduates who continue to college by providing a two-year tuition scholarship at WKCTC to all Paducah/McCracken County graduates who meet eligibility requirements. The Rotary Antique Quilt Show serves as a key revenue source for the scholarship program by attracting of thousands of patrons from around the globe during American Quilter's Society QuiltWeek - Paducah.

## Pilot projects, partnerships

### **Meet the Artists: A Celebration of Art & Community**

Fifty local artists united to showcase their stories and art at The Coke Plant, a newly restored, architectural landmark. More than 1,000 people attended the inaugural event, a partnership between Paducah Main Street, the Paducah CVB, Paducah Economic Development and the Paducah Area Chamber of Commerce to promote growth and awareness of local creative industry.



and initiatives





Professional and artistic



**Fabriano Papermaker Sandro Tiberi participates in Paducah Arts Alliance Artist Residency**

The contemporary master papermaker from Fabriano, Italy (Crafts & Folk Art) became the first artist from a UNESCO Creative City to engage in Paducah's residency program. Tiberi demonstrated papermaking and met with Paducah's artists, educators and business people with the goal of establishing creative and commercial connections between the two cities.

**David Wilson of Bradford UNESCO City of Film juries River's Edge International Film Festival**

The Director of UNESCO's first City of Film, Bradford, UK (Film) traveled to Paducah to serve as esteemed juror of the city's 11th annual film festival. Wilson awarded Best of the Fest to *Welcome*, directed by Javier Fesser of Ecuador, in the company of films accepted to the festival from Australia, Switzerland, Canada, the United Kingdom, France, China and the U.S.

**J.D. Wilkes Exchange with Glasgow City of Music on The Legendary Shack Shakers Southern Surreal Tour**

Musician and author J.D. Wilkes toured Europe as front man of the Legendary Shack Shakers including concerts in UNESCO Creative Cities Glasgow, Gent and Dublin. Wilkes took Paducah's creativity along for the world to see as he met Music Producer Colin Hynd at The Glasgow Royal Concert Hall for a cultural exchange.



**McCracken County High School - VANS Custom Culture Finalist**

Of more than 5,000 contending schools/teams, the individuality and creativity of local students' designs on four blank pairs of Vans earned an all expense-paid trip to New York City for the final award and design challenge at Parsons NYC.

## exchange programs and networks

**Paducah Hosts Kentucky Rural Urban Exchange (RUX) Network Meeting**

Paducahans joined and facilitated the growth of RUX, a regional movement within a broader national initiative: "Next Generation: The Future of Arts & Culture Placemaking in Rural America." The holistic approach to creative placemaking engages next generation leaders to invest in economic viability and cultural heritage, advancing collaboration through network building, collective capacity and resource sharing.



## Studies, research and evaluations



### **Japanese Professors Visit for Biocultural Diversity Research on behalf of Kanazawa, Japan – a City of Crafts & Folk Art**

The Mayor of Kanazawa, the prefecture of Ishikawa and the central government of Japan funded representatives Naomi Uchida and Asami Shikida to travel to Paducah to produce a comparison study of art policies of the two cities. Uchida, associate professor with Saitama University's department of social environmental design, and Shikida, professor with Hokkaido University's Center for Advanced Tourism Studies, completed extensive information gathering on the creative economy, cultural tourism and revitalization in Paducah.

### **AQS QuiltWeek – Paducah Economic Impact Exceeds \$25 million**

The American Quilter's Society (AQS) presented survey data showing that AQS QuiltWeek yielded a total economic impact of \$25,462,149 in 2014, making it a highly significant revenue-generating event in the state of Kentucky. AQS has produced the trademark annual quilt show in Paducah annually for three decades with record-breaking attendance at the 30th anniversary event in 2014 with visitors from 46 states and 10 countries.

### **Arts & Economic Prosperity 5 National Economic Impact Study**

Paducah signed on as a study partner for the Americans for the Arts 2016 comprehensive nationwide research effort to demonstrate the value of the nonprofit arts and culture industry as an economic driver in communities. Paducah CVB pursued the study to expand advocacy for the city's cultural assets and organizations that support jobs, generate revenue and are the cornerstone of creative tourism.



### **Governor's Awards in the Arts**

Kentucky Governor Steve Beshear presented the Paducah CVB with the 2015 Government Award for leveraging Paducah's deep cultural heritage and diverse creative assets to enrich the city and broaden its international horizons as a UNESCO Creative City.

## on the experience of the Creative Cities

### **Paducah A Creative City - Kentucky City Magazine**

Kentucky League of Cities profiled Paducah's cultural pedigree and journey to become a UNESCO Creative City with connection to Kentucky heritage in the organization's bimonthly magazine.

### **The Arts Mean Business - National League of Cities Official Blog**

Jay Dick, Americans for the Arts, profiled Paducah's revitalization as an illustration of the impact of cultural development on a city's economy.



### **The Coke Plant Reopens**

Preservation-minded couple Ed and Meagan Musselman set out to restore an Art Deco architectural gem that was built in 1939 as a Coca-Cola bottling plant, listed on the National Register of Historic Places. Envisioning a mixed-use renovation, their creativity is shining through as tenants Dry Ground Brewing Company and Pipers Tea and Coffee help give new life to this landmark building.

### **Paducah Economic Development Launches Forward Paducah Initiative**

An ongoing strategic planning process engaged the entire community to establish a vision for Paducah and McCracken County's future, to set goals around aspirations and to create a tactical path forward. Facilitating the process is the nation's leading economic development strategists, Avalanche Consulting, based in Austin.

### **Paducah School of Art & Design (PSAD) Lower Town Campus Grows**

A \$10 million expansion of visual arts education facilities in Paducah's LowerTown Arts District was completed with drawing, painting, photography and design classes moving into a new 22,000-square-foot studio facility. PSAD is a division of West Kentucky Community & Technical College.

### **University of Kentucky College of Engineering Global Learning in India**

Students and faculty from University of Kentucky's Paducah Campus spent six weeks in India researching sustainable energy and demonstrating profitable solutions to rid the area of unwanted waste. The trip was a leg of the college's global learning program, which has included trips to a host of underdeveloped regions around the world.

### **New Kitchen Incubator Rental Space**

Kentucky Innovation Network and West Kentucky Community & Technical College (WKCTC) launched a partnership to provide food entrepreneurs with a platform to hone skills and transition into the highly competitive food industry. Commercial kitchen space on the WKCTC campus complements small business incubator space.

## Policies and measures for

### **Paducah Film Industry Concierge**

New Kentucky Film Office incentives to attract filmmakers spurred the development of a Film Concierge position and film industry portal on Paducah.travel. The program promotes local venues and capacity for film production in response to filmmaker requests for information and other resources.

### **Main Street's Showcase Paducah**

In order to promote development in the city's urban core, Paducah Main Street spotlighted new and existing businesses and available properties throughout the cultural district with the day-long *Showcase Paducah* event.





sustainable urban development





## Communication and



### Chamber Power in Partnership Breakfast: Salute to Arts & Culture

Guest speaker Jay Dick, senior director of state and local government affairs with Americans for the Arts, emphasized the value of the arts for job creation, tourism and the overall economy to local business leaders.

### Paducah Area Chamber of Commerce Washington DC 2015 Fly-in

Congressional and cabinet meetings including Americans for the Arts and National Endowment for the Arts empowered local leadership to advocate for the city's culture. A permanent display in the nation's capital was unveiled to preserve the cultural heritage of the Paducah U.S. Department of Energy Site.

### Kentucky Tourism International Media Group Familiarization Tours (FAMs)

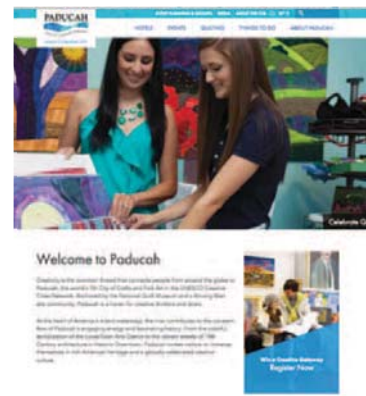
Paducah CVB hosted journalists from Europe as part of a Kentucky tour and Japan as part of a Mississippi River Country tour, providing coverage in *Huffington Post UK*, *Sunday Daily Mail* (Scotland), *French Morning* and the *Perceptive Travel Blog*.

### Travel South USA International Showcase

Paducah Signature Experiences served as a vehicle to promote Paducah's cultural assets amongst top-producing international tour operators and U.S. receptive buyers. *Groups Today* included Paducah CVB Sales Director Fowler Black as one of the Top 10 Leaders of the Next Generation in Group Travel for creative ideas and entrepreneurial spirit.

### Paducah Life Magazine Local Awareness Campaign

Three-part ad series encouraged local pride and cultural participation by illustrating Paducah's world-class creativity as defined by innovative and internationally-connected local people and venues.



### Newly Redesigned Paducah.Travel

New responsive design destination website launched enhancing the chief destination marketing and visitor information platform with resources for the UNESCO Creative Cities Network and international visitors.

### Brand USA Cooperative Marketing

Paducah CVB partnered on international marketing programs including a foreign language video series and dedicated Paducah city page on VisittheUSA.com.

## awareness raising activities

### Presentations on UNESCO Creative Cities Network

From special interest groups visiting Paducah for inspiration to community groups and leadership classes of all ages, concerted efforts by local representatives have led to greater awareness of the impact of creativity and Paducah's prominence in the UNESCO Creative Cities Network on local culture.

### Creative Connection Destination Marketing Campaign

National tourism advertising generated more than 50 million impressions through broadcast, print and digital placements, establishing Paducah as a UNESCO Creative City.

*Paducah Year in Review:*

## *Quilting & the Fiber Arts*

**Quilts of Caohagan** exhibition and demonstrations at the National Quilt Museum showcased quilters from an island in the Philippines who produce and sell quilts to generate one third of the island's entire Gross Domestic Product.



The **National Quilt Museum** welcomed visitors from 49 countries during 2015, up from 38 represented the previous year.

**Quilts of Valor Foundation** partnered with the National Quilt Museum to honor and support American veterans through the artistry of quilting with the exhibition *To Honor and Comfort*.



*Fields of Flowers* by Eti David (Israel)

**Wide Horizons IV at AQS QuiltWeek** featured work by Studio Art Quilt Associates (SAQA) members from Europe and the Middle East, following the exhibition's debut at the European Patchwork Meeting.

**American Quilter's Society** launched [iqilt.com](http://iqilt.com), an online quilting class experience that increases accessibility to the best in quilting education and industry leading, world-renowned instructors.



*Chasing Bubbles* by Hiroko Miyama and Masanabu Miyama (Tokyo, Japan) from the National Quilt Museum Collection



**Fantastic Fibers 2015** at Yeiser Art Center included 60 engaging, innovative and colorful works of fiber art, selected from more than 430 entries by artists from 16 countries.

**Paper Pieces Palooza** celebrated the new Hexie House storefront in Paducah for the established quilt supply business that preserves the centuries old English Paper Piecing (EPP) quilting method.

**Quilt artist Rose Hughes** launched her "Fast-Piece Applique" book in Paducah with a weekend of technique workshops at Ephemera Paducah.

The **Quilt Quine**, Linzi Upton of Scotland, presented the City of Paducah with a quilted yurt, based upon a 5,000-year-old Mongolian tribal dwelling design.

**Fabriano Forum** exhibition of native craft from guest Creative Cities featured Paducah's fiber art community alongside Korean and Chinese ceramics, Haitian masques and more at Pinacoteca Civica, the city's Art Gallery.



# Creative Paducah

**Yeiser Art Center's** Paducah Photo exhibit celebrated its 40th anniversary with a name change to **Art Through the Lens** to reflect the perspectives garnered through Paducah's international reach and submissions from artists in 40 states and eight countries.



**Paul Lorenz** of StudioMars presented a musical/visual composition, "sound based upon drawing," musical score entitled "Han Yu Pin Yin Ben Book No. 1" at the Florence Biennale.

**Mary**, a collaborative narrative art video, produced by Paul Lorenz (musical score) and Glenn Hall (video director), premiered at the festival SELF in Venice, Italy.

Paul Lorenz exhibited **Shayukou: the Paintings**, works completed during his 2014 artist residency at Shangyuan Modern Art Museum near Beijing (City of Design), at Yeiser Art Center.

**Paducah Arts Alliance** Artist-in-Residence program hosted Swedish visual artist Maria Safronova which led to a delegation of PAA artists traveling to Stockholm, Sweden to present the exhibition *Made in the USA*.



**The Carson Center** hosted Shanghai Circus, a spellbinding performance of feats of circus art based on 2,000 years of Chinese circus traditions.

**Market House Theatre** tied its box office record for most seats sold for any production in the community theatre's 51 year history with *Mary Poppins*.

**Clemens Fine Art Center Arts in Focus** presented *Feet Don't Fail Me Now* by Rhythmic Circus, a troupe of internationally renowned artists.

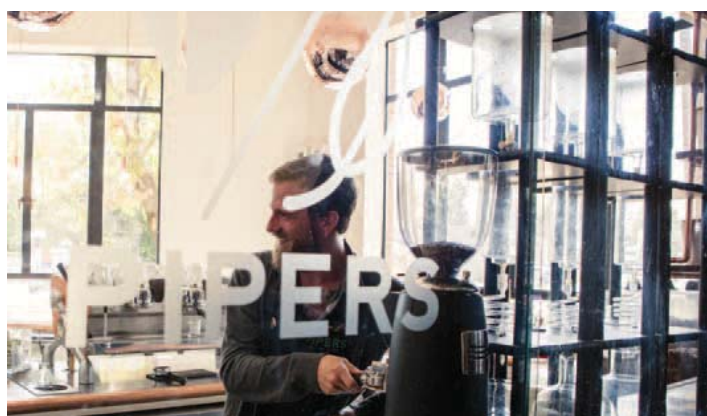
**River Discovery Center** received a Kentucky Historical Society History Award for the Mound Builders Program, an all-day field trip that immerses students in the daily life of indigenous Native Americans.

Artist Kijisa Housman opened **MAKE Paducah**, a new creative workshop space that teaches printmaking, painting, up-cycled craft and more.



**"One Community, One Life,"** an installation of 300 individual life masks created through an art process "plastering" faces from around the world, celebrated Char Downs' 10th anniversary since moving to Paducah through the Artist Relocation Program.

**Paducah Symphony Orchestra** featured Italian pianist Fabio Bidini, who serves as professor at the world-renown "Hochschule für Musik Hanns Eisler" in Berlin (City of Design), on Brahms' 2nd Piano Concerto.



Paducah craft beverage scene blossomed with the opening of **Dry Ground Brewing Company** and neighbor **Pipers Tea & Coffee** in The Coke Plant followed by **Paducah Beer Werks** in a refurbished Greyhound Bus Station.



Chef Sara Bradley opened **Freight House**, Paducah's first farm-to-table restaurant, serving traditional southern flavors and locally-sourced ingredients.

**Fin's** sustainable gastronomy earned the company the 2014-2015 ViVap agriculture entrepreneur award for putting Kentucky-caught fish products on American tables.

The **Progress Paducah** movement was launched by young community members to help connect people with progress in the community and address barriers through community visioning and awareness.

*"Living in a UNESCO Creative City is a gateway to the world. How can I not make use of this resource? As a global artist, UNESCO creates great opportunities. It has made my life much more rich and my work more dynamic."*

— PAUL LORENZ

*international visual artist and composer  
based in Paducah*



**Paducah CVB Staff**

Mary Hammond, *Executive Director*

Fowler Black, *Sales Director*

Laura Oswald, *Marketing Director*

**2015 Paducah CVB Board**

Tom Emerson, *Chair*

Jay Page, *Secretary/Treasurer*

Glen Anderson

Mike Burger

Linda Curtis

Beverly McKinley

Becky Straley

1-800-PADUCAH



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2013