ROYCROFTERS-AT-LARGE ASSOCIATION
1054 Olean Road East Aurora, NY 14052

## 2018 CALENDAR

**31ST NATIONAL ARTS & CRAFTS CONFERENCE, ASHEVILLE, NC**
February 16-18, 2018
Roycrofters At Large Association will be attending!

**25TH ANNUAL ROYCROFT CHAMBER MUSIC FESTIVAL**
June 8-9, 15-16
www.roycroftchambermusic.org

**ROYCROFT SUMMER FESTIVAL**
June 23-24
**New Location:Healthy Zone Ice Rink**
41 Riley St, East Aurora



ROYCROFTERS-AT-LARGE ASSOCIATION
# CHRONICLE

:: OUR MISSION ::

*The Roycrofters-At-Large Association was formed over 30 years ago by a group of East Auroran's that included several descendants of the original Roycrofters, including Elbert Hubbard's granddaughter. The Roycrofters-At-Large Association, Inc. has been entrusted with educating, fostering and inspiring through the continual evolution of the Arts and Crafts Movement.*

WINTER 2018

## Newcomer Shawn Krueger is thrilled to carry on the Roycroft Artisan tradition

*By Joe Kirchmyer*

Since being juried into the Roycrofters-At-Large Association in 2016, Shawn Krueger has been on a mission to create exceptional work, to put his art in front of greater audiences, and to live up to the reputation of Roycroft Artisans and Master Artisans who have come before him. And as he prepared his work for the knowledgeable audience of art enthusiasts who await at the 31st National Arts & Crafts Conference, he took time to answer a few questions about his new relationship with the Roycroft community.

*Q. You earned the distinction of Roycroft Artisan in 2016. What attracted you to the Roycrofters-At-Large Association?*

A. When I saw the quality of the work bearing the Double R Roycroft mark from my fellow exhibitors at the 2016 National Arts & Crafts Conference in Asheville, I knew this was something I'd like to be a part of. To be included in this select group is humbling but, at the same time, I'm proud to have this validation for the dedication I have to my work. Of course, the history of the Roycroft community is a large pull for me. It's a treat to be able to come to the campus and know that you're a continuation of what went on in these buildings.



*Q. Although you've been a Roycroft Artisan for a relatively short period of time, how has it benefited you thus far?*

A. The summer and winter shows have been excellent for me. You meet with a crowd in Western New York, and particularly in East Aurora, who is so knowledgeable about the Arts & Crafts movement. They know what they want and they expect quality. For any of us who are focused on making work that matters, it's a dream audience.

I joked about this last year, likely owing to our winter show location, but I feel like the transfer student with his lunch tray who has finally found someone to sit with. I am so grateful for the Artisans who have taken an interest in me and my work. Not only am I new to RALA, I am also new to a booth show format. My career to this point has existed solely in gallery settings and you can sometimes be an oddball in a contemporary commercial gallery when you make work with a feel and presentation of something much more traditional. Here, we're odd together.

*Continued on page 3*

## BOARD MEMBERS

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### RALA Office

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**Board Meetings**

Board meetings are regularly scheduled for the second Tuesday of the month. The first 15 minutes of the meeting is reserved for member comments, after which the board will enter a closed session. Contact the RALA Coordinator for details.

**Join us on Facebook**

# A Message from the President

Happy 2018! As we welcome the new year, all of us at the Roycrofters-At-Large Association, Inc. wish you the best for the new year. We've got some exciting things to share and hope that you'll be able to join us for any and all of them!

First, through the generosity of the Margaret L. Wendt Foundation, our organization will be attending the 31st Annual National Arts & Crafts Conference in Asheville, NC this February. While some of our Artisans and Master Artisans have attended annually, it's been a few years—at least—since our organization as a whole has had the opportunity to be present and fully participate in this important conference and show. We'll be bringing our amazing Goodie Box to Grove Park so if you're there, be sure to check it out and purchase as many raffle tickets as you can. The winning ticket will be drawn at the end of the 2018 Summer Show, and as the New York Lottery says in its overplayed commercial, "you've got to be in it to win it!" We are thrilled to be participating at Grove Park once again.

Second, our summer show (June 23rd and 24th), which has been held at the Parkdale School in East Aurora for the last few years is moving to a new location—the Healthy Zone Rink in the Village of East Aurora. Although the venue is still outdoors, we'll be under the rink's roof and closer to all of the activities and opportunities that Main St. provides. Applications for participating artisans are available on the RALA website (www.ralaweb.com), and, for the summer show, are due no later than March 10, 2018.

Third, the Roycroft Chamber Music Festival is in the midst of preparing for its 25th anniversary season with concerts on June 8, 9, 15 and 16 at St. Matthias' Episcopal Church in East Aurora. Because of the milestone, special programs are being prepared, including Vivaldi's Four Seasons, which will be played in two parts, with two seasons at the first concert, and the final two seasons at the final concert. Tickets will be available later in the Spring. For more information, please follow www.roycroftchambermusic.org. We are also working with Friends of Knox Farm to do a fund and friend raising event at the Main House at Knox Farm in May. Please stay tuned for details.

Finally, we are thrilled to welcome new board member Peter Lewis Gabak who comes to us from Buffalo State where he serves as Director of Major Gifts and Institutional Advancement. Peter brings a wealth of development expertise to our organization. Before joining the team at Buff State, Peter worked at RIT as Director of Development for the College of Imaging Arts and Sciences, with particular focus on the School for American Crafts. Peter is a welcome addition to the RALA team!

Martha Buyer, *President*



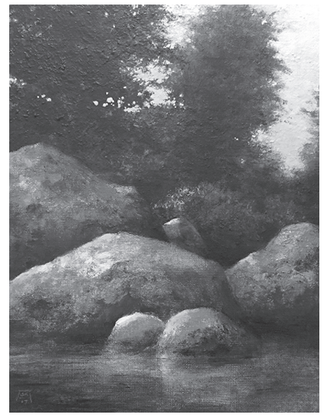
## Newcomer Shawn Krueger is thrilled to carry on the Roycroft Artisan tradition ...continued from page 1

*Q. You're going to Grove Park for the 31st National Arts & Crafts Conference. What are your expectations going in?*

A. I do best in life when I come into any situation with no expectation at all. The lows don't seem so bad and anything resembling a high seems exceptional. 2017 was a pretty satisfying year and the sales I made and exposure I received at the conference was responsible for a good chunk of that. It'd be nice to build upon it, but I'd be foolish to expect anything. So long as it opens a door for me or introduces me to the next thing, I'll be happy. Everything builds on everything else. I tried for years to get into the GPI show before I finally got my chance in 2016. That first year, the show was quiet for me, but I met Christie and James from Mission Guild and they offered to put their names behind me for the Artisan jury. That was worth more to me than any sale. I always believe doors will open for you if you've stood there and are willing to pull the handle.

*Q. You obviously spend a lot of time in your studio. Describe it to us.*

A. My home studio consists of a couple of rooms of our 1925 Craftsman/Dutch Colonial mutt of a house in Heritage Hill near downtown Grand Rapids, Michigan. With a young child at home, it's important for me to be close and connected to my family even if it's at odds with my natural impulse to be like J.D. Salinger in his bunker. The studio itself is pretty austere. There's a palette, an easel and some good overhead lighting, a few art books for inspiration, and far too many unfinished pieces mocking me from the drying rack.







*Q. I hear you also enjoy plein air work. Is the Grand Rapids community a good outdoor match for your particular style?*

A. There's a certain appeal to the flatness of the Midwestern landscape, though my location in Michigan is not at all dissimilar to what you find Western New York. We both have similar proximity to a Great Lake. Perhaps it's because of this that my Michigan landscapes may have a familiarity to a Western New York audience.

*Q. When you don't have a brush in your hand, what are you doing?*

A. I hate to admit it, but I'm pretty dull. I could possibly bore you by discussing the relative merits of craft beer or vegan food, but I'll spare you.

*Q. What can you tell us about your future career goals? By continuing down this artistic path, what do you hope to obtain or achieve?*

A. My plan going forward is simply to work, to further develop my craft and attempt to foist the results upon a wider audience. I would like my work as a Roycrofter to be relevant to people beyond those already interested in the Arts & Crafts movement. The RALA ethos is what all makers should strive for and what collectors expect from the galleries who promote work. It can be difficult to get one's work out to a wider audience when making paintings one at a time, but I am determined to make this happen.

I hope to make it through successive Artisan juries and eventually achieve Master level. I also look forward to finding artists I believe in and who I can sponsor for the jury. I am grateful for what's come my way due to my involvement with RALA and it would be immensely satisfying to help another artist become an Artisan.

Joe Kirchmyer is president of Kirchmyer Media LLC, a communications company based in West Seneca, N.Y.; co-owner of the popular website BuffaloScoop.com; and a member of the RALA Board of Directors. You can contact him at jkirchmyer@verizon.net.