



# Southern Highland Craft Guild Will Present the Fall Craft Fair in Asheville, NC - Oct. 19 - 21, 2018

This Fall, Asheville's long-standing Craft Fair of the Southern Highlands is excited to bring interactive and dynamic craft to the heart of downtown at the U.S. Cellular Center. Opening Friday, Oct. 19 at 10am, the public will have the opportunity to shop and connect with regional makers who have mastered their craft. The three-day fine craft event lasts until Sunday, Oct. 21 at 5pm. Cultivating the traditions and legacies of handmade skills, this Fair features juried members of the Southern Highland Craft Guild.

More than 170 booths will line both the concourse and arena level of the U.S. Cellular Center throughout the event. Both contemporary and traditional work in clay, wood, metal, glass, fiber, natural materials, paper, leather, mixed media, and jewelry will be featured. Members of the Guild undergo a two-step jury process in which their work is evaluated by peers in the industry. Upholding the standards of fine craft through this process is one of the Guild's legacies of curating this industry.

Demonstrating their processes at the Fairs will be the following makers: The Village Potters inviting guests to watch and throw on pottery wheels, as well as some hand-building, Lesley Keeble assembling her mixed media dolls, John Turner applying his raku glazes to pots, Jeffrey Neil warping wood into shaker boxes, and NC ABANA blacksmithing on forges outside the entrance.

Educating the public on the physical elements required to create certain craft is a core value of the Southern Highland Craft Guild. To continue to pass on these traditions, members of the Guild participate and offer these educational opportunities to inspire the next generation of craft artists.

This year's featured maker is woodworker Steve Noggle of Morganton, NC. His one-of-a-kind wood-turned bowls embrace simplicity in form and function, as well as decorative design. Noggle was juried into the Southern Highland Craft Guild in 2004. After receiving a degree in forestry, he landed in the Pacific Northwest as a timber cruiser. Shortly after, he discovered the art of crafting fine furniture. While engineering new designs, Steve began to turn wood on a lathe. Today each of his pieces is spun from a chunk of wet, green wood into



Work by Ray Jones

a bowl or vessel with a satin finish.

Each day also provides live entertainment from mountain musicians who continue the traditions of the Craft Fairs since their first days on grassy lawns. Old time musicians to bluegrass bands will perform live on the arena stage daily.

The U.S. Cellular Center was a shift in landscape for this event as it was incepted under canvas tents in 1948 on the grassy lawns of Arrowmont School of Arts & Crafts in Gatlinburg, TN. Downtown Asheville provides a robust experience for visitors, as the time honored gathering is representative of the creativity that flows in Western North Carolina. As a venue to provide a regional marketplace for mountain craftspeople, the Guild Fairs have since evolved into a popular celebration of craft in the country.

The Craft Fair of the Southern Highlands is made possible by the following sponsors: *Asheville Citizen-Times*, *Our State Magazine*, *Smoky Mountain Living*, and *WNC Magazine*.

The Southern Highland Craft Guild, chartered in 1930, is today one of the strongest craft organizations in the country. The Guild currently represents nearly 800 mak-

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ers in 293 counties of 9 southeastern states. During the Depression the Guild cultivated commerce for craftspeople in the Appalachian region. This legacy continues today as the Guild plays a large role in the Southern Highlands craft economy through the operation of four craft shops and two annual craft expositions. Educational programming is a fundamental element of the organization, fulfilled through integrated educational craft demonstrations at retail outlets and expos, free educational community events, and an extensive public library located at its headquarters at the Folk Art Center on the Blue Ridge Parkway.

The U.S. Cellular Center is located at 87 Haywood Street in downtown Asheville. Admission is \$8 per person, Students \$5,



Visitors at a Crafts Fair booth

Children under 12 free, and Weekend Pass is \$12,

For further information check our NC Institutional Gallery listings, call the Guild at 828/298-7928 or visit ([www.craftguild.org](http://www.craftguild.org)).

## Bender Gallery in Asheville, NC, Offers Works by Joshua Hershman

Bender Gallery in Asheville, NC, is proud to present *Cameras: Interpreters of Reality*, a solo exhibition of glass cameras by Joshua Hershman, on view from Oct. 5 - 31, 2018. A reception will be held on Oct. 5, beginning at 5pm.

Hershman is a mixed media artist who primarily works with kiln cast glass and photography. The cameras are life sized and are created by making a mold from antique or broken cameras, which destroys the original camera in the process. The cameras are then cast in glass using the lost wax method. With a background in craft and design, Hershman uses his dynamic range of skills to create highly detailed, innovative, and thought provoking sculpture.

Hershman was raised in a socially conscious household, where artistic paths were fostered from an early age. Being born with no peripheral vision or depth perception, decades of vision therapy led him to have a lifelong fascination with the complex nature of the visual system as well as the science of light and optics. By using cameras themselves as frames for his experimental photographic processes, Hershman asks us to look more closely into the simple act of taking a photograph. His work focuses on the significance that film and photography have played on the development of contemporary global culture, and shows how the complex nature of our image-based society is constantly being redefined by the lens.

In his artist's statement Hershman says, "Since early childhood, I have experienced the world without peripheral vision or depth perception. My vision has since been corrected, but through this process I came



Work by Joshua Hershman

to acknowledge the curious nature of such visual anomalies, and began to mimic these irregularities within my work. By using broken cameras and intentionally defective lenses, I manipulate light and encourage alternate ways of looking at photography by allowing the optical and fluid qualities of glass to bring new meaning and depth to the photographic image. By taking photographs and fusing them permanently within glass, I link two diverse yet parallel vocabularies into a unique, sculptural vernacular."

"The natural play of light and optics inherently found in glass imitates the actual process of taking pictures and exposing negatives," adds Hershman. "Allowing the work itself to capture these forces, the invisible and counter-intuitive nature of light is revealed. Using the camera as a point of departure, I emphasize the aesthetics of its design, functionality, and iconic meaning, effectively demonstrating how images can both shape and distort our culture, memories and global consciousness".

Hershman was born in Colorado 1981  
*continued on Page 28*