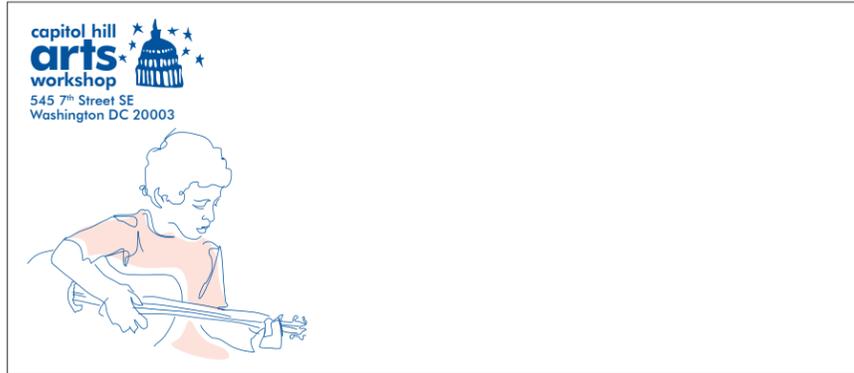


**kentgay  
DESIGN**

**Development Collateral  
End of Year Campaign 2016  
Capitol Hill Arts Workshop**  
Graphic Design by Kent Gay  
Illustration by Kent Gay  
Words by Hannah Jacobson



carrier envelope

letterhead



postcard



online ad



online ad



student story:  
**MUG NIGHT**

In Monday night ceramics, we have a tradition called "Mug Night," where we focus on different forms and shapes for mugs and take a mug we made previously to (local restaurant) The Ugly Mug after class—to get to know people outside of what we're working on in the ceramics studio. It must have been the third time we'd done this, and our server, who had seen us before, asked how many glasses we needed—we all pulled out mugs and said we just needed a pitcher of beer! So our server asked, "Why do you guys do this?"

Without even thinking about it, I said: **"Well, we're potters!"**

A second after, I thought, I can't believe I said that! It kind of caught me off guard that I even described myself that way—in some ways I think I'll be a beginner for 20 or 30 years. (Teaching artist) Lindsey Walter asked me why I was so surprised, and I said, "You're a potter, that's what YOU do." Lindsey responded: "What are YOU doing Mondays, Wednesdays, and Saturdays?" And it's true. Pottery is something I find myself identifying with and orienting around, even on my own Instagram. When I talk to people about what I do in my spare time, this is what I talk about; **this is my community.** (continued on other side)

photo by Leslie Mansour, artwork by Lindsey Walter



online ad

**student story** CONTINUED

What's interesting is I started making a bucket list years ago—more like a life list. I was sort of at a low point in life, and I hit it again 2 years ago, and something needed to change. I looked back at the list, and "take a pottery class" was on there. I thought: **what am I waiting for?**

In pottery we talk about centering clay, but it has also been a centering for myself. There's peace in that work. **There's something magical and substantive about doing something with your hands.** To go and not think of the pressures of other people—**just be there and be joyful.** I'm such an impatient person, but you can't be not present when you're doing pottery. You'll just have everything come off the wheel wrong. Now, if I'm having a bad day and my mind is all over the place, I'll get off the wheel and hand-build because I'm not there for it—and it requires that. I need to be there for it.

I tell people all the time—CHAW is not some fancy art studio, and that makes it wonderful. It's easy for people to feel comfortable coming here. I grew up all over the place, so I know that being the new kid can be tough, especially if you don't know how to do something. But people at CHAW are really welcoming and not at all pretentious about your skill level. You're coming in here and **there's no reason that art isn't for you.** I'm not crafty and didn't think of myself as an artist, but now I make furniture and vessels. I never would have put myself in that category, and it's wonderful to go to a place where **you don't need to put yourself in a category and people will be patient and kind and welcoming.** People will walk around and ask questions, and I have no problem asking questions either—it's a place of vulnerability. We don't do that as a society much anymore and it's so encouraged at CHAW. I love you guys!!

—Stacie, Ceramics Student, Potter

insert



artwork by Tony Page



artwork by Tony Page



reply envelope

**SUPPORT CHAW TODAY**  
**Yes!** I believe all people need the arts in their lives.

Enclosed is my gift of  
 \$25  \$50  \$100  \$250  Other \$ \_\_\_\_\_

**My gift is made:**  
 in honor of \_\_\_\_\_  
 in memory of \_\_\_\_\_

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

Please complete & return to:  
 CHAW, 545 7th Street, SE, Washington, DC 20003  
 or give online at [www.chaw.org](http://www.chaw.org) to make a secure donation.  
 We also accept gifts of stock. Contact Lindsey at [lwalter@chaw.org](mailto:lwalter@chaw.org).

Thank you for your generous contribution.

Check enclosed (payable to CHAW)  
 Charge  MC  VISA  AMEX

Please check one:  One-time donation  
 Monthly donation

Charge card no. \_\_\_\_\_ Exp. date \_\_\_\_\_  
 Signature \_\_\_\_\_

11.2016

reply card