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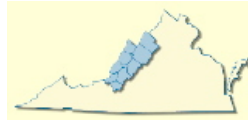
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Network Increases Visibility of Craft Artisans

WAYNESBORO — The Allegheny Craft Network project is compiling the names of craft artisans, and galleries that support them in the nine rural counties of the western part of Virginia.

The network is funded by the Virginia Department of Housing and Community Development through the Artisans Center of Virginia and includes a directory, exhibition and conference focused on small towns, villages, and rural areas of **Alleghany, Augusta, Bath, Botetourt, Craig, Highland, Roanoke, Rockbridge and Rockingham** counties.



Many artisans and galleries have already applied for a free directory listing that includes a photograph, brief description of the craft product and contact information. The directory is online at www.artisanscenterofvirginia.org/network.

Project coordinator Stephen Clerico, a former furniture craftsman, says, *“A free directory listing is a great opportunity for you to benefit from the Center’s established Web site that already attracts thousands of visitors each month. Being listed in the directory is easy and fast. The Network is not an organization; there are no membership dues involved. The Network directory simply encourages awareness of your existence. We hope to increase travel within the projected area. It is just one more way for your work to become visible to new customers.”*

Artisans and craft stores have until July 1, 2008 to submit their listings, but getting listed now will improve exposure, says Clerico. He encourages the public to review the Directory from time-to-time as new information is added on a regular basis.

The special craft exhibition and business conference are the second and third elements of the Network. The exhibition will include selected works from the nine counties and will be on public display at the Center’s gallery in Waynesboro from July 17 through September 4, 2008. Details concerning the 2008 conference will be announced later this year.

For more information write to network@artisanscenterofvirginia.org, visit the web site or call call 877-508-6069.

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