

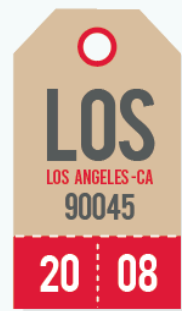


2017 UNESCO Creative Cities of Crafts & Folk Art Annual Meeting

September 2017



FOUR OFFICE LOCATIONS



PR



CREATIVE



DIGITAL



BRANDING



CONTENT



STRATEGY

33

years in
business

40

clients

40

employees

10+

years, average
senior staff tenure

0

no time-sheets
no debt

PR WORLD NETWORK FOUNDER / MEMBER

► 27 GLOBAL PARTNER LOCATIONS

► 21 MEMBERS

► 50+ COUNTRIES



PR WORLD
NETWORK



CATEGORIES / SPECIALTIES

Arts & Culture

Associations & Nonprofits

Consumer Products & Design

Cruise, Rail & Travel

Destinations

Economic Development

Food & Wine

Hospitality Groups & Resorts

Real Estate

Technology

PADUCAH WELCOMES NEW BOUTIQUE HOTEL



Paducah, Ky., June 20, 2016 – Paducah, Kentucky, a UNESCO Creative City, welcomes a new boutique hotel. [The 1857 Hotel](#) is housed in a renovated red-brick antebellum building that originally served as a gentlemen's haberdashery and an adjoining turn-of-the-century tractor repair shop. The hotel's well-preserved façade belies its contemporary interior. The circa-1857 building contains most guest rooms while the tractor shops serves as a bar and event space.

The hotel offers easy access to the pedestrian-friendly town's attractions, beginning with the [Carson Center](#) for performing arts, the [National Quilt Museum](#) and [Paducah Wall to Wall](#) floodwall murals.

“Paducah, Kentucky, a UNESCO Creative City, welcomes a new boutique hotel.”

“The building found us rather than us finding it,” says Paul Gourieux, a Paducah restaurateur who developed and owns the hotel with his partner Jorge Martinez. “Every day leaving work we’d see this empty building, and it distressed us to watch it deteriorating.” One afternoon Paul saw two men leaving the building: one the owner and the other a local realtor. Paul and Jorge finalized purchase of the building in late 2014 and went about assessing what they’d bought. “It was a mess,” Paul states bluntly.

They decided to take a contemporary approach to allow the architecture to speak for itself. Paul, a former banker, crunched the numbers and realized they needed to carve out the maximum number of rooms without making them feel cramped. “Going contemporary was the right approach, because it’s an uncluttered look.”

Paul handled the design while Jorge served as general contractor. “I’d moved to the Caribbean working as a banker and designed everything from there,” says Paul. “I sent my ideas to Jorge, who executed everything to perfection.”

An open floor-plan lent guest rooms a loft-like aesthetic, and they rolled the dice on one important design detail. “Most people here tend to be conservative and are accustomed to plenty of interior space, so we debated having showers and soaking tubs open to the rooms.” The gamble paid off as the



Paducah School of Art & Design Expands

– Lower Town Arts District Welcomes New 2D and Graphic Design Building –

Paducah, Ky., March 1, 2016 – The [Paducah School of Art & Design](#) (PSAD) has expanded with a remarkable new 30,000 square-foot 2D and graphic design building. The state-of-the-art facility houses studios for drawing, painting, photography, visual communications and multimedia programs. The completion of PSAD's campus expansion is a significant addition to the Lower Town Arts District, famous for the Artist Relocation Program that drew working artists to participate in the city's creative energy and reside in its oldest residential neighborhood.

"The new building allows us to properly house all of our 2D and media programs in one location, expand our Master Artists Workshop program for national audiences, increase our public programming and outreach and continue to build a noteworthy exhibition program," said Paul Aho, Dean of PSAD. "Perhaps more significant yet to the region we serve, the entire art school campus anchors a growing creative economy, adds to the region's recognition as a cultural destination and reinforces Paducah's designation as an UNESCO Creative

"Perhaps more significant yet to the region we serve, the entire art school campus anchors a growing creative economy, adds to the region's recognition as a cultural destination and reinforces Paducah's designation as a UNESCO Creative City of Craft and Folk Art."

To commemorate the building's grand opening, PSAD will host an exhibit featuring the work of iconic graphic designer David Carson. Known for his innovative typography, David will give an artist's talk on April 1 at 6 p.m. in the new building.

Summer 2016 Master Artist Workshop Series

Introduced by PSAD in 2014, the [Master Artist Workshop Series](#) features intensive workshops with nationally recognized artists and presenters. This year's program, taking place between May 12 and Aug. 6, will focus on ceramics and small metals, presented by Sunshine Cobb, Yoshi Fujii, Jill Gower, Elaine Henry and Tim Lazure. For details about each workshop, please visit [paducahschoolofartanddesign.org](#).

In addition to PSAD's grand opening events, the world-class creativity of Paducah's art community is again on display as working artists invite visitors to discover local art and artists with a series of Creative Collaborations events throughout 2016.

Creative Collaborations

A new event series created by the Paducah Arts Advisory Committee, [Creative Collaborations](#), aims to promote growth and awareness of the city's creative talent. The series' events are free to the public:

- *New River Currents, Saturday, March 12 from noon to 8 p.m.*



'Goin Up The Rivuh'

Paducah's Wheelhouse Rousters preserve and freshly interpret traditional River Music

Paducah, Ky., Jan. 10, 2017 – Beginning in the 19th century, the waterfront of Paducah, Kentucky, bustled as a vital inland port. Established by explorer William Clark, the city sprung from the wilderness at the strategic convergence of the Ohio and Tennessee rivers, connecting the developing Midwest with the Lower South. Paducah came of age in a burgeoning "rivers-and-rails" economy during the era of paddlewheel boats and steam locomotives. More than just a mechanism for importing goods, the port served as a gateway to the world that played a critical role in establishing Paducah as a culturally vibrant and diverse town, reflected in the city's status as a UNESCO Creative City. A unique yet distinctively American culture emerged.

Along Paducah's riverfront, hardworking (primarily African American) men called *rousters* handled the cargo, manning the boats from port-to-port while developing a distinctive musical genre that soulfully chronicled the vagaries and uncertainties of river life. Although stylistically related to Old Time Music, the musical form, now referred to as River Music, was a mishmash of influences ranging from African American spirituals to Celtic folk tunes, reflecting the predominant ethnic makeup of the rousters.

"More than just a mechanism for importing goods, the port served as a gateway to the world that played a critical role in establishing Paducah as a culturally vibrant and diverse town, reflected in the city's status as a UNESCO Creative City."

Nearly seven decades later, Wheeler's prescient labors have been vindicated. In 2011 three accomplished acoustic musicians from Paducah rediscovered Wheeler's catalogue and formed the group [Wheelhouse Rousters](#) to revive and record the pieces collected in *Roustabout Songs*.

"It's important to note we're not attempting to 'preserve' the music," explains Wheelhouse Rouster Nathan Lynn, who plays guitar, banjo and bass, as well as contributes vocals (River Music is noted for its tight harmonies). "We want to treat this music as 'living' artifacts rather than museum pieces."

Rouster Josh Coffey adds that none of the group were alive to hear original *rousters* and notes that one intriguing omission Wheeler made is that while she faithfully preserved the lyrics and (usually) musical notation for the melody, she provided no timing or chord structure. Some of the earliest entries preserve only lyrics, so there is not even a basic melody to serve as a clue. "Occasionally she suggested tempo," says Coffey (whose father Eddie rounds out the core trio), "but otherwise she leaves it open to interpretation, so we play with things like key and tempo until we think we've captured what feels right for the spirit of the piece."

How the group approaches a song is often determined by the subject matter. Common themes in River Music include hard times; a sense of rootlessness that comes from travelling from town to town; disconnectedness from; the inherent danger of working in an often hostile frontier environment;

October 25, 2014
Circulation: 168,693
UMV: 2.4 Million

Paducah stitches together a new identity

TRAVEL By Tracey Teo - For the AJC

Posted: 12:00 a.m. Saturday, October 25, 2014

PADUCAH, Ky. — Dynamic. Vital. Thriving.

Those words would not have described Paducah before the turn of the 21st century. But this western Kentucky town at the confluence of the Ohio and Tennessee rivers has undergone a renaissance and is now a well-established cultural destination that attracts thousands of arts and crafts enthusiasts annually.

In 2013, Paducah was designated a UNESCO Creative City of Crafts and Folk Art, a recognition of the city's long-standing tradition of quilt making and its revitalization of LowerTown, a neighborhood that was once a blighted, crime-ridden eyesore, but is now a flourishing 25-block arts district.

No longer a sleepy, Southern town, "Quilt City USA" resonates with a fresh, creative energy that is as palpable as the river current.

National Quilt Museum

At the National Quilt Museum, a couple examines the Beatles Quilt, a tribute to the 1960s British rock band that forever changed American culture.

Sisters Sue Nickels and Pat Holly were teenagers at the height of Beatlemania, and their memories of that era inspired this artwork adorned with images that suggest song lyrics, like a yellow submarine. It evokes a sense of nostalgia in baby boomers, and the current viewers are of that generation. For them, the piece becomes a game of trying to connect the images to albums.

July 12, 2014
Circulation: 113,489
UMV: 1.1 Million

JULY 12, 2014 AT 1:00 AM

Paducah, Ky., is a frugal traveler's dream perfect for art lovers

MYSCA THERIAULT MCCLATCHY-TRIBUNE NEWS SERVICE 3 COMMENTS



Fiber Art from the Quilt Museum is featured in Paducah, Kentucky. (Myscha Theriault / MCT)

Deep-rooted folk craft heritage, a National Register of Historic Places district dotted with galleries and a UNESCO-acknowledged art scene place Paducah, Kentucky, firmly on the tourist map. Factor in affordable entertainment, convenient parking and direct access to international artisans, and you've got a formula that's perfect for frugal travel. Architecture enthusiasts will also find lots to love about the area's commitment to building preservation. Here are just a few of the highlights to consider during a trip to this creative city:



October 2014
Circulation: 735,435
UMV: 144,925



The Washington Times

THE LEDGER
INDEPENDENT

NEWSUNITED



LEXINGTON
HERALD-LEADER

The State
www.TheState.com

Daily Mail

AP

THE NEWS & OBSERVER

The Miami Herald

DATE: 11/3/15
UMV: 29,655,576

WCHS 8

West Kentucky
Star.com

WDRB.com

Idaho Statesman
Idaho's news source >> Since 1864

MOUNTAIN NEWS
wmyt

WORLDnews

Madison
DAILY NEWS

International film fest begins Thursday in Paducah

The Associated Press

PADUCAH, KY. — The 11th annual Rivers' Edge International Film Festival gets underway this week in Paducah.

Organizers say the film schedule includes entries from seven countries besides the U.S. They are Australia, Switzerland, Canada, the United Kingdom, France, China and Ecuador.

The festival is held at the historic Maiden Alley Cinema. It begins Thursday and runs through Sunday.

Organizers announced a juror for this year's festival is David Wilson, the director of Bradford UNESCO City of Film. Bradford is located in West Yorkshire, England, and is UNESCO's first city of film.

Paducah has been named a UNESCO Creative City for its thriving arts community.



August 27, 2014
UMV: 23 Million

Charming small towns of the South

by Carri Wilbanks, Special for USA TODAY 4:01 p.m. EDT August 27, 2014



Synonymous with quilt making, Paducah, Ky., is itself a patchwork of fabric shops, galleries, historic lodging and even creative dining establishments. (An earlier version of this photo caption misidentified Paducah as being in Tennessee.) Paducah, Ky.

The South is full of charm, steeped in tradition and teeming with history, not to mention the savory southern fare with a side of hospitality. Experience the true small town South in these quaint locales by clicking through the photo gallery above.



The city was recently designated the world's seventh City of Crafts and Folk Art by The United Nations Educational, Scientific and Cultural Organization (UNESCO). Paducah, Ky.



This creative epicenter of Western Kentucky boasts the National Quilt Museum, as well as a host of hands-on workshops. Paducah, Ky.

SOUTHEAST KENTUCKY

Summer 2015
Circ. 100,000

Paducah, Where?

Definitely a "who knew?" story, this small river town should be on your radar as a place to celebrate the arts

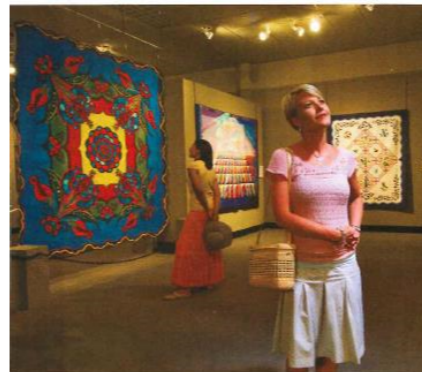
BY LISA DAVIS

You've likely never heard of Paducah, Ky. This small locale, halfway between St. Louis and Nashville at the confluence of the Ohio and Tennessee Rivers, has no more than 26,000 residents. But what it lacks in size, it makes up for in cultural density: The tiny city has more arts and crafts than a metropolis 10 times its size. »



124 GO ESCAPE | SUMMER 2015

SOUTHEAST KENTUCKY



The National Quilt Museum draws visitors from across the country and world. Exhibits rotate eight to 10 times a year.

This unpretentious Bluegrass State community has mighty roots in the art world, so mighty that UNESCO designated Paducah the world's seventh City of Crafts and Folk Art. It joins a prestigious list that includes Santa Fe (the only other American city); Aswan, Egypt; Icheon, South Korea; and Hangzhou, China.

Paducah's other claim to fame is as the home city of the world's largest and most-prestigious museum devoted to quilts and fiber arts. The National Quilt Museum attracts visitors from all 50 U.S. states and more than 40 foreign countries yearly. The river town turns into Quilt City USA every April, when 30,000 artists and art enthusiasts descend upon it for the American Quilter's Society's QuiltWeek.

Chicago can't claim that. Neither can New York City. So, what makes Paducah so arts-friendly? Meredith and Bill Schroeder, who began the American Quilter's Society in

1984, are credited with growing the town's fascination with fiber arts. In the society's first year, 1,500 quilters became charter members, and in April 1985, the group held its first quilt show and contest in town, attracting 5,000 people.

The Schroeders, who were, not surprisingly, quilting aficionados, opened the National Quilt Museum in 1991. They chose to base it in historic downtown Paducah as a way to give back to their hometown community. The \$2.2 million facility is the largest in the world dedicated to quilting and sits two blocks from the Ohio River.

"The personal passion and creativity of our local artists and leaders transformed Paducah into a welcoming town for innovators and creative people, including visitors who want »

MAKE A WEEKEND OF IT

Lloyd Tilghman House & Civil War Museum: Tour the museum for up-close views of Civil War artifacts. 631 Kentucky Ave.; 270-575-5477; paducah.travel/visitors/history

National Quilt Museum: Visitors can take a behind-the-scenes tour, design their own fabric or create a quilt block. 215 Jefferson St.; 270-442-8856; quiltmuseum.org

River Discovery Center: Housed in Paducah's oldest standing building, the center includes river-influenced art and music and an interactive display where visitors can pilot a simulated riverboat. 117 S. Water St.; 270-575-9958; riverdiscoverycenter.org

Flamingo Row: The Caribbean-style restaurant might seem oddly placed in a Kentucky river town, but the eatery gets rave reviews from residents. 2640 Perkins Creek Dr.; 270-442-0460; flamingorow.com



Kirchhoff's Bakery & Deli: The fifth-generation German bakery serves homemade breads, cookies and cakes. 114-118 S. Second St.; 270-442-7117; kirchhoffsbakery.net

Paducah Beer Works: The new 9,000-square-foot craft brewery is located in the city's repurposed Greyhound bus station. 301 N. Fourth St.; 270-933-1265; facebook.com/pages/Paducah-Beer-Works/1495024097332221

Paducah Distilled Spirits: Known for its award-winning moonshine, it's a local favorite. 407 Jefferson St.; 270-415-5368; paducahdistilledspirits.com

The Fox Briar Inn at RiverPlace: This 1857 bed and breakfast provides river-facing accommodations near the city's historic Market House Square. 100C Broadway St.; 270-443-7004; foxbriarinn.com

October 31, 2016

UMV: 62,154

Circulation: 43,547

Quilt to Last: Folk Art Flourishes in Paducah, Kentucky

The charming Ohio River city excels at old-timey arts. But this is not your grandma's quilting bee.

On the Ohio River in western Kentucky, Paducah's pretty-as-a-picture downtown enchants visitors with brick-paved streets and antebellum architecture that invites comparisons to Savannah and Charleston. Billed as the "Quilt Capital of the World," Paducah shreds homey preconceptions of the folk art, showcasing new-wave materials and eye-popping pieces that are solidly 21st century, earning this river town designation as a UNESCO Creative City—one of only six in the United States and about a hundred worldwide. The [National Quilt Museum](#) has galleries that wouldn't feel out of place in a contemporary metropolitan arts venue, and this year, the attraction marks its silver anniversary with exhibitions including the edgy *Here and There: Works by the Manhattan Quilt Guild* (through November 15).

An Artist Relocation Program is attracting a new generation of talent to the [Lower Town Arts District](#), home to the Paducah School of Art & Design. The oldest residential neighborhood in town, it has inviting streets, Victorian-era homes converted into live/work spaces, outdoor sculptures, galleries, and antiques stores. Eclectic studio-shop combos like [MAKE](#) and [Ephemera](#) are worth browsing for handmade gifts and unique art supplies. On the bucolic riverfront, more than 50 floodwall murals offer a primer on Paducah's history as a Civil War battle site, transportation hub, and A-bomb production powerhouse. Duck into the [River Discovery Center](#) to try steering a Coast Guard vessel on an interactive simulator.

The über-urban [1857 Hotel](#) delivers New York style and exposed brick in 10 boutique rooms and a swank bar/event space. Farm-to-table [Freight House](#) presents artful plates with locally sourced meat and produce, along with fiery shrimp and pimento cheese grits. Both spots exemplify Paducah's—ahem—seamless blend of past and current, quaint and cosmopolitan.



National Quilt Museum

FOOD TRAVEL LIFE

May 12, 2017
Combined Reach: 63,200

MAY 12, 2017

NINE THINGS TO DO IN PADUCAH

Paducah is a fun, charming little city that can easily be explored in a couple of days. You should visit and see why it was named the **World's 7th City of Crafts and Folk Art** by UNESCO in 2013. Below is a list of nine things you can *and* should do in Paducah.



August 28, 2017
UMV: 665,591

Weekend Getaway in Paducah, Kentucky

On the banks of two great rivers, a historic town forges a new identity as an arty weekend escape.

Writer: Amy Lynch; Photographer: Paul Nordmann

"Come down once you get checked in. I've got a new whiskey I know you'll love," says bartender Jo Cusker, impressively recalling my penchant for bourbon. It's my second stay at Paducah's The 1857 Hotel, and returning to western Kentucky feels like coming home. Jo slides me a mule made with ginger beer, lime juice and Bird Dog Ruby Red Grapefruit whiskey. If I lived here, this would be my local hang, but I sense it's still a bit of a secret to the natives.

Paducah (population 25,000) sits across from Illinois's southern tip at the fork of the Tennessee and Ohio rivers. William Clark (of Lewis and Clark fame) founded the town on a 37,000-acre plot he purchased for \$5 in 1827, a scene captured in one of 50 hand-painted floodwall murals. The panels skirt the riverfront for three blocks, tracing Paducah's history as a Civil War battlefield, railroad hub, atomic energy site and more.



Paducah's history unfolds like a filmstrip along the river floodwall.

<http://bit.ly/2xH55T2>

The incarnation I've fallen for—the one with the copper mugs and boutique hotel—is too new for the wall. In 2013, Paducah was named a UNESCO Creative City, thanks to its lively arts culture and stereotype-busting National Quilt Museum. Only five other U.S. towns can claim the distinction. Now, a few young entrepreneurs are giving Paducah a dining and lodging scene to match, with just enough honeyed Southern charm (and bourbon) to remind you which river you crossed to get here.



The 1857 Hotel

Good Night Paul Gourieux and Jorge Martinez turned Paducah into a weekend-worthy overnight destination when they refurbished a warehouse into **The 1857 Hotel**. The 10 rooms feel like big-city lofts, with high ceilings, exposed-brick walls and mod furniture. A sleek lobby bar hosts live music several nights a week (the1857hotels.com).



The National Quilt Museum

Chicago Tribune

September 6, 2017
UMV: 23,912,294 + Syndications
Circulation: 438,015

Creative vibe helps Paducah thrive, drawing tourists to crafty Kentucky town



More than 50 murals depicting life in Paducah, Ky., over the years cover the flood walls in the riverfront city's historic downtown. The murals by artist Robert Goffard helped rejuvenate the downtown, and they remain a popular tourist attraction. (Lori Rackl and Rand Stevenson / Chicago Tribune)

By **Lori Rackl**
Chicago Tribune

SEPTEMBER 6, 2017, 8:45 AM | PADUCAH, KY.

In this riverfront town in western Kentucky, art isn't just a luxury. It's a lifeline.

It helped salvage one of the city's oldest neighborhoods with an artist relocation program that lured talent from around the country.

And art, in the form of 52 murals and a national museum devoted to quilting (much cooler than it sounds — I promise), served as a shot in the arm for downtown revitalization, sparing the historic area from the fate of many a small city destroyed by suburban sprawl.

More recently, art is what prompted UNESCO to designate Paducah as one of only six "Creative Cities" in the U.S. In late September, delegates from around the world will huddle here for the inaugural meeting of the Creative Cities' crafts and folk art network.

<http://trib.in/2j0W9W4>

USA TODAY

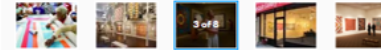
April 11, 2014
UMV: 21,911,400

10 best places to see amazing quilts



Best places to explore the fiber arts

Nearly 40,000 visitors a year come to the National Quilt Museum in Paducah, Ky. The city has been named a UNESCO creative city.
Paducah Travel



(Photo: Gensler)

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

Quilts are hot — and not just for keeping toasty at night. The humble linen has evolved into an art form that's as likely to be displayed on a wall as on a bed. "It's pretty broad, from the extreme fine arts world to the grassroots," says Ricky Tims, one of the world's top fiber artists. The art form celebrates Quilt Week, one of its biggest annual events, April 23-26 in Paducah, Ky. Tims shares favorite places to see this "soft art" with **Larry Bleiberg** for USA TODAY.

National Quilt Museum

Paducah, Ky.

Even when this city isn't celebrating Quilt Week, visitors can get a fabric fix at this museum, which has what may be the world's top quilt displays, Tims says. It's one of the reasons Paducah won the honor of being named a UNESCO Creative City. "You feel as if you've walked into a cathedral and your hat should be off. You're absolutely in awe of the work that's exhibited there." 270-442-8856; quiltmuseum.org



MEDIA BRIEF
Paducah Convention & Visitors Bureau
Deskside Meeting – Washington, D.C.
September 6 – 7, 2017



Christine Smith
Staff Writer, U.S. News & World Report

MEETING DETAILS:

Thursday, September 7 at 10:00am
U.S. News & World Report Office
1055 Thomas Jefferson Street

Contact info: Christine Smith
202-955-2395
crsmith@usnews.com

RECOMMENDED DISCUSSION POINTS:

- Paducah overview – she doesn't seem to have much knowledge of Paducah
 - Creative Culture
 - National Quilt Museum
 - Lower Town Arts District
 - History and Heritage
 - The "Wall to Wall" Floodwall Murals
- Upcoming Events
 - UNESCO Creative City Annual Meeting – Discuss how Paducah has leveraged its creativity to expand its business, education and cultural economies
 - Fall AQS QuiltWeek
 - Barbecue on the River
 - Eclipse 2024
- Creative Venues
 - Coke Plant
 - 1857 Hotel

Social Profile:

- <https://twitter.com/crsmith1126?lang=en>

Recent Work:

- [The 10 Best National Parks in the USA](#)
- [8 Affordable Beach Towns Across the USA](#)
- [9 Top Hotels for Health-Conscious Travelers](#)

About:

Christine Smith is an Associate Editor for the Travel section at U.S. News, where she writes and edits travel guides and rankings content pertaining to hotels, cruises, travel loyalty programs and more. Prior to joining U.S. News in 2015, Smith covered the immigration beat while completing a master's degree in journalism at Northwestern University.