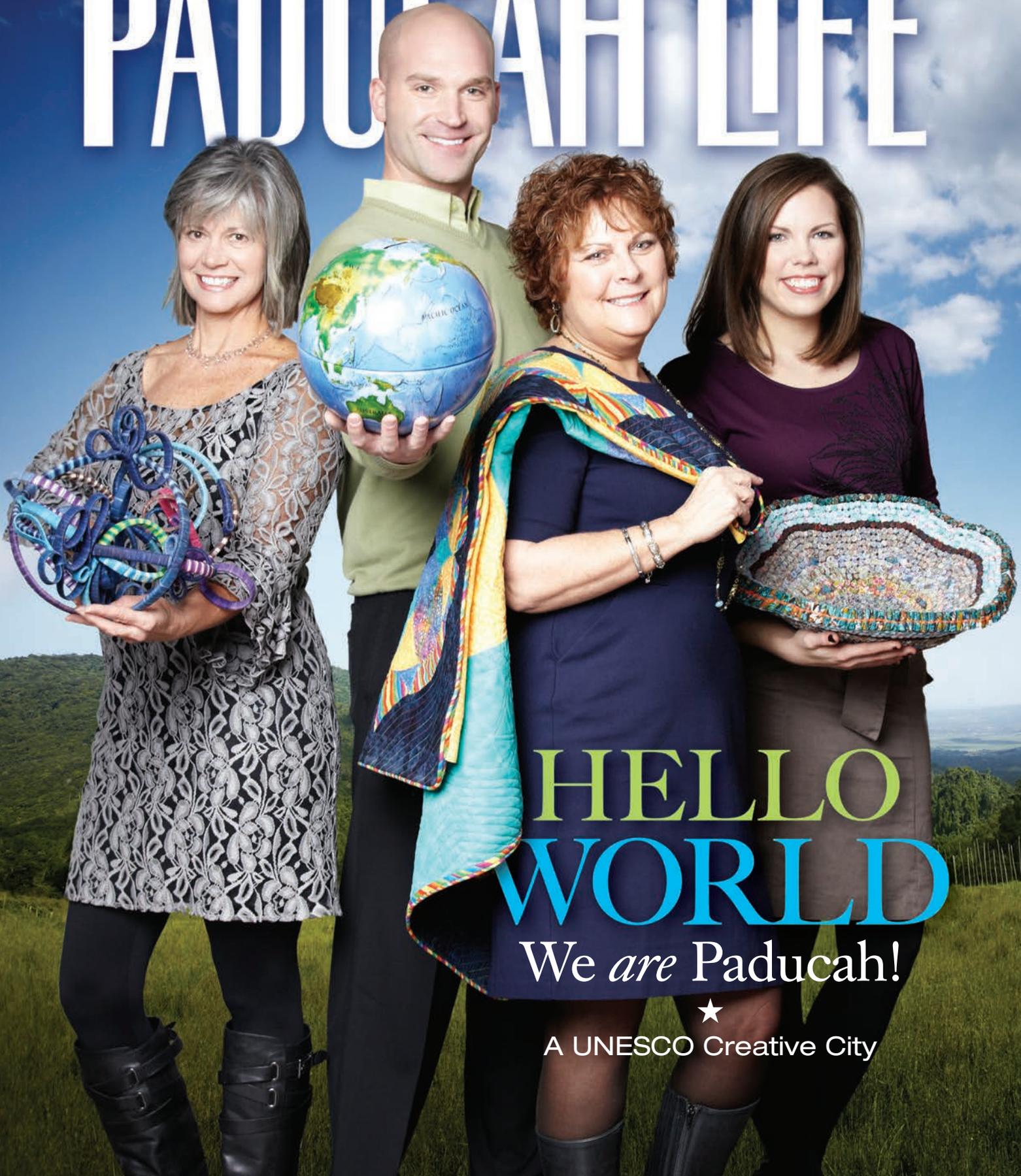


JANUARY/FEBRUARY 2014

PADUCAH LIFE



HELLO WORLD

We are Paducah!



A UNESCO Creative City

The cover of this booklet first appeared in the January/February 2014 edition of PADUCAH LIFE Magazine after Paducah received its designation as a UNESCO Creative City of Crafts & Folk Art. The remaining pages have appeared in PADUCAH LIFE Magazine throughout 2017.

From left are Rosemarie Steele, Fowler Black, Mary Hammond and Laura Oswald.

PADUCAH *is* PROUD

to be a UNESCO *Creative City* of Crafts & Folk Art



THE PADUCAH CONVENTION & VISITORS BUREAU COLLABORATED with PADUCAH LIFE Magazine this year to develop the content series collected in these pages. Our aim was to illustrate the local and global significance of Paducah's creative culture as evidenced by designation as a UNESCO Creative City!

Profiles in each edition of the magazine emphasized Paducah's privilege to host the UNESCO Creative Cities of Crafts & Folk Art Annual Meeting, September 24-27. What a great opportunity to celebrate Paducah as one of the world's Creative Cities through this first official annual meeting of the Crafts & Folk Art sub-network and the first UNESCO Creative Cities meeting to ever be held in the USA!

From answering basic questions like "What is a Creative City?" to spotlighting opportunities for public engagement during the September meeting, the series highlights the importance of Paducah's distinctively creative culture from many vantage points. On these beautiful magazine pages, we seek to educate and empower readers to engage in cultural life, understand the benefits of being a Creative City, and leverage the UNESCO Network for their own economic opportunity and quality of life.

Our Creative City is ever-changing thanks to the innovative locals who are preserving Paducah's past and writing the city's future. We invite locals and visitors alike to allow Paducah's world-class creative culture to inspire you!

Mary Hammond

EXECUTIVE DIRECTOR

Paducah Convention & Visitors Bureau

Paducah is one *of* only six UNESCO Creative Cities in the United States



UK College of Engineering - Paducah Campus Global Learning & Sustainability in India



PADUCAH'S IDENTITY AND DISTINCTIVELY CREATIVE culture have been shaped by the city's strategic location at the heart of America's inland waterways, by Paducahans past and present with great vision, and now by connections curated through UNESCO's growing network of "Creative Cities."

As a UNESCO Creative City, Paducah is shaping a sustainable future and solidifying a place of significance on a global scale!

What is a Creative City?

Creative cities are places where the local cultural environment fuels innovation and value in all sectors of life. Commitment to fostering this approach yields a distinguishing sense of place.

"Culture is who we are and what shapes our identity. Culture contributes to poverty reduction and paves the way for a human-centered, inclusive and equitable development. No development can be sustainable without it. Placing culture at the heart of development policies constitutes an essential investment in the world's future."

—Sustainable Development Goals for Culture on the 2030 Agenda





Paducah artist Lily Liu collaborates with Sandro Tiberi, papermaker from Fabriano, Italy.

Paducah will host 2017 UNESCO Creative Cities of Crafts & Folk Art Annual Meeting

In September 2017, Paducah will welcome representatives from 20 UNESCO Creative Cities in 15 countries for the first formally-designated meeting of the Crafts and Folk Art sub-network. Paducah's cultural pedigree will be in the spot-light as global leaders share strategies of incorporating the arts and culture in building identity and strategic development.

Follow along in each issue of PADUCAH LIFE Magazine leading up to this creative convergence to explore all that Paducah has to offer as one of the world's Creative Cities!

Find inspiration in Paducah's creativity and authentic local experiences at www.paducah.travel



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#creativepaducah
#paducahcreativecity

The UNESCO Creative Cities Network comprises 116 cities in 54 countries designated in seven creative fields: Crafts & Folk Art, Design, Film, Gastronomy, Literature, Media Arts and Music.



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Creativity enriches

★

THE CELEBRATION OF creativity in Paducah continues every day! Paducah's status as a UNESCO Creative City increases opportunities for locals and visitors to participate in the community's authentic sense of place!

At the heart of creative places are creative people!

"Human creativity is the ultimate economic resource," says Richard Florida, author of *Rise of the Creative Class*. The UNESCO Creative Cities Network recognizes that harnessing and cultivating this creativity is essential to the prosperity of any city. Our UNESCO designation acknowledges the value of Paducah's own makers, innovators, and leaders who are creatively preserving the past, informing the present, and transforming the future.



In fact, every person in Paducah contributes to our global reputation. Whether your creativity results in artwork, an innovative idea, or an original business plan, YOU, too, are part of Paducah's distinctively creative culture!

LIFE *in* Paducah



Local Culture **Yields** Global Connection

UNESCO is opening new doors for exciting partnerships with Creative Cities around the globe. People in Paducah are leveraging the Creative Cities Network to expand connections, identity, and impact. Here are just a few examples!

MUSIC • *Music @ Maiden Alley Cinema has featured Virginia Guastella and JoyCut from Bologna, Italy (City of Music).*

CRAFTS & FOLK ART • *Woljeon Museum of Art in Icheon, South Korea (City of Crafts & Folk Art) exhibited National Quilt Museum Collection quilts as part of the International Creative Cities Workshop.*

LITERATURE & MUSIC • *Local author and musician JD Wilkes' international tours with the Legendary Shack Shakers have included UNESCO Creative Cities Dublin, Ireland (City of Literature) and Glasgow, UK (City of Music).*

FILM • *David Wilson of Bradford, UK (City of Film) juried the 2015 River's Edge International Film Festival.*

CRAFTS & FOLK ART • *Paducah Arts Alliance Artist-in-Residence program hosted Sandro Tiberi, contemporary papermaker from Fabriano, Italy (City of Crafts & Folk Art).*

EDUCATION • *Heath Area schools pioneered statewide global competency education programming with direct connection to UNESCO visitors from Bologna, Bradford and Kanazawa, Japan (City of Crafts & Fok Art).*

COMMUNITY • *Paducah Economic Development launched the Forward Paducah strategic vision incorporating celebration of culture and the UNESCO platform.*

Bringing the **WORLD** to PADUCAH

Paducah will host the 2017 UNESCO Creative Cities of Crafts & Folk Art Annual Meeting this September. Learn more and find inspiration in Paducah's creativity and authentic local experiences at www.paducah.travel.



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Creativity tells the **WORLD**



AS THE SEVENTH UNESCO CREATIVE City designated in the creative field of Crafts & Folk Art, Paducah's important role in the connectivity of cultures was recognized! This global acclaim illustrates the collective significance of countless cultural events, creative initiatives, and innovative artists all anchored by long-lasting traditions in quilting and the fiber arts.

UNESCO acknowledges that local leadership values culture and encourages creativity in urban planning to yield sustainable solutions. Through the UNESCO Creative Cities Network, Paducah is aligned with like-minded cities in all corners of the world positioned as global leaders in the thriving Creative Cities movement.

Our UNESCO Creative City designation has been a dynamic differentiator for our small river town in western Kentucky, enhancing Paducah's international hook and generating a new platform for connection. Since our designation in 2013, major media outlets have spotlighted Paducah's creative economy from USA Today to the Huffington Post and more.



- Traveler 50: World's Smartest Cities / **National Geographic**
- Small Town Treasures / **USA Today**
- America's Most Artistic Towns / **Expedia**
- 9 Best Small Towns for Food in the U.S. / **Tasting Table**
- 8 Rejuvenating River Cities / **Where To Retire Magazine**
- Underrated Southern Towns You Need to Be Spending a Lot More Time In / **Thrillist**

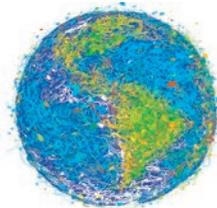


“Being a Creative City sends a signal to the world that Paducah is full of critical thinkers and problem solvers creating an energizing environment that millenials, retirees, and growing industries are looking for in the modern economy.”

—BRANDI HARLESS, Mayor, City of Paducah



who we are!



UNESCO Cities of Crafts & Folk Art

- Al-Ahsa (Saudi Arabia)
- Aswan (Egypt)
- Bamiyan (Afghanistan)
- Duran (Ecuador)
- Fabriano (Italy)
- Hangzhou (China)
- Icheon (Rep. of Korea)
- Isfahan (Iran)
- Jacmel (Haiti)
- Jaipur (India)
- Jingdezhen (China)
- Kanazawa (Japan)
- Lubumbashi (Congo)
- Nassau (Bahamas)
- Paducah (USA)
- Pekalongan (Indonesia)
- San Cristobal de las Casas (Mexico)
- Santa Fe (USA)
- Sasayama (Japan)
- Suzhou (China)

Be a part of our Creative City's **STORY**— and share it with the world

as we welcome Creative City leaders to Paducah for the first UNESCO Creative Cities of Crafts & Folk Art Annual Meeting in September!

Celebrate what sets Paducah apart—the people, places, flavors, events and local experiences.

Share your creative experiences throughout our city to inspire others!



www.paducah.travel

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This fall **PADUCAH, KEN** welcome the **WORLD** to our



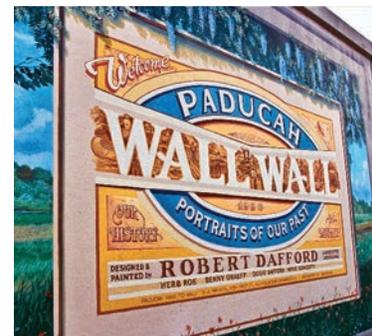
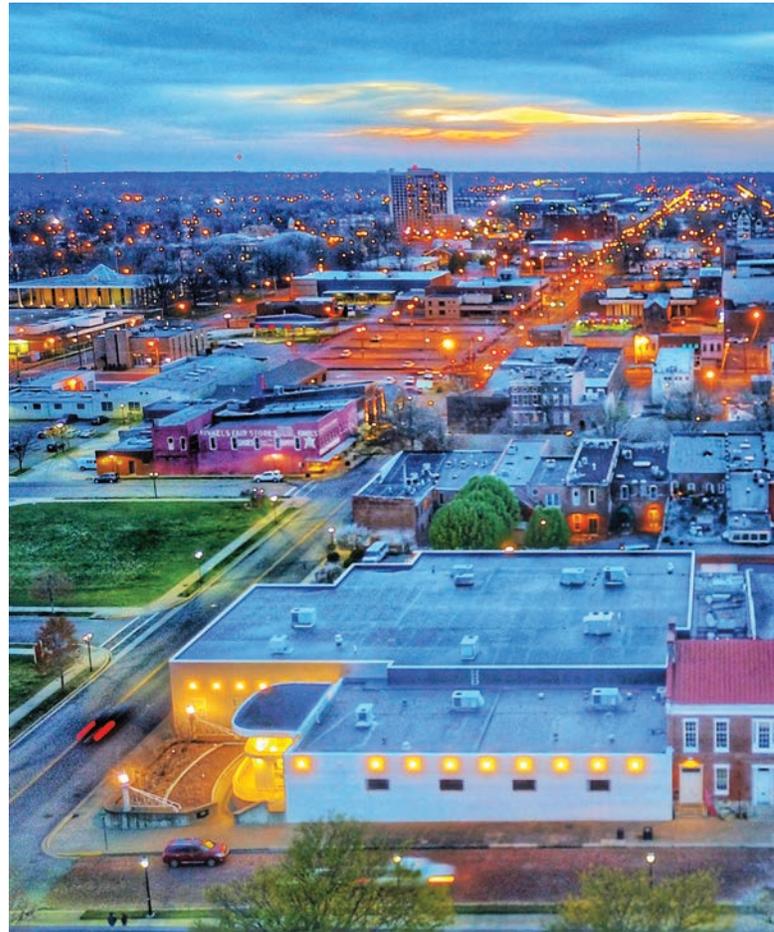
THE ARTS OPENED THE DOOR FOR Paducah to join the UNESCO Creative Cities Network yet the impact of this global designation and network extends into all aspects of city life! Paducah is united with like-minded, forward-thinking Creative Cities focused on building better, stronger cities through creativity, culture and innovation.

UNESCO's Sustainable Development Goals for Culture on the 2030 Agenda identifies culture as who we are and what shapes our identity, contributing to poverty reduction and paving the way for a human-centered, inclusive and equitable development. No development can be sustainable without it. Placing culture at the heart of development policies constitutes an essential investment in the world's future.

With culture at heart, Creative Cities are taking action on the global 17 Sustainable Development Goals to transform our world by ending poverty, protecting the planet and ensuring prosperity for all.

“A needle’s eye view takes you into the intricate stippling of a quilt that’s much closer to artwork in a museum than artifact in a linen closet. A bird’s eye view reveals a weave of waterways hemming the city and guiding its history. A satellite’s eye view locates Paducah within a network of cities around the globe that are stitched together by the creative arts.”

—DR. FRANK HUTCHINS, Associate Professor of Anthropology, Bellarmine University



“Ricky and Lucy” by Karen Sistek, National Quilt Museum Collection

TUCKY will Creative City!



Photo by Vick Patel

Paducah's Opportunity for **GLOBAL** Partnerships is Virtually Boundless

as we host the 2017 UNESCO Creative Cities of Crafts & Folk Art Annual Meeting in September. This enhances Paducah's opportunity to showcase proven strategies and best practices with global leaders, creating connections to shape our world and position our city for the future!

UNESCO CREATIVE Cities Network in Action

- Sharing experiences, knowledge and best practices
- Policies and measures for sustainable urban development
- Studies, research and evaluations of the experiences of the Creative Cities
- Professional and artistic exchange programs and networks
- Communication and awareness-raising activities
- Pilot projects, partnerships and initiatives joining the public and private sectors, and civil society

Find inspiration in Paducah's creativity and authentic local experiences at www.paducah.travel! View Paducah's 2017 UNESCO Annual Report illuminating OUR Creative City in action!



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PADUCAH

City of Crafts & Folk Art

Designated
UNESCO Creative City
in 2013



Paducah Hosts

the 2017 UNESCO Creative Cities of Crafts and Folk Art Annual Meeting



A CREATIVE City— A CULTURAL Encounter

Creative Cities from AROUND THE GLOBE are here in Paducah this fall to share strategies of incorporating the arts in building identity and strategic development. This first formally-designated Annual Meeting of the Crafts & Folk Art sub-network and first UNESCO Creative Cities meeting ever held in the USA, will feature expert panels, Creative Field workshops and hands-on study tours around three themes.

- ▶ Creative Cities & Tourism Opportunities
- ▶ Economic Development & Urban Revitalization Using Arts & Culture
- ▶ Education, Institutions & Natural Resources for Sustainable Economic & Cultural Development

The Paducah Convention and Visitors Bureau has lined up an incredible group of national and international speakers for the event including: Nathan Lump, Editor-In-Chief of *Travel and Leisure Magazine*; Vendeline von Bredow, Midwest Correspondent, *The Economist Magazine*; Ted Sykes, President of the American Queen Steamboat Company; and Paducah native Rafael Ortega, Global Product Manager at NIKE.

Plans to live-stream some of the featured speakers during the Annual Meeting are in the works. Visit www.paducah.travel for details.

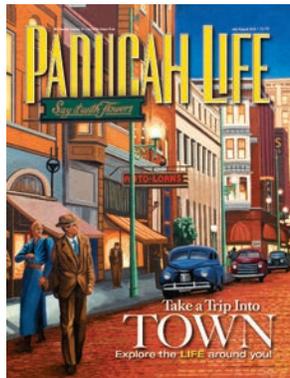


Make Your Own CREATIVE Connections

Opportunities for the community to discover the depth of Paducah's creative culture and connections in the Creative Cities Network are amplified as we host these global leaders.

SEE *Pride of Place*, UNESCO Showcase at Paducah School of Art & Design representing Creative City native crafts including Bahamian fiber arts from Nassau, handmade paper from Fabriano and others. *Opening Tuesday, September 26 at 4 p.m.*

HEAR Public Forum at Maiden Alley Cinema hosted by KET's Renee Shaw, which will feature U.S. and international Creative City leaders offering insight into the UNESCO Creative Cities Network. *Sunday, September 24 at 3 p.m.*



Share Paducah *with the* WORLD

Help us share this amazing experience with the world!

Grab photos of people, places, and happenings all around Paducah and post

them on Facebook,

Instagram, and Twitter.

Use #PaducahCreativeCity.

Follow @PaducahCreativeCity

for updates during the

September meeting.



Find inspiration in Paducah's creativity and authentic local experiences at paducah.travel.

TASTE UNESCO Beer at Dry Ground Brewing Company creatively brewed with ingredients sourced from Paducah's fellow Creative Cities. *Debut on tap Sunday, September 24*

EXPERIENCE Barbecue on the River's global theme celebrates the international appeal of Paducah's creativity and local flavor. *Porkstock, Wednesday, September 27; Barbecue on the River, September 28-30*

LISTEN PADUCAH LIFE Magazine literary soiree at the McCracken County Library featuring local writers and songwriter Nathan Lynn. *September 26, 5:30 PM*



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A FEW YEARS AGO I HAD THE OPPORTUNITY TO VISIT Paducah while I was with the National Endowment for the Arts and what an incredible visit it was! It was very exciting for me to experience first-hand what the creative city of Paducah has to offer. In my world, the Artist Relocation Program and the UNESCO Creative Cities designation are outstanding exemplars of a community that is embracing artists and culture writ large to define itself.

What I found far exceeded my expectations. Jane Jacobs famously said that new ideas must use old buildings, and I saw ample evidence of that throughout my tour of this architecturally rich city. I had a chance to tour the Paducah School of Art and Design, which has to be one of the most inspiring state-of-the-art facilities for artists and art students to be found anywhere. It's a beautiful and thoughtfully re-purposed light-filled crown jewel that will surely be a beacon for creative visual artists in all disciplines. And I can't help but imagine what kind of wonderful and powerful impact that creative engine is going to have on the community!

Although I was only in Paducah for a short visit, I was impressed by the people I met. People from all walks of life gave me a warm welcome and generously offered insight into what I think must be the "secret sauce" of the cultural community: collaboration coupled with a deep and abiding respect for the sense of place that makes Paducah unique. Clearly, this community is doing a lot of things right and is willing to be open to new people and new ideas and to share that secret sauce.

Michael Killoren

FORMER DIRECTOR OF LOCAL ARTS AGENCIES

National Endowment for the Arts





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