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## **FULLER CRAFT MUSEUM ANNOUNCES RETIREMENT OF GRETCHEN KEYWORTH**

(Brockton, Mass. – March 12, 2010) The Board of Directors of Fuller Craft Museum in Brockton, Mass. announces the retirement of Gretchen Keyworth, the institution’s founding director and Chief Curator, effective March 26, 2010. It was also decided that she will retain the honorary title of Director Emeritus.

Keyworth joined Fuller Craft in 2003, and oversaw all artistic and administrative duties. She led the institution through a revolutionary transformation. In 2004, The Fuller Museum of Art, a small, community art museum, became Fuller Craft Museum, one of the few contemporary craft museums of national renown. According to Board Chair Chris Rifkin, “Gretchen’s leadership advanced the Museum’s curatorial vision and strengthened relationships with other organizations and the national craft community. She was central to creating an international forum for the recognition and exploration of craft. We are grateful for her work.”

During Keyworth’s tenure, the Museum staged nearly 100 exhibitions showcasing many world-renowned as well as emerging regional artists. “I knew that an ambitious and innovative exhibition schedule would establish Fuller Craft as the most exciting craft museum in the country and bring people to the Museum who had never been there before,” Keyworth said. Since 2003, membership is up 200%, and visitation is up 192%. In addition Fuller Craft originated four exhibitions that toured nationally “Trashformations East,” “Pulp Function,” “Edges of Grace, the enamels of Jamie Bennett,” and “The Perfect Fit: Shoes Tell Stories.” Under her guidance, the Museum also added to its collection of master works in craft; studio furniture, ceramics and baskets, and developed popular education programs for children and families, securing a reputation as an important partner in the cultural life of Southeastern Massachusetts.

An artist herself, Keyworth has been in the field of craft since the late 70’s, and her expertise is in demand for panels and juries on a regular basis. She stepped down as executive director of Fuller Craft in May 2009, and was replaced by Wyona Lynch-McWhite. Since that time, in the capacity of Chief Curator, Keyworth has been instrumental in the development of acclaimed shows such as “Nancy Crow: Crossroads/New and Recent Quilts” and “Highlights from the Permanent Collection.”

“I am very proud of what we have accomplished at Fuller Craft,” said Keyworth, “and feel the Museum is in good hands moving forward. I am looking forward to getting back into the studio myself, and returning to consulting in this field, which I have done off and on for 40 years now. I will continue to look after Fuller Craft as I move forward; its transformation into a regional leader in the exhibition of

craft has been the culmination of my career, and it will always hold a special place in my life. I have complete confidence that the staff and board will continue to develop and fulfill the Museum's unique mission."

Fuller Craft Museum, Inc., New England's only museum of contemporary craft, is dedicated to the objects, ideas, and insight that inspire both patrons and artists to explore life through the art of contemporary craft. Fuller Craft Museum is located at 455 Oak Street in Brockton, Mass. For more information on Fuller Craft exhibitions and events please call 508.588.6000 or visit [www.fullercraft.org](http://www.fullercraft.org).

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*Fuller Craft Museum, New England's home for contemporary craft*