



CRAFTING ART

East Aurora, New York, honors Arts and Crafts patron Elbert Hubbard

ELBERT HUBBARD WAS A SALESMAN FOR BUFFALO, NEW YORK'S Larkin Soap Company before establishing the Roycroft Campus, an Arts and Crafts community in nearby East Aurora, New York. Painters and metalsmiths settled there as the 20th century unfolded.

"The Arts and Crafts movement is more a philosophy than a specific art style, and many of its ideas are very 21st-century — things like self-sustainability, handcrafted goods and regionalism," says Alan Nowicki, Roycroft Campus' program director.

At its peak, Hubbard's community employed 500 and included a guest-house and printshop. Hubbard died aboard the *Lusitania* when a German submarine struck the British ship in May 1915. The Roycroft Campus closed in 1938. East Aurora marks the 100th anniversary of Hubbard's death with a May 23 procession retracing steps taken by mourners in 1915.

Restored Roycroft Campus buildings now house original relics and art (Roycroftcampuscorporation.com). Artists demonstrate traditional techniques using glass, metal and wood. The refurbished Roycroft Inn reopened 20 years ago (Roycroftinn.com). Notable features include hand-carved wooden doors and murals by Roycroft painter Alexis Jean Fournier. Blocks away, the Elbert Hubbard Roycroft Museum occupies a 1910 Craftsman bungalow built by Roycroft artisans (Aurorahistoricalociety.com) and displays rare Hubbard artifacts. —RENEE BRINCKS