

NEWSLETTER



Letter From Clay Fest Show Chair

I am pleased to announce this year's show was a great success. The aisles were full of smiling patrons, and we set another record and sent checks totaling \$147,000 to our local clay potters. That can make a huge difference in the lives of our friends in the clay community. This year we increased our clay fest community with many new potters showing we are still a thriving group.

Now, the **big news**.... This year we saw patrons waiting in lines that were way too long and slow. For the continued success of our show, I knew the steering committee had to do something. I went to the fairgrounds to look at our options and we are moving to a bigger space! Next year, we will move across the driveway to the Performance Hall. It has much more space to spread out and give us all a better experience. We will have room for more check-out stands and lines, a bigger gallery, kid's clay, and more! **We will also have room for more potters!** Every year we turn away people who want to sell because we didn't have space for them. Next year we hope to add around 15 more booths.

I am excited to lead us in this new adventure and thanks for being an integral part of Clay Fest's journey. Everyone's contributions and enthusiasm make our community truly exceptional. Stay tuned for more updates as we embark on this exciting journey towards Clay Fest 2025!

Laura Wikane

IN THE NEWS

GEORGIES - EUGENE

For those who haven't heard, Georgie's is closing its Eugene location, a change that many in our community will feel deeply.

Fortunately, the Portland location will remain open and continue to serve clay enthusiasts in Oregon. Local Clay members can still enjoy their exclusive discounts at Georgie's Portland store, including the ton rate on clay after purchasing 100 lbs and 20% off selected Georgie's products. Be sure to check with Georgie's for the latest details on available discounts and offers.

Please check with Georgie's for further details.

GET INVOLVED!

AS WE START ENVISIONING A LARGER SPACE FOR CLAY FEST 2025, WE'LL NEED MORE HANDS TO BRING THIS DREAM TO LIFE. IF YOU'RE INTERESTED IN GETTING INVOLVED, CONSIDER STEPPING INTO ONE OF OUR OPEN CHAIR ROLES. CLAY FEST IS AN ENTIRELY VOLUNTEER-RUN EVENT, AND IT'S YOUR CREATIVITY AND COMMITMENT THAT MAKE IT POSSIBLE. LET'S MAKE 2025 OUR BEST YEAR YET—TOGETHER!

**STEERING COMMITTEE CHAIR TRAINEE
OPENINGS 2025**

**WORK SHIFT/COMMITTEE ASSIGNMENT
CHAIR**

GALLERY SET-UP CHAIR

SALE TAGS CO-CHAIR

SECURITY/INFO CHAIR

PLEASE CONTACT CLAY FEST SHOW CHAIR
FOR MORE INFORMATION:

LAURA WIKANE

TERRAPINPOTTERYEUGENE@GMAIL.COM



NEWSLETTER



CLAY IN EDUCATION - SHARE YOUR PASSION WITH SCHOOL KIDS!

Do you already have a connection with a local school? Do you have experience working with kids? Do you have ideas for fun and educational clay projects? Be a Clay in Education Ambassador!

Local Clay sponsors our artists as they go out into the community, teaching clay through demonstrations, workshops, and projects in schools and other venues.

Potters can also provide workshops for teachers so that they are better able to teach clay in their classrooms.

For more information, please contact Clay in Education Chair: Bonnie Stambaugh at stambaughbonnie@gmail.com

LOCAL CLAY BOARD 2025 CANDIDATES

President- Kate Thornhill
Secretary- Emily Bellehumeur
Webmaster- Windy Adoretti
Clay Fest Chair- Laura Wikane
Programs- Mariah Williams
Treasurer- Robin Russell
Clay in Education- Bonnie Stambaugh

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WILDLING COLLABORATIVE ARTS

With Georgie's Eugene closing in December 2024, our pottery community is facing a significant transition. Currently, there are no alternative local stores in Eugene that offer comprehensive pottery supplies, leaving our community with a critical gap in access to essential materials.

We've heard your concerns about maintaining access to supplies, and we're taking action. Local Clay and Wildling Collaborative Arts are collaborating on a solution: Wildling plans to begin offering pottery supplies at the beginning of 2025, and they want to support our community's supply needs during this transition and beyond, and we're asking for your input through this survey.

[Take the survey!](#)

About Wildling Collaborative Arts

Founded in 2022 by Jayme Vineyard and Sarah Root, Wildling Collaborative Arts grew from the support of many friends and businesses within our Eugene community. As working artists, teachers, parents, and magic makers, they are dedicated to creating a welcoming and inviting space where community members can expand their skills and creative practices. Their mission centers on providing an accessible and inclusive creative learning and working space for the Eugene community, while ensuring local artists receive fair compensation through living wages for teachers and workshop leaders.



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Why Your Input Matters

Wildling Collaborative Arts is planning to sell pottery supplies at their new storefront, located at 250 Taylor St. in Eugene, and we need your help to understand and prioritize our community's needs. Your responses will be instrumental in developing solutions for continued access to:

Clay, Glazes, Raw Materials and Tools

Survey Purpose

This comprehensive survey will:

Identify critical supply needs within our community

Help coordinate potential bulk ordering opportunities through Local Clay

Support all levels of potters in our region:

Hobbyists, Schools, Part-Time potters, Professional potters

Time Commitment & Privacy

Survey duration: 10-15 minutes

Personal information is optional

Providing contact details will help us keep you informed about:

Supply solutions

Community purchasing opportunities

Data will be used exclusively by Local Clay and Wildling Collaborative Arts for purchasing coordination and needs assessment

Questions? Please contact:

Wildling Collaborative Arts: wildlingmanagement@gmail.com

Incoming 2025 Local Clay President, Kate Thornhill: friendshipstation.kate@gmail.com

Your participation is vital to maintaining a thriving pottery community in our area. Thank you for taking the time to share your needs and preferences!

[Take the survey!](#)

PROMOTING CLAY FEST & YOUR WORK



Please share your beautiful creations so we can see what you are up to:

Facebook: Follow Clay Fest Oregon.
(<https://www.facebook.com/clay.oregon>)

Instagram: Follow [@clayfest.eugene](https://www.instagram.com/clayfest.eugene) and tag our page by adding [@clayfest.eugene](https://www.instagram.com/clayfest.eugene) to your posts.



10 TIPS FOR SHARING YOUR WORK ONLINE

1. Show Progress and Process: People love seeing the journey behind the art. Share work-in-progress shots, studio scenes, or a time-lapse video to give followers insight into your creative process.
2. Natural Lighting for Photos: Take photos in natural light whenever possible to show the true colors and textures of your work. Good lighting brings out the details and makes your artwork pop!
3. Use Hashtags Strategically: Use relevant hashtags like #pottery, #ceramics, or #handmadeart to reach a broader audience. Also, mix popular and niche hashtags to attract both large and specific communities.
4. Tell a Story: Share the inspiration behind each piece, the challenges you faced, or what you learned. People are drawn to personal stories and will connect more deeply with your art.
5. Engage with Your Audience: Respond to comments and messages, ask questions in your captions, and encourage people to share their thoughts. Engagement helps you build a community and increases your reach.
6. Keep a Consistent Aesthetic: Aim for a cohesive look in your feed by using similar backgrounds, colors, or filters. This helps viewers recognize your style at a glance.
7. Use Video for Depth: Show your pieces from multiple angles or create short videos of your pottery in action, like spinning on the wheel or being glazed, to give your audience a 3D feel.
8. Post Regularly but Don't Overdo It: Consistency is key, but quality over quantity wins. Posting 2-3 times per week keeps you active without overwhelming your followers.
9. Share Testimonials and Customer Photos: If others have purchased or enjoyed your work, share their photos or reviews (with permission). This builds credibility and shows your art in real-life settings.
10. Be Authentic: Let your personality shine through! People love connecting with real artists and hearing genuine thoughts, quirks, and insights about your journey.

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2025 UPCOMING LOCAL CLAY MEETINGS:



January

- Saturday, January 18th @ 2pm. Board Meeting, Zoom
- Saturday, January 25th @ 2pm. Annual Members Meeting, McNail-Riley House

Studio Tours

Local Clay is in the process of coordinating studio tours for 2025. Our first one will be in February 2025.

February 2025 Studio Tour
Wildling Collaborative Arts
250 Taylor Street
Eugene, Oregon

We're working on confirming a date and time. Please expect the gathering to happen during an afternoon and on a weekend.

NEWSLETTER



GRATEFUL FOR YOU!

We want to extend a heartfelt thank you to everyone who contributed to making Clay Fest 2024 a success! Whether you set up the space, worked as a cashier, ran a demo, handled security, staffed the Gallery, verified sales, kept the books, or filled any of the many essential roles, your hard work and dedication made it all possible. We are grateful for each of you and the unique part you played in bringing this event to life. Thank you for your time, energy, and passion –Clay Fest couldn't happen without you!



QUIZ TIME

1. **TRUE OR FALSE:** PORCELAIN WAS ORIGINALLY INVENTED IN EUROPE DURING THE 18TH CENTURY.
2. **TRUE OR FALSE:** ADDING SAND TO CLAY MAKES IT WEAKER AND LESS DURABLE WHEN FIRED.
3. **TRUE OR FALSE:** THE WORD "CERAMICS" IS DERIVED FROM A GREEK WORD MEANING "OF THE EARTH."
4. **TRUE OR FALSE:** CLAY SHRINKS AS IT DRIES AND IS FIRED IN THE KILN.
5. **TRUE OR FALSE:** FIRING POTTERY TWICE IS A MODERN TECHNIQUE DEVELOPED IN THE 20TH CENTURY.

ANSWERS:

1. FALSE – PORCELAIN WAS ORIGINALLY INVENTED IN CHINA AROUND THE 7TH-8TH CENTURY, NOT IN EUROPE.
2. FALSE – ADDING SAND TO CLAY ACTUALLY STRENGTHENS IT AND HELPS PREVENT CRACKING DURING DRYING AND FIRING.
3. TRUE – THE WORD "CERAMICS" COMES FROM THE GREEK WORD "KERAMOS," MEANING "POTTER'S CLAY" OR "OF THE EARTH."
4. TRUE – CLAY DOES SHRINK AS IT DRIES AND AGAIN WHEN IT'S FIRED, WHICH IS WHY POTTERS ACCOUNT FOR SHRINKAGE IN THEIR DESIGNS.
- FALSE – THE TECHNIQUE OF FIRING POTTERY TWICE, CALLED "BISQUE" AND "GLAZE" FIRING, HAS BEEN USED FOR CENTURIES AND IS NOT A MODERN INVENTION.

NEWSLETTER

Invitation to Join a Community Arts Education Meeting in Eugene



WE'D LIKE TO INVITE OUR LOCAL CLAY MEMBERS TO A SPECIAL GATHERING OF ARTS EDUCATORS, ADMINISTRATORS, TEACHING ARTISTS, AND ADVOCATES ON **NOVEMBER 13, FROM 4-7 PM AT WORDCRAFTERS IN EUGENE**. THIS MEETING WILL BE HOSTED BY ERIC BRAMAN, A FACILITATOR OF A STATEWIDE ARTS EDUCATION GROUP THAT HAS BEEN MEETING VIRTUALLY FOR THE PAST FEW YEARS TO BUILD COMMUNITY AND DEVELOP A VISION FOR ARTS EDUCATION IN OREGON.

THIS IN-PERSON MEETING IS PART OF A STATEWIDE SERIES, AIMED AT SHARING THE GROUP'S WORK SO FAR AND GATHERING INPUT FROM LOCAL VOICES IN ARTS EDUCATION. WHETHER YOU'RE AN EDUCATOR, ADVOCATE, OR SIMPLY PASSIONATE ABOUT ARTS EDUCATION, YOUR INSIGHTS AND EXPERIENCES ARE VITAL TO SHAPING THE FUTURE OF ARTS EDUCATION IN OREGON.

PLEASE COME JOIN US TO CONNECT, SHARE YOUR IDEAS, AND UNITE WITH OTHERS WHO SHARE A PASSION FOR THE ARTS. RSVP THROUGH THE PROVIDED LINK, AND FEEL FREE TO SHARE THE ATTACHED FLYER WITH ANYONE WHO MIGHT BE INTERESTED.

FOR QUESTIONS, REACH OUT TO BEN MINNIS, ARTS EDUCATION MANAGER AT LANE ARTS COUNCIL.

HOPE TO SEE YOU THERE!

[PLEASE RSVP THROUGH THIS LINK!](#)



NEWSLETTER



2025 CLAY FEST SHOW DATES: OCTOBER 3-5, 2025

Performance Hall!! (That's right, we are expanding to a larger space due to our growing need. We will still be at Event Center, just next door in a larger space!)

Important dates to know regarding show:

4/1 Show Application available on Website

5/25 Application Due

6/06 Booth Pick -* Friday @ 7pm Location: TBD

6/16 Booth notification

7/25 Submit Images to Graphic Chair and Publicity Chair

8/1 100% booth refund

8/25 Submit snail mailing list to Communication Chair

8/31 50 % booth refund

9/1 Move-in information on the website under the Participants Information Section on the Website



10/3-5 Show in Performance Hall