

# Newsletter

April 2024



## 2024 Clay Fest Application Update: Going Digital

We're excited to announce that the application and move-in process for the 2024 Clay Fest will be entirely online this year. Say goodbye to paper documents - everything will be streamlined and accessible through our digital platform and clear Excel files.

We appreciate your cooperation as we embrace this digital transformation, making the application process more efficient and convenient than ever.

For questions about the application, contact Registrar Faye Cates at [phasemail2@gmail.com](mailto:phasemail2@gmail.com), and for questions about the show, contact Show Chair Laura Wikane at [TerrapinPotteryEugene@gmail.com](mailto:TerrapinPotteryEugene@gmail.com)

Thank you for being part of the Clay Fest community!



## Applications Available

# 4/1/2024!

The Clay Fest application will be uploaded on April 1st. Visit [www.Clayfestonline.com](http://www.Clayfestonline.com) to review and apply for Clay Fest 2024!



Application open 4/1-5/15

# Exploring Innovative Techniques in Ceramics: Embracing Nature and Technology



Living in Oregon and the Pacific Northwest offers ceramic artists a unique opportunity to draw inspiration from the region's natural beauty and integrate innovative techniques into their artwork. As an artist immersed in this vibrant environment, you can harness the essence of the Pacific Northwest to elevate your ceramic creations to new heights.

## **Nature's Influence:**

The lush forests, rugged coastlines, and diverse wildlife of Oregon and the Pacific Northwest serve as a rich source of inspiration for ceramic artists. Incorporating elements such as driftwood textures, mossy hues, and oceanic motifs into your pottery can infuse your work with a sense of place and connection to the local environment. Consider exploring local flora and fauna through intricate sculptural details or using natural materials like clay sourced from the region for an authentic touch.

## **Seasonal Inspiration:**

Spring in the Pacific Northwest brings a burst of color and life, with blooming wildflowers, fresh greenery, and vibrant skies. Capture the essence of this season in your ceramic artwork by experimenting with soft pastel glazes, floral patterns, and botanical designs. Let the changing seasons guide your creative process, allowing each piece to reflect the beauty and energy of the Pacific Northwest throughout the year.

## **Integration with Pacific Northwest Themes:**

For artists in Oregon and the Pacific Northwest, incorporating locally sourced textures can add a unique regional flair to their ceramics. Consider using textures inspired by the region's natural elements like tree bark, ferns, coastal rocks to infuse your pieces with a sense of place and connection to the Pacific Northwest.

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## CLAY FEST 2024

Handmade pottery, sculpture, vessels, jewelry & tile by more than 50 Oregon ceramic artists.

October 11-13, 2024

Open Friday, 5-8 pm; Saturday, 10 am-6 pm; Sunday, 11 am-5 pm

Free admission

Lane Events Center Auditorium, Eugene, Oregon

[www.clayfestonline.com](http://www.clayfestonline.com)



## You're Invited!! Local Clay Meeting

Local Clay general meeting is happening on April 28 th, 2024; all members are welcome to attend. The meeting is at 2 pm and will be held at the McNail Riley House, so come enjoy an afternoon of catching up with friends and a little business on the side. Local Clay is currently looking for a Board President, if you are interested or have questions, please contact me. Light snacks and drinks will be provided. Please bring a plate and a drinking vessel! We will also give gift certificates to Georgie's for door prizes!

### Meeting Agenda:

Discuss board needs

Clay in Ed- booth at the fall show

Plan the August party!

Thanks, and I hope to see you there!

Laura Wikane

Clay Fest Show Chair

[TerrapinPotteryEugene@gmail.com](mailto:TerrapinPotteryEugene@gmail.com)

Meeting Location: McNail Riley House at 601 W 13th Ave Eugene (corner of 13th and Jefferson). Free parking is available across the street at the Lane Events Center.

**DO NOT PARK AT THE LINCOLN SCHOOL**

# EMBRACING AI IN CERAMIC ART: EXPLORING INNOVATIVE POSSIBILITIES

As technology continues to evolve, artists in the ceramic art world can leverage the power of Artificial Intelligence (AI) to enhance their creative processes, improve efficiency, and discover new avenues of artistic expression. For those new to AI, here are three ways to embrace AI in support of ceramic artwork:

## 1. AI-Powered Glaze Recipe Calculations:

AI can assist ceramic artists in calculating precise glaze recipes tailored to their desired outcomes. By utilizing AI algorithms and machine learning models, artists can input parameters such as desired color, texture, and firing temperature, and the AI system can generate optimized glaze recipes based on historical data and scientific principles. This streamlines the glaze formulation process, reduces trial and error, and helps artists achieve consistent and desired results in their ceramic pieces.

## 2. Creative Collaboration with AI Co-Pilots:

Programs like Microsoft's Co-Pilot or ChatGPT can be valuable collaborators for ceramic artists. They offer real-time suggestions, brainstorm ideas, and provide instant feedback during the creative process. Artists can engage with AI to explore new design concepts, experiment with innovative techniques, or seek inspiration for their artwork. This collaborative approach fosters creativity, expands artistic horizons, and encourages experimentation and exploration in ceramic art.



## 3. Data-Driven Sales Strategies:

AI-powered analytics and data processing tools can help ceramic artists analyze market trends, customer preferences, and sales data to develop data-driven sales strategies. By leveraging AI insights, artists can identify target audiences, optimize pricing strategies, forecast demand for specific ceramic pieces, and tailor marketing campaigns for maximum impact. This data-driven approach empowers artists to make informed decisions, enhance their sales performance, and connect with customers more deeply.

## 4. Personalized Art Experiences for Customers:

AI-driven personalization tools can enhance the customer experience by offering personalized recommendations, customizations, and interactive features for ceramic artwork. Artists can leverage AI algorithms to create virtual galleries, interactive 3D visualizations of their ceramic pieces, or personalized artwork configurators that allow customers to customize colors, shapes, and designs based on their preferences. This personalized approach enhances customer engagement, fosters a sense of connection with the artwork, and increases customer satisfaction and loyalty.

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## Clay Fest Dates:

- 4/1 Application available
- 5/15 Application Due
- 6/04 Booth Pick
- 6/15 Booth notification
- 8/1 100% booth refund
- 8/31 50% booth refund
- 9/1 Move-in information on website
- 10/10 Booth set-up (12pm to 9pm) Gallery Check-in (3pm to 6pm)
- 10/11 Booth set-up (8am to 4pm) Gallery Check-in (9am to 12pm)
- 10/11 , 10/12, 10/13 Show open
- 10/13 Show tear-down



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## ***Booth Design Tips:***

### **1. Visual Impact and Cohesiveness:**

- Consistent Theme: Ensure the booth's overall design, including display materials, colors, and layout, aligns with the artist's artistic style and brand identity. Consistency in theme creates a cohesive and visually appealing experience for visitors.
- Eye-Catching Displays: Use creative and attention-grabbing displays to showcase ceramic artwork effectively. Consider using varying heights, lighting effects, textured backgrounds, and signage to highlight featured pieces and draw visitors' attention to the booth.
- Clear Navigation: Design the booth layout with clear pathways and easy navigation for visitors. Arrange displays logically to guide visitors through different sections or collections, making it effortless for them to explore and engage with the artwork.

- Accessible Information: Provide clear and accessible information about the artwork, including pricing, materials, inspiration, and the artist's background. Use signage, labels, or digital displays to convey this information effectively and facilitate conversations with potential customers.

### **3. Brand Representation and Marketing:**

Branding Elements: Integrate branding elements such as logo placement, branded signage, and promotional materials (business cards, brochures, catalogs) within the booth design to reinforce brand recognition and create a professional and cohesive brand image

### **2. Functionality and Accessibility:**

- Space Optimization: Maximize the use of space within the booth to display a diverse range of ceramic pieces while maintaining an organized and uncluttered appearance. Use versatile display fixtures, such as shelving units, pedestals, or wall-mounted racks, to optimize vertical space and create visual interest.



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## Important Dates and News

Bookmarks are available now at Georgies Ceramics!

**Oregon Potters Association 2024 Ceramic Showcase** at the Oregon Convention Center in Portland, Oregon, on April 19-21, 2024. Registration is available at [oregonpotters.org](http://oregonpotters.org)

**ClayFolk Spring Show & Sale** at EdenVale Winery in Medford, Oregon, on May 18, 2024, 10:00 am-5:00 pm. The registration is available at [clayfolk.org](http://clayfolk.org)

Mark Your Calendar for Clay Fest 2024!

- Show Dates: October 11, 12, and 13, 2024, at Lane Event Center.
- Show Application: Available on the website in early April 2024.

### Barcode Labels from 2023

If you were part of Clay Fest 2023 and have any barcode labels left, save them—they'll work this fall.

Get ready for another exciting year at Clay Fest!

