Newsletter

October *2023*

NESSAGE FROM THE

chair

Dear Members,

What a great success our Bowled Over exhibition has been. A huge thank you to Jacqui for all her hard work and efforts that have gone into this. A thank you also to Annabelle who accompanied Jacqui to the meetings and for putting together the shortened artist statements. I am really sad that I could not be in Windhoek for any of this. I could not even enjoy the beautiful pieces up close or chat to any of our members about their work. But I know I have a fantastic team on the ground in Windhoek, who do their utmost to keep the ball rolling.

The next exhibition will of course be our Biennale in 2024. That is something truly exciting to look forward to and I promise I will be in Windhoek for about 10 days to help with the submissions, curating, opening, and meeting all of you again.

I want to take this opportunity to thank Carola for the workshops held in both Windhoek and Swakopmund. They were enjoyed by so many participants. And a big thank you to Jacqui for the fantastic and very exciting Obvara workshop.

Through these workshops and the exhibition, we have gained so many new members and interest in PAN has certainly escalated. Welcome to all our new members. We hope you will feel very welcome in our clay family and join us for many more exciting workshops and get-togethers.

A new and very exciting feature is that the membership application form can now be completed and submitted online on our website. There is also a "contact us" feature where people can ask questions, which will automatically be sent to our email address. Our website guru, Franz Klein, has put an enormous amount of work into this and he is an absolute star to keep our website current and up to date. Thank you, Franz, you are much appreciated.

On that note, please remember to submit your artist's profile and a few photos if you would like to be included on our website. It is a free service that we offer.

Of course, Jacqui is still busy at the Craft Centre and the sales are good. Thank you, Estee, for paying out the proceeds so promptly. Just a reminder that the rental fees for a cubicle are very reasonable, so please email us if you too would like to sell your work at the Craft Centre.

PAN has certainly done very well during the last few months. The committee has gone out of their way to arrange the exhibition and all the workshops and now, as we head towards the end of the year, I think we all deserve a break, so that we can carry on this exciting work next year.

Yours in potting,
Renate

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SWAKOPMUND WORKSHOP

glazing

BY **GARY GRAY**

Firstly, I'd like to thank Carola for organizing the workshop. I know it is not easy to plan such an event and a lot of work goes into it. It went smoothly and we learned a lot. Basically, we just walked in and enjoyed the day. We introduced ourselves, six participants, around the group.

Carola gave a short talk on "What is glaze?". She also distributed notes. Glaze consists of 1) Silica (glass former), 2) alumina (stiffener), and 3) melter, (a primary flux – alkali metals, and a secondary flux – alkaline earths). Note that b oron also brings the melting point down for cone 6 and lower.

She explained there were three methods of applying glaze: dipping, brushing and spraying. We would not be brushing during the workshop. Before starting, Carola explained how dipping glazes were mixed. When she said that powder glaze normally came with a recipe on the packet, I gave a sigh of relief! To make things even easier, she had a "fired chart" of colours and how a glaze would appear after firing.

She then told us to have fun and shout if we needed assistance. We started by waxing the bases of our bisque pieces. I must add, she had small pieces for us to take home after they were fired. I guess the fun started then. We used masking tape, string, cold wax, stickers, balloons, wax crayons and latex! The effects achieved from firing were spectacular.

I was intrigued by the use of latex. Carola explained that one of the tricks for using it was to dip the brush in dishwashing liquid before dipping it into latex. This prevented ruining the brush. During the dipping of glazes, she asked whether we would like to see the effect that spraying glaze has on already glazed pieces. She pointed out that normally you should set up a booth if doing a lot of pieces in order

glazing CONTINUED

to follow safety measures strictly. Remember, inhaling spray vapor of any kind is not good for the lungs and can cause respiratory problems. However, the wind was on our side and once we were safely lined up out of the spray zone, Carola showed us the technique. It was interesting that she used a bug spray for which air is pumped before glaze, giving you time to spin the turntable. The final result spoke for itself.

Another interesting thing was that when Carola was not satisfied with the consistency of a glaze, she used a syringe to remove 10ml of glaze and weighed it on a portable scale. Here it gets technical, therefore, please ask Carola should you want more information.

On Monday we came together again to collect and speak about our pieces and how the different materials we used effected the final results. It was fun, and I would suggest that if you ever have the opportunity to attend a glazing workshop, go for it! You won't be sorry.

Gary

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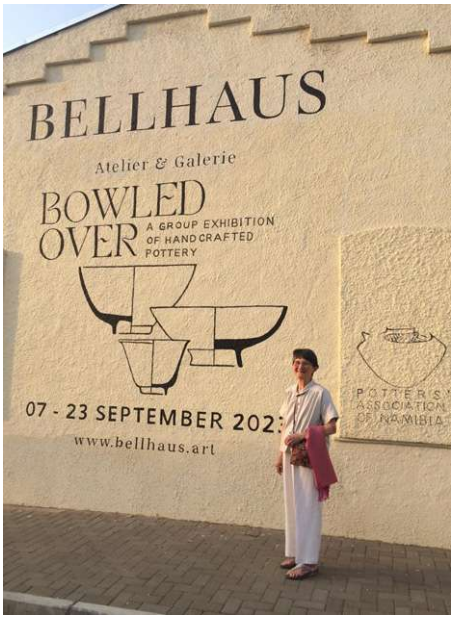
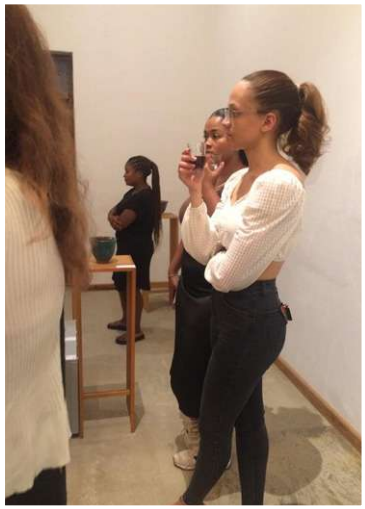
BELLHAUS BOWLED OVER exhibition



BELLHAUS BOWLED OVER exhibition



GETTING READY FOR MARKETS AT Christmas

BY **ANNABELLE VENTER**

Christmas-market time is fast approaching, which is usually a profitable time of year for potters. There are several markets around Windhoek towards the end of November, in addition to the usual weekly or monthly ones.

I have been selling my work at different markets since 2005 and have assembled a checklist of what one needs to have on hand to ensure a stress-free day or weekend.

I also include a few general tips regarding how to be fully present for your clientele. After all, they are making the effort to support the show and if we are going to be there and expect them to buy our wares, we should put in a little extra effort, too.

A MARKET-DAY CHECK LIST:

- Table
- Two chairs
- Tablecloths and extra lengths of fabric
- Bubblewrap, pre-cut
- Tissue paper, ream
- Brown paper, ream
- Sticky tape
- Pocket calculator
- Scissors
- Twine or string
- Open baskets for small products
- Rechargeable fairy lights
- Cardboard in your colour scheme for writing notices / prices etc
- Koki pens, heavy gauge in red and black
- Price stickers
- Ballpoint pens
- Notebook for taking orders / contact details / sales, etc.
- Email list on a clipboard, for shoppers to sign up, i.e. if you mail newsletters
- Appropriate seasonal decorations, e.g. Christmas or Easter, to create atmosphere.
- Print your logo large and display it in a frame on the table or hanging behind you. Mine is printed on the fabric of my tablecloth.
- Rechargeable fairy lights
- Cardboard in your colour scheme for writing notices / prices etc
- Koki pens, heavy gauge in red and black
- Price stickers
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- Email list on a clipboard, for shoppers to sign up, i.e. if you mail newsletters
- Appropriate seasonal decorations, e.g. Christmas or Easter, to create atmosphere.
- Print your logo large and display it in a frame on the table or hanging behind you. Mine is printed on the fabric of my tablecloth.
- BUSINESS CARD. I no longer print business cards. I display my details and logo printed in A6 format and framed in a Perspex holder, placed at eye level at my stall where it's visible. I invite clients to photograph this, noting they won't lose my card and it's the new eco-friendly format (which is always received well, a win-win!)
- REFRESHMENTS. Cold water, and lots of it! Coffee/tea, ready-made in flasks, as well as fruit, nuts and lunch. While its great to support other stall holders with a treat occasionally, not having your own refreshments can nibble away at your earnings and cause you to spend more than you had planned. Being hydrated is essential to maintaining your sense of humour as your energy wanes
- CASH. I take a float of N$500 (keep a record!) in the following denominations: 1x100/2x50/5x20/15x10/5x5
- A lightweight bag you can sling across your body and open easily, so you always have your money on you.

Christmas MARKETS CONTINUED

- DO YOUR OWN MARKETING. Use your social media to do PAID advertising as well as regular (unpaid) promotions amongst your existing clients. *Markets don't always do this . Create a buildup in the weeks leading up to the market as well as posts on the day once you have set up etc.
- Make sure your phone is fully charged and you have data. It's good to remind your followers of the market as it's taking place.
- It's a good idea to download the Pay Today app instead of hiring a POS machine. Anyone can download Pay Today on the spot and make an instant payment to you.

TIPS FOR ENGAGING WITH CLIENTS

- Smile and feel genuine gratitude when someone shows an interest in your products.
- Give a visitor a few seconds to look at your table before greeting them. You have about 3 seconds for your POTTERY to speak to them! This is a widely acknowledged time frame for your products to make a connection with a potential client before they move on. Of course, some are simply not your clients and wonít even look your layout; don't become disheartened.
- Once I've greeted them, I step back to allow them space to peruse at their leisure and to feel no pressure. If they're interested, they will start a conversation themselves. If they don't, don't take it personally.
- Tell short stories about your pieces. E.g., 'This little swallow-tailed bee-eater is a Namibian resident and can be seen in Windhoek all year round. There are some on the wire outside my house every day.' Or, 'The carmine bee-eaters are nesting right now on the Zambezi in the north-east of our country.' Or 'this gorgeous sea-green glaze reminds me of the Atlantic Ocean on a stormy day.' Remember: Facts tell, but stories sell!
- I never stand with my arms folded across my body no matter how bored I may be – it's the most off-putting body language! We should always be aware of body language.
- It goes without saying that we should look up and engage with people, even if seated. Please do not sit and read a book or scroll on your phone. Sending messages or posting market updates is one thing, but being on your phone continuously is a no-no.
- I know who my clients are, do you? I know that most of my clients for ceramics, photography or cards are repeat clients. I am guessing that more than 90% are women and most are German- or English-speaking. And they are usually looking for gifts for friends or family. I'll wear a pretty dress, hang fairy lights for Christmas, have tissue paper to wrap (better than plastic bags) and paper bags on which my logo is stamped. Sometimes I toss in a few free small gift-cards to go with their purchases. I'll advise on care of the pottery and that it should go as hand luggage when they fly (many are traveling over Christmas) and how to pack it. With bigger pieces, I'll suggest they take some photographs before I carefully wrap the bird's tails and beaks with tried-and-tested folding in the bubble wrap to secure it for hand luggage.
- Make the things your clients want and in a wide price range, so that there is something for everyone! The more markets you do, the easier this will become.

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A VISIT TO BAVARIA

Lösche Keramik

BY **CAROLA LORCK**

On a recent trip to Europe my friend took me for a day visit to the small town Diessen, situated on the banks of the Ammersee in Bavaria, Germany.

Diessen is famous for its yearly ceramic market, which takes place every year on the Pentecost Holiday, the last weekend in May. Unfortunately my schedule could not accommodate a visit to the ceramic market. I came to Diessen in the beginning of June and my friend took me to an old pottery studio run by Mr and Mrs Lösche.

The extraordinary thing about this pottery is that it is located on the premises of an old pottery where they produced handmade Faience around 400 years ago.

In the town of Diessen near the Ammersee in Upper Bavaria, potters produced handmade ceramic Faience work. Jugs and bowls were produced in various shapes and sizes, glazed with a tin glaze and decorated with cobalt, manganese, chrome and ochre oxides.

During the 16th, 17th, and 18th centuries a Faience style developed that was later recognised as the Diessener Faience style, the main motifs being spirals, tulips, birds, pomegranates and roster patterns.

Unfortunately the Faience craft died out in the 19th century. Only after extensive excavations carried out at the property of the family Lösche in the beginning of the 20th century, known as a monastery and Faience pottery in the old days, that they re-discovered the traditional Faience work, which was known in those days as “plab und Weiss” or “Diessener Gutweiss”. Today you can see some of the old ceramics in a permanent exhibition at the pottery of the Lösche family. Based on the excavations the potter, Ernst Lösche, decided to revive the traditional Faience pottery craft in Diessen. The pottery the Lösche pottery produces replicates the form and decorative patterns of 400 years ago.

The visit to the Lösche Pottery was very interesting and I was impressed how they continued to produce the traditional work of four centuries ago. I was astonished that they

Photo: Carola and Mrs Lösche

Lösche Keramik CONTINUED

produced their work in a very small studio, where one would think that such an operation would require more space in order to function.

For anyone who travels to Bavaria in the area of the Ammersee, I would recommend a visit to Diessen, and if possible, to arrange it on the last weekend in May to experience one the largest pottery markets in Germany which hosts about 160 exhibitors from 14 countries. Here you can see ceramics and pottery from functional ware, home and garden decoration to creative and abstract work. There is something for everyone to see and to take home.

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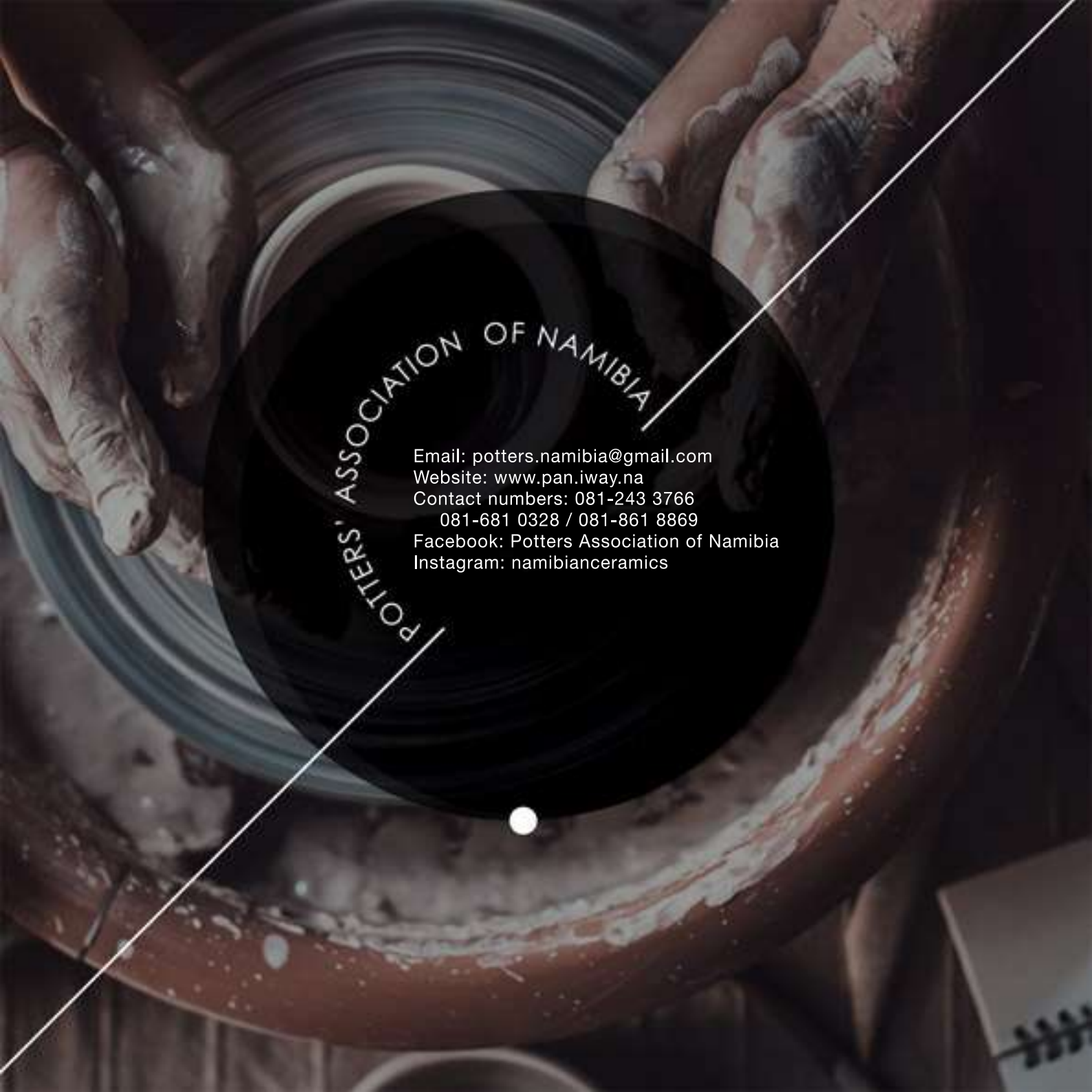

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