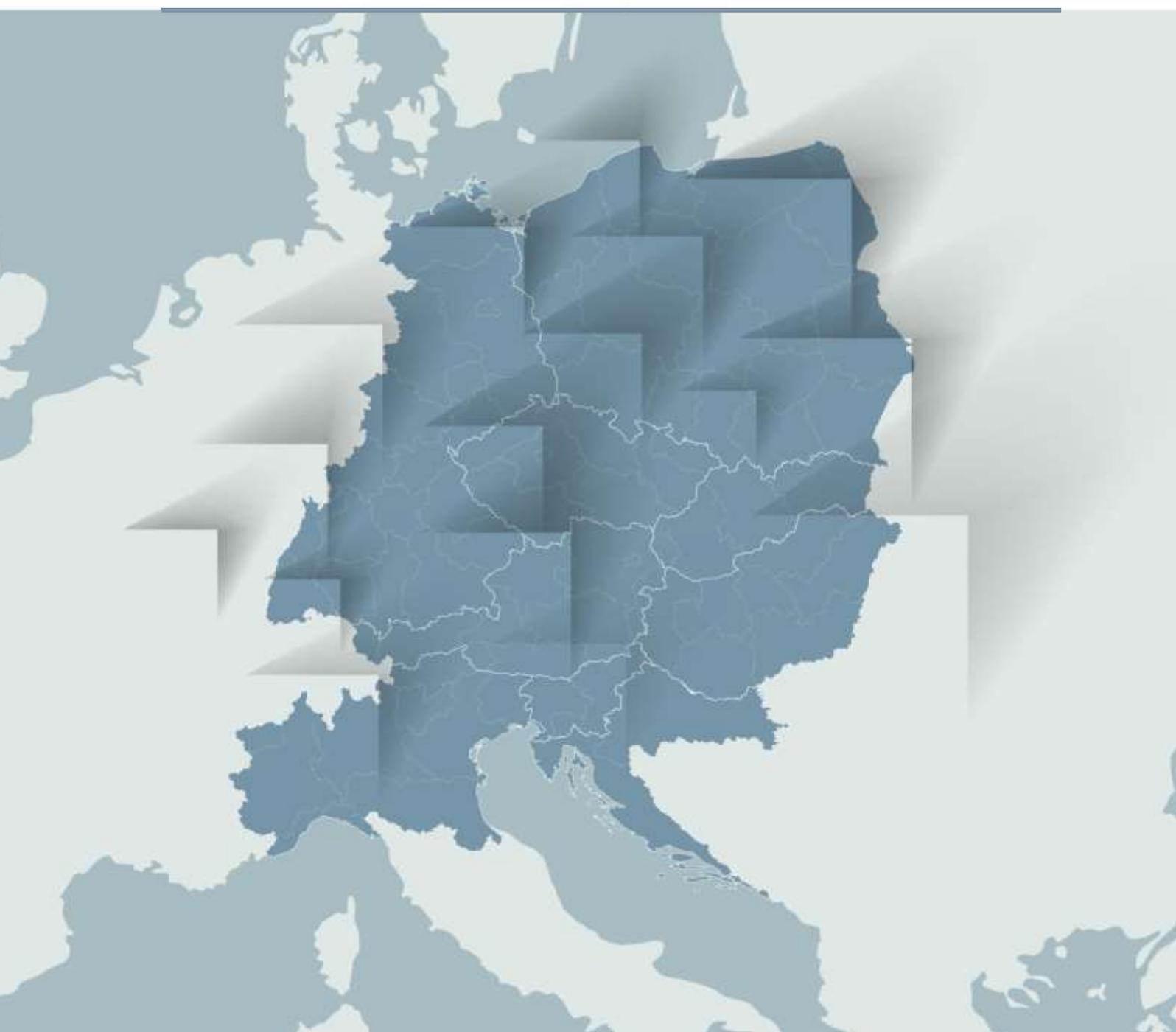

D.T1.3.2

Selection report of best practice examples
for good entrepreneurship in the creative
ceramic sector

Version 1



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1. Examples of entrepreneurs and their ideas

1.1. Alexa Voiglaender - hantwerck

Title of the best practice	Alexa Voiglaender - hantwerck
Name of the subject	Alexa Voiglaender - hantwerck
Location	Regensburg, Bayern, Germany
Source(s)	https://hantwerck.de/
Relevance to WP	WP3/WP4
Target group	Private customers, restaurants. Entrepreneur, especially in social media performance
Overview / Short description	<p>She founded her own studio in 2010.</p> <p>She is based in Regensburg with a small studio and her pottery. She works together with her husband; he works with natural stone.</p> <p>She is a young dynamic ceramist and set up her own business quickly and in a professional way. She advertises herself with the words: handmade, unique, local.</p> <p>She offers different ceramic work and collections (cups, bowls, plates, bread bin, a local collection (Bavarian), own printing options for the customers, Anthracite line, boobs collection)</p> <p>Also she offers different courses in ceramics like:</p> <ul style="list-style-type: none"> - Moulding courses (single, group) - Turning courses - Combination courses - Workshops (weekend) <p>You can buy a voucher and she has an own blog.</p> <p>She has an own online-shop on her website as well as on instagram in direct marketing.</p> <p>Some restaurants use her ceramics and wrote good recensions of her work on her webpage.</p>
Experiences/Results	<p>She is very active on social media, particular in Instagram, since 2016 and she already has over 1.500 followers. She offers the customers to get in contact with her via various ways. During the corona-crisis she took the chance to be more active in social media and she does more than one post, video or story per day. She asks her customer questions and make some surveys with them about her work on instagram. She involves the customer into her work completely. She did some videos about turning etc. She also offers zoom meetings for potential customers to present her objects, in case somebody does not want to buy the pig in a poke!</p>

	<p>She established an association with 27 other women around Regensburg, they call themselves the 'Localgirlboss'.</p> <p>Since 2020 she has an apprentice in her pottery.</p>
<p>Contact information, stakeholders involved</p>	<p>Website: https://hantwerck.de/ Instagram: https://www.instagram.com/hantwerck/ Facebook: https://www.facebook.com/hantwerck Pinterest: https://www.pinterest.de/hantwerck/ Twitter: https://twitter.com/Alexasagt Association: https://localgirlboss.de/</p>
<p>Pictures, Videos</p>	<p>Video-Links: https://www.youtube.com/watch?v=iYL-SG_CHhQ https://www.instagram.com/tv/BpENMH6l9QB/?utm_source=ig_web_copy_link https://www.instagram.com/tv/BoQwxWsAQc1/?utm_source=ig_web_copy_link</p>

 **Hantwerck** ist hier: Hantwerck
4. September · Regensburg · 

👍👍👍
#hantwerck #regensburg
#handmade #unique #ceramics
#workshop #diy #art... Mehr ansehen.



1 Kommentar · 3 Mal geteilt

 **Hantwerck** ist hier: Hantwerck
10. Oktober um 05:02 · Regensburg · 

Bild aufs Wetter abgestimmt:

Ich würde jetzt gerne in einer Woldecke eingemummelt auf der Couch liegen und noch leicht warmen Grießpudding mit Zwetschgenkompott und einer guten Prise Zimt löffeln...

#hantwerck



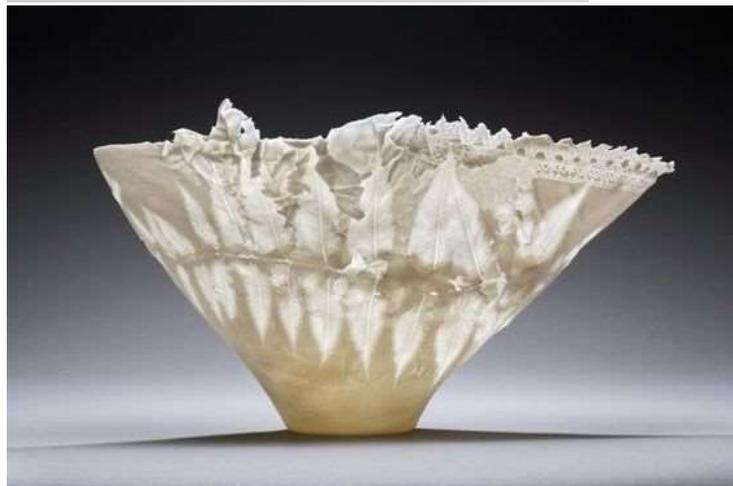
1.2. AR-Design Anne Röblier (ELEFimP)

Title of the best practice	AR-Design Anne Röblier (ELEFimP)
Name of the subject	AR-Design Anne Röblier Porcelain atelier: ELEFimP
Location	Spremberg, Sachsen, Germany
Source(s)	http://www.anneroessler.de/ http://elefimp.de/
Relevance to WP	WP3/WP4
Target group	Private customers
Overview / Short description	<p>She is a diploma ceramist and designer and started with her own studio in 2013 in Dresden.</p> <p>Her website, is available in German and English. She has two websites, one is about her work and the web shop and the second one is for her atelier.</p> <p>She produces handmade ceramics like: jewellery (man, women, earrings, necklaces, rings, jewellery sets), living accessories (bowls, vase, kitchen, dining, seasonal series).</p> <p>She produces small series and unique products. Her style is modern, simple and puristical.</p> <p>She offers different ceramic courses. She has an own online shop and also sells her products via etsy.</p> <p>Primary she deals with porcelain and in addition with wood, glass, metal and textile.</p>
Experiences/Results	<p>She is active on Facebook, she has over 400 Followers, her first post was in 2015.</p> <p>With “Hada Florescencia” she won the first price of German ‘Walter-Gebauer-Contest’ in ceramics in 2012. The collier “Hada Florescencia” was her work for the competition ‘Keramik schmückt’ in Bürgel.</p> <p>In her diploma thesis she has the thematic “Sinus”. Elements for wall décor and massage floors. In 2009/2010 she deals with ceramics in architecture. Due to this she designed two models, three sizes and different colours of ‘Sinus’. This is the basis of small and large wall designs and decorations as well as massage floors and dividing walls.</p>
Contact information, stakeholders involved	<p>Xing: https://www.xing.com/profile/Anne_Roessler4</p> <p>Facebook: https://www.facebook.com/pg/PorzellanatelierELEFimP/about/</p> <p>Pinterest: https://sk.pinterest.com/pin/587227238890826559/</p>

	<p>Etsy: https://www.etsy.com/de/listing/625854092/schalenserie-lenti-konfetti?ref=shop_home_active_1</p>
<p>Pictures, Videos</p>	<p>Video-Links: https://www.ardmediathek.de/ard/live/Y3JpZDovL3JiYi1vbmxpbnUuZGUvemliYi8yMDIwLTA1LTEzVDE4OjI3OjAwX2I3YmIwMDUxM18xODI3/tNDNkOS05ZGRiLWVvKnZaZ0DMxYWlzMj8yMDIwMDUxM18xODI3/</p>   <p>Hada Florescencia</p> 

1.3. Claudia Biehne (Porzellanatelier Claudia Biehne)

Title of the best practice	Claudia Biehne (Porzellanatelier Claudia Biehne)
Name of the subject	Claudia Biehne (Porzellanatelier Claudia Biehne)
Location	Leipzig, Sachsen, Germany
Source(s)	http://www.biehne-porzellan.de/
Relevance to WP	WP3/WP4
Target group	Exhibitors, private customers
Overview / Short description	<p>She did her diploma and postgraduate course at Burg Giebichstein. Since 2004 freelance working and since 2007 cooperation with Stefan Passig in their own studio.</p> <p>Their atelier is in Leipzig in a former area of a cotton mill.</p> <p>She does exceptional work with porcelain, like: drawings, vase, volcanoes, lumos etc.</p>
Experiences/Results	<p>She is active on Instagram, she has over 500 Followers, her first post was in 2017.</p> <p>She took part or was awarded already through different organisations and exhibitions.</p> <p>2019 ‘European Prize of Applied Art’ (exhib.), Kilkenny, Ireland.</p> <p>2018 “Homo Faber”, Fondazione Giorgio Cini, Venice, Italy</p> <p>Also she is a member of the International Academy of Ceramics (AIC), since 2015.</p>
Contact information, stakeholders involved	<p>Facebook: https://www.facebook.com/biehne/</p> <p>Instagram: https://www.instagram.com/biehne_porzellan/</p> <p>Artikel Bildende Kunst: http://www.biehne-porzellan.de/files/claudia_biehne_leipziger_blaetter.pdf</p>
Pictures, Videos	<p>Video-Links:</p> <p>https://www.youtube.com/watch?v=057o-mF8Yk8 (Claudia Biehne - Wege Gehen)</p> <p>https://www.youtube.com/watch?v=8Am8MR_IV8k (Trailer Wege Gehen)</p> <p>https://www.youtube.com/watch?v=J9Si6x2dg3w (Claudia Biehne - burning studio)</p> <p>https://www.youtube.com/watch?v=yXWEE037Bvk (Claudia Biehne - außergewöhnliche Wege in Porzellan (Englisch und Deutsch))</p>

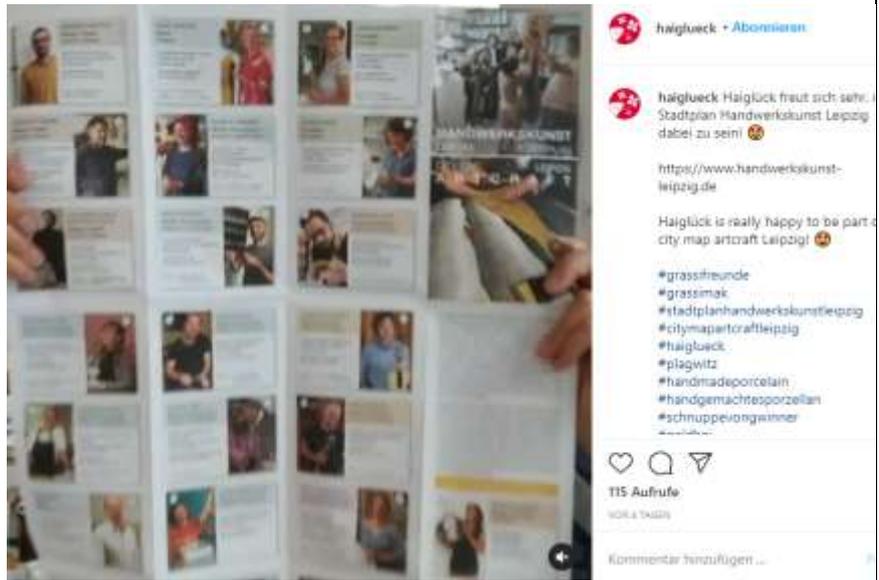


1.4. Karin Sehnert Haigluck

Title of the best practice	Karin Sehnert Haigluck
Name of the subject	Karin Sehnert Haigluck
Location	Leipzig-Plagwitz, Sachsen, Germany
Source(s)	http://www.karinsehnert.de/
Relevance to WP	WP3/WP4
Target group	Private customers
Overview / Short description	<p>She is a young ceramist and started with her own studio in 2018 with an own shop. She also sells other products of designer and artists.</p> <p>Primary she has been just a porcelain painter, then she studies Glass and Porcelain design at Burg Giebichstein.</p> <p>She produces fancy useful ceramics like: clocks, children dish, soap dish (with individual designs), cups, bowls, wedding ring bowls, earrings, etc.</p> <p>Her focus is located to produce sustainable products, too.</p> <p>Also she offers workshops for different occasions and you can buy vouchers.</p> <p>She sells her products via her own atelier, other shops (online and offline), monomer or etsy.</p>
Experiences/Results	<p>She is active on Instagram, she has over 240 followers, her first post was in 2017.</p> <p>She is active on Facebook, she has there over 360 followers.</p>
Contact information, stakeholders involved	<p>Facebook: https://www.facebook.com/haiglueck</p> <p>Instagram: https://www.instagram.com/haiglueck/</p>

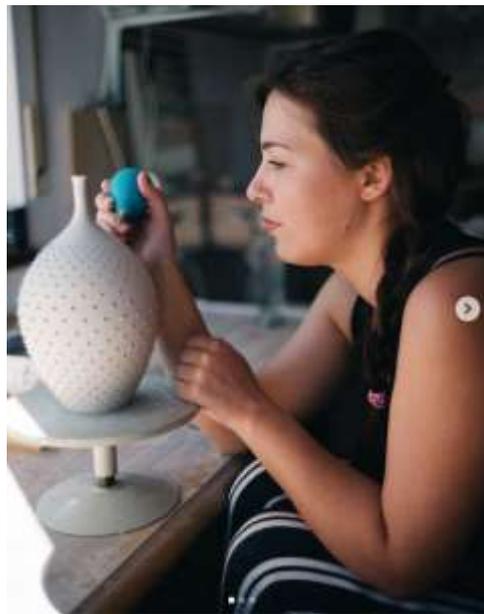
Pictures, Videos





1.5. Sophia Weiss Keramik

Title of the best practice	Sophia Weiss Keramik
Name of the subject	Sophia Weiss Keramik
Location	Amberg, Oberpfalz, German Second new store: Leipzig
Source(s)	http://www.sophia-weiss-keramik.de/index.html
Relevance to WP	WP3/WP4
Target group	Private customers, exhibitors
Overview / Short description	She is a young ceramist and started with her own shop in 2018. She did her apprenticeship at the 'Berufsfachschule für Keramik in Landshut'. Afterwards she did the master school in ceramics in Landshut. She has an online-shop in direct marketing She opened a new store in Leipzig recently, were she sell her products and has her atelier there.
Experiences/Results	She is very active on Instagram and she has over 800 Followers, she did her first post in 2018. She won different prices and awards. 2017 Championship for the best project work 2018 Ceramic 1. Prize "Tischlein deck dich" Waldburg 2019 Exhibition „Polylog“ Obernzell She produces unique ceramics like: cups, tea and coffee service, cans, vase, soap dishes etc.
Contact information, stakeholders involved	Facebook: https://www.facebook.com/sophia.weiss.ceramics/ Instagram: https://www.instagram.com/sophia.weiss.ceramics/
Pictures, Videos	Video-Links: https://www.facebook.com/sophia.weiss.ceramics/videos/597692440705344/?t=12 https://www.facebook.com/sophia.weiss.ceramics/videos/584046982034257/?t=3 https://www.facebook.com/sophia.weiss.ceramics/videos/so-i-just-want-to-give-you-an-impression-how-i-work-day-by-day-i-hope-you-enjoy-/573002489801585/?__so__=permalink&__rv__=related_videos



 **sophia.weiss.ceramic** • [Abonnieren](#) ...
Amberg, Bayern, Germany

 **sophia.weiss.ceramics** I do not always work on sunday, but when I dont have to finish things on demand. I use the sundays to try something new. Today a bottle without carved holes 🤪
#ceramics #porcelain #pottery #photography #voigtlander #instagood

26 Wils

 **leelakunst** Beautiful!
26 Wils · Gefällt 1 Mal · Antworten

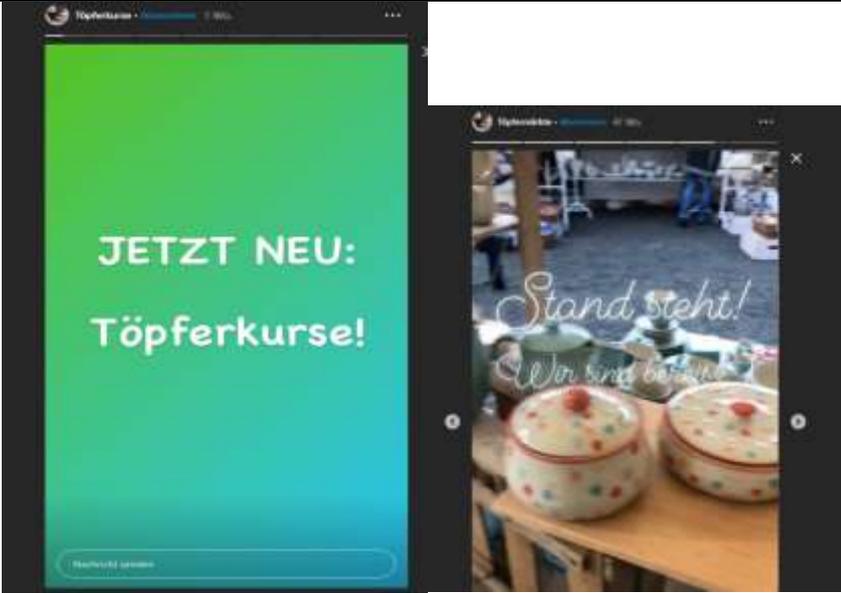
🤍 💬 🗑️ 📌

🍊 Gefällt porzellanikon und 132 weitere Personen

28. APRIL

Kommentar hinzufügen...

1.6. Eva-Maria Frank (Töpferei Tonart Frank)

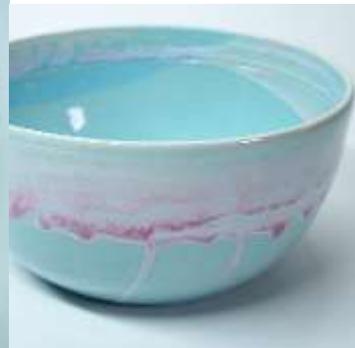
Title of the best practice	Eva-Maria Frank (Töpferei Tonart Frank)
Name of the subject	Töpferei Tonart Frank
Location	Schwarzenfeld, Oberpfalz, Germany
Source(s)	https://toepferliebe.de/
Relevance to WP	WP3/WP4
Target group	Private customers
Overview / Short description	She is a ceramist and did her apprenticeship at ‘Schloss Milltach’ (2002). Afterwards she did the master school in ceramics in Landshut. After that she started to work as a freelancer, with her own pottery and studio, where she also sells her products. She has her own online-shop in direct marketing.
Experiences/Results	She is active on Facebook, she has there over 300 Followers. She is getting active on Instagram and she has until now over 100 Followers, she did her first post in 2019.
Contact information, stakeholders involved	Instagram: https://www.instagram.com/toepferliebe/?hl=de Facebook: https://www.facebook.com/toepferliebe/ Picuki: https://www.picuki.com/profile/toepferliebe
Pictures, Videos	

1.7. Katharina Herrmann - Töpferliebe

Title of the best practice	Katharina Herrmann - Töpferliebe
Name of the subject	Töpferliebe
Location	Stuttgart, Baden-Württemberg, Germany
Source(s)	https://toepferliebe.de/
Relevance to WP	WP3/WP4
Target group	Private customers, small cafés
Overview / Short description	<p>She is a young ceramist and started with her own shop in 2017.</p> <p>She produces simple handmade ceramics like bowls, cups, vase, soap dish, boob dose etc.</p> <p>Also she offers ceramic courses for singles and for 2 persons.</p> <p>She also has an online-shop in direct marketing and she also sell her products via various stores.</p> <p>She promotes her products especially about: handmade, sustainable and unique.</p>
Experiences/Results	<p>She is very active and successful on Instagram, she has over 5.100 Followers, her first post was in 2018. She posts a lot of videos, story's and pictures of her work. She also gets a lot of customer feedback and is linked of her customers.</p> <p>She learned from her aunt the handicraft work. Not sure, if she ever did an apprenticeship or studies.</p>
Contact information, stakeholders involved	<p>Instagram: https://www.instagram.com/toepferliebe/?hl=de</p> <p>Facebook: https://www.facebook.com/toepferliebe/</p> <p>Picuki: https://www.picuki.com/profile/toepferliebe</p>
Pictures, Videos	<p>Video-Links:</p> <p>https://www.youtube.com/watch?v=ntzYxKuZiz0 (Stadtgespräch Stuttgart - regio-TV)</p> <p>https://fr-fr.facebook.com/toepferliebe/videos/952531935096395/?t=9</p> <p>https://www.facebook.com/toepferliebe/videos/957986694647315/?t=3</p> <p>https://www.facebook.com/toepferliebe/videos/2315315922103800/?t=1</p> <p>https://www.facebook.com/toepferliebe/videos/232237404741481/?t=1</p> <p>https://www.youtube.com/watch?v=kB-3a_RDr-0 (PULS Reportage)</p>

Wie Du an eine Boob Dose kommst:

Per Mail bestellen geht aufgrund der hohen Nachfrage gerade nicht. Also kannst Du Dich für den Newsletter eintragen. So bekommst du mit, wann das nächste Shop Update ist. Da werden Boob Dosen dabei sein.



1.8. Karolina Bednorz

Title of the best practice	Karolina Bednorz
Name of the subject	Karolina Bednorz Tableware
Location	Modena, Italy
Source(s)	https://karolinabednorz.com/
Relevance to WP	WP3/WP4
Target group	Exhibitors, Private customers
Overview / Short description	<p>She is a young ceramist and started with her own studio in 2018. She did her MA at Academy of Art and Design, Wroclaw, Poland in speciality “Art and Design in Ceramic” (2010/15). She is an awarded Polish designer and ceramist working in Modena, Italy. She connects knowledge of ceramic materials, traditional hand craft and modern spirit.</p> <p>She creates one-of-a-kind contemporary designs, inspired by the similarities between natural-processes and the capricious properties of clay.</p> <p>She produces handmade modern ceramics like unique jewellery. As well as unique tableware and home decor.</p> <p>She sells her products via her own online shop and via her studio loom co-working, which she established together with 3 other artists.</p>
Experiences/Results	<p>Very active on Instagram, she has over 1.500 Followers. Her first post was in 2017.</p> <p>Also active on Facebook and Pinterest.</p> <p>Awards:</p> <p>2016/2017 Future Lights in Ceramics, EU Programme “Ceramics and its Dimensions”, Fiskars, Finland 2014/2015 Polish Minister of Science and Higher Education Scholarship, Warsaw, Poland 2013 Cevisama Lab Ceramic Design, Valencia, Spain</p> <p>Residencies:</p> <p>2019 ID POOL Residency at Vista Alegre, Aveiro, Portugal 2017 Residency at Staatliche Porzellan-Manufaktur Meissen GmbH, Meissen, Germany 2014 Art Food: Residency at Ćmielów Design Studio, Poland 2013 International Symposium of Ceramic Trends at Porcelain Factory “Sargadelos” in Cervo, Spain</p>

<p>Contact information, stakeholders involved</p>	<p>Facebook: https://www.facebook.com/karolinabednorzceramics Instagram: https://www.instagram.com/karolinabednorzceramics/ Instagram Studio Loom: Studio Loom Coworking (@studio.loom) • Instagram-Fotos und -Videos Pinterest: https://www.pinterest.it/karolinabednorzceramics/</p>
<p>Pictures, Videos</p>	<p>Video-Links: https://www.facebook.com/karolinabednorzceramics/videos/795267457964548/?t=24 https://www.facebook.com/karolinabednorzceramics/videos/914351198978574/?t=1</p> <div data-bbox="544 853 1054 1263">  </div> <div data-bbox="1066 882 1401 1227"> <p> karolinabednorzceramics I love to create variations. The first LOOP Earrings came to exist more than two years ago. With time I created them as smaller, bigger, more round or more slim versions.. Now I hand painting them with metallic luster of real gold and platinum.</p> <p>—</p> <p>#kbednorzceramics #handmadeporcelain #craftdesign #porcelainearrings #goldporcelain #statementjewelry #contemporaryporcelain #gicieleporcellana #modemcraft #studiloommodena</p> </div> <div data-bbox="544 1285 1054 1711">  </div> <div data-bbox="1066 1317 1401 1697"> <p> karolinabednorzceramics MAKISU sushi plates / piatti per sushi</p> <p>Finally available at my website! / Finalmente su mio sito!</p> <p>Photoshoot at @modenafoodlab thanks to the invitation from chef @alessiamorabitchef / Servizio fotografico a @modenafoodlab grazie all'invito di chef @alessiamorabitchef</p> <p>—</p> <p>#kbednorzceramics #sushiset #makisushi #sushiplate #stonewareplates #handmadestoneware #contemporaryceramics #claystagram #modemcraft</p> </div>

Newsletter



Ceramics stories and other updates

November

Hi Jana,

It's Karolina here. Welcome back.

It is sadly getting back crazier and crazier again out there. In times like these it is important to find an outside point to focus on. For someone it can be reading, cooking or knitting. For me it is definitely wheel throwing!



1.9. Feinedinge* - Sandra Haischberger

Title of the best practice	feinedinge*
Name of the subject	feinedinge* - Sandra Haischberger
Location	Austria
Source(s)	http://www.feinedinge.at/en.html
Relevance to WP	WP3/WP4
Target group	Private customers
Overview / Short description	feinedinge* is a Vienna-based porcelain manufactory founded by Sandra Haischberger. They produce finely designed tableware, home accessories and illuminating objects in their studio, that is directly connected to the showroom in the 5th district. Sandra is also taking part in various exhibitions or fairs like the Maison&Objet in Paris.
Experiences/Results	The concept highlights minimal design, high functionality and stripped-down, reduced forms. A stylish re-interpretation of the past is the underlying idea of all creations.
Contact information, stakeholders involved	http://www.feinedinge.at/en.html https://www.facebook.com/feinedinge https://www.instagram.com/feinedinge.vienna/
Pictures, Videos	

1.10. Hermann Seiser

Title of the best practice	Hermann Seiser
Name of the subject	Hermann Seiser
Location	Austria
Source(s)	https://www.instagram.com/schauraum41/ http://hermannseiser.at/
Relevance to WP	WP3/WP4
Target group	Entrepreneurs, big producers, local and regional authorities
Overview / Short description	Hermann Seiser is a specialist in mould-making with many years of experience in the field.
Experiences/Results	He cooperates with renowned artists and designers and teaches mould-making and slip casting at schools and universities. He also offers courses in his own studio and runs a showroom for ceramics since recently
Contact information, stakeholders involved	https://www.instagram.com/schauraum41/ http://hermannseiser.at/
Pictures, Videos	



1.11. The tile manufactory KARAK

Title of the best practice	The tile manufactory KARAK
Name of the subject	Karak - Thomas Rösler & Sebastian Rauch
Location	Austria
Source(s)	http://www.karak.at/en/
Relevance to WP	WP3/WP4
Target group	Entrepreneurs, big producers, local and regional authorities
Overview / Short description	<p>The tile manufactory KARAK by Sebastian Rauch and Thomas Rösler is a good example for combining modern techniques with contemporary design and traditional handcraft. Their raku tiles come in different patterns and all of them are one-offs due to the handcrafting process, manufactured in their studio in western Austria.</p> <p>They also cooperate with surrounding manufactories to combine their craft and materials to new symbiotic objects and are featured in many renowned architecture magazines.</p>
Experiences/Results	Combining modern techniques with contemporary design and traditional handcraft.
Contact information, stakeholders involved	http://www.karak.at/en/ https://www.instagram.com/karaktiles/
Pictures, Videos	<p>Please have a look at their website - they have a wonderful short movie on how their tiles are made - it's addictive!</p> 



1.12. The Ceramic School - Joshua Collinson

Title of the best practice	The Ceramic School
Name of the subject	The Ceramic School - Joshua Collinson
Location	Austria
Source(s)	https://ceramic.school/ https://www.instagram.com/the.ceramic.school/ https://www.ceramicscommunity.com/
Relevance to WP	WP2/WP3/WP4
Target group	Entrepreneurs, big producers, local and regional authorities
Overview / Short description	The Ceramic School is a web platform, that provides ceramic enthusiasts with workshop material, some free webinars and paid courses for further education in the ceramic and business field. Furthermore Joshua organizes Online Ceramic Congresses and Monthly Online Makers Meetups via Airmeet and is the founder of the Ceramics Community, where people can interact and help/support each other.
Experiences/Results	Networking and education.
Contact information, stakeholders involved	https://ceramic.school/ https://www.instagram.com/the.ceramic.school/ https://www.ceramicscommunity.com/
Pictures, Videos	 The Ceramic School

1.13. One million - by Uli Aigner

Title of the best practice	One million by Uli Aigner
Name of the subject	Uli Aigner
Location	Austria
Source	https://www.eine-million.com/en/
Relevance to WP	WP2/WP3/WP4
Target group	Entrepreneurs, big producers, local and regional authorities
Overview / Short description	<p>The aim of Uli Aigner’s project is to produce one million vessels made out of porcelain. The idea that the project will end when her life does brings the hope for longevity and all that entails in relation to it. The development of her crafting skills becomes visible in the process of the objects already thrown. You can see them on her website www.eine-million.com.</p> <p>Each vessel is displayed along a horizontal photo strand in chronological order. The ups and downs of the development of the forms can be seen here. The location of each vessel is given and is linked to Google Maps. The website shows the distribution, the paths and the location of each vessel. Through these elements the relationship between production, object and the world is verified. An analogue progressive cell division that can happen very rapidly or very slowly.</p>
Experiences/Results	Interesting connection of porcelain production and tracing possibilities
Contact information, stakeholders involved	https://www.eine-million.com/en/
Pictures, Videos	

1.14. "Manufaktura" stoneware factory

Title of the best practice	"Manufaktura" stoneware factory
Name of the subject	Fabryka Naczyń Kamionkowych „Manufaktura” Sp. J. Smoleński & Zwierz
Location	Bolesławiec, Poland
Source(s)	https://manufakturawboleslawcu.pl/manufaktura/
Relevance to WP	WP3/WP4
Target group	Entrepreneurs, big producers, local and regional authorities
Overview / Short description	"Manufaktura" stoneware factory. One of the 3 largest pottery producers in the Bolesławiec district. A company built from scratch in the 1990s quickly became a key player in the local ceramic industry due to effective marketing and impressive visual communication as well as an open and innovative approach to design. Since the beginning, they have cooperated with young designers to create collections combining local traditions with new out-of-the-box ideas. It is also the only plant in the region where one can see the whole production process and take part in ceramic workshops on a daily basis.
Experiences/Results	One example of ceramic production in Bolesławiec, which is now listed as UNESCO heritage.
Contact information, stakeholders involved	https://manufakturawboleslawcu.pl/manufaktura/ https://www.facebook.com/ManufakturawBoleslawcu https://www.instagram.com/manufakturawboleslawcu/
Pictures, Videos	

**HISTORYCZNY KROK
ZGŁOSZENIA
CERAMIKI BOLESŁAWIECKIEJ
NA LISTĘ UNESCO**



1.15. Magušar's House and Manufaktura

Title of the best practice	Magušar's House and Manufaktura
Name of the subject	Magušar's House and Manufaktura
Location	Slovenia
Source(s)	https://www.radolca.si/en/attractions/museums-and-galleries/magusars-house
Relevance to WP	WP3/WP4
Target group	Private customers, entrepreneurs, authority
Overview / Short description	<p>Magušar's House and the Manufaktura pottery workshop and shop, located in old town Radovljica, offer an insight into Slovenia's pottery tradition as well as contemporary methods of producing pottery.</p> <p>Magušar's House is the home of the acclaimed ceramist Urban Magušar and the centre of his creativity. Magušar's House itself is interesting. Over the centuries it was formed out of three houses which are joined by a historic arcaded courtyard dating from the 16th century. The house's owner and resident, the Slovenian ceramist Urban Magušar, has added his own special touches to the building. In the workshop in the attic, he creates bowls and other decorative products using traditional patterns while passing on his knowledge to his offspring as well as to other lovers of clay and ceramics. The ground floor of the house features an exhibition of rural Gorenjska pottery. Among the exhibits are bowls from the two oldest pottery centres in Gorenjska - the village of Ljubno, which is just a few kilometres from Radovljica, and Komenda.</p> <p>Manufaktura features a small pottery workshop, where unique, limited edition pieces of pottery are made, and a small shop that stocks ceramic products as well as materials and tools for use by ceramists. The mini ceramic replicas of the houses in Radovljica's old town, as well as other small pottery items, are produced here.</p> <p>The other part of the building features a shop selling pottery products and material and equipment for use by ceramists. Products made by Urban Magušar and the team in his workshop, as well as clay, colours, tools and other equipment for ceramists, are on sale.</p>
Experiences/Results	Heritage, tradition, entrepreneurship
Contact information, stakeholders involved	https://www.radolca.si/en/attractions/museums-and-galleries/magusars-house

Pictures, Videos



1.16. KANA LONDON

Title of the best practice	KANA LONDON
Name of the subject	Ana Kerin / Kana London
Location	Slovenia
Source(s)	https://www.kanalondon.com/
Relevance to WP	WP3/WP4
Target group	Private customers, entrepreneurs, artists
Overview / Short description	<p>ANA KERIN for KANA LONDON</p> <p>Slovenian artist Ana Kerin convinced world-class culinary names with her functional ceramics. She has been creating in London since 2012. Kana London was born fortuitously as a result of her training in sculpture & her background in fine art. In addition to classical sculpture and painting, she has always been attracted by the intertwining of art and functionality, which she eventually combined into functional ceramics.</p> <p>Her collections or individual pieces are ordered from all over the world, and she also makes dishes according to the wishes of clients, but always with her recognizable expressiveness. In collaboration with other artists, she has created pieces of tableware for some of London's iconic interior decorators and design houses, combining fashion, interior design and art. With combined ideas, special lamps, vases, tiles, wall paintings, furniture were created... Her products can be bought in various stores (also in Denmark, Belgium, Germany, California and Hong Kong).</p> <p>Her approach to work is experimental and playful, as she never follows a procedure, and invents new recipes daily. She works with a unique mixture of clays and glazes, often turning her back on traditional ceramic practice. Hand building, rather than turning on the wheel, further emphasizes the individuality of each piece. All of her work is: stoneware, food safe glazed, made from durable materials & suitable for use in the oven & dish washer.</p>
Experiences/Results	Unique design and techniques
Contact information, stakeholders involved	<p>www.kanalondon.com</p> <p>https://www.instagram.com/kanalondon/</p>

Pictures, Videos



2. Examples of product innovations, extensions, special features

2.1. WASP 3D printing Lab

Title of the best practice	WASP 3D printing Lab
Name of the subject	WASP S.r.l.
Location	Faenza, Italy
Source(s)	https://www.3dwasp.com/ https://www.3dwasp.com/stampa-3d-ceramica-wasp-clay/
Relevance to WP	WP2/WP3/WP4
Target group	Entrepreneurs, big producers, local and regional authorities
Overview / Short description	<p>An international experience in Faenza, an international group producing 3D printers, in a wide range of possibilities for executing a wide range of products. Thanks to the implementation of an extruder for printing ceramic materials, LDM WASP Extruder, WASP is a real chance of working, a leap into the world of digital craft, with minimum energy consumption. The group also manages several Art and Culture projects.</p> <p>The 3D printing of clay or other dense fluid materials is today a research topic of international interest in the world of additive manufacturing. Polymers and thermoplastics are easier to print as they solidify at room temperature after heating and do not give particular problems of collapse or collapse. When, on the other hand, dense fluid materials such as clay are deposited layer upon layer through the LDM (Liquid Deposition Modeling) process, there are some limitations due to geometries, collapses, drying and shrinkage. In this case, the extruded material plays a key role in achieving acceptable final results.</p> <p>https://www.3dwasp.com/levoluzione-del-progetto-argilla-ceramica-materialifluido-densi/</p> <p>In 2012 For the first time the PowerWASP prints porcelain. We were testing the first extruder for fluid-dense materials that we built, chasing the dream of the clay house. These were the first steps, we had been in existence for a few months but we already had clear ideas. We were writing: "The nozzle of the extruder used for this print is 5mm, a 3mm one was also used, we are working on retraction and a less liquid mixture to increase the size of the shapes and avoid collapse. We would like to take this opportunity to thank Professor De Nicolò of the ISIA of Faenza, an expert researcher in the ceramic sector, he is part of the wasp team and has designed the mixture used, he continues his research and experimentation in the laboratory.</p> <p>The next step will be to use the delta for printing, a model of a house, a limited series of vases". at the end the works may be glazed and fired again to have a completely finished product</p> <p>3D clay printing for art</p>

	<p>https://www.3dwasp.com/uninedita-collezione-darte-stampata-in-3d-da-wasp-eandrea-salvatori/</p> <p>Ikebana Rock'n'Roll is a collection of 3D printed vases born from the dialogue between Delta WASP 40100 Clay and the artist Andrea Salvatori. It was exhibited at THE POOL NYC in Milan from 3rd April to 31st May 2019, having a great success.</p> <p>3D clay printing for design</p> <p>www.livyng-ecodesign.com</p> <p>WASP created a project for design in order to reinterpret tradition and craftsmanship with advanced technological systems. Livyng Ecodesign is a company from Faenza, born in 2015, which produces lighting, bookcases, furniture and objects with a strongly recognizable style. The love for nature and passion for design, have guided the creation of this young and dynamic brand.</p> <p>At the basis of this experimentation is the idea of creating shapes that are impossible to make by hand and with "traditional" moulding methods such as moulding, casting or lathe moulding. Complex shapes rich in undercuts that are both aesthetically intriguing and pleasing.</p>
Experiences/Results	New techniques
Contact information, stakeholders involved	<p>https://www.3dwasp.com/</p> <p>https://www.facebook.com/3dwasp</p>
Pictures, Videos	<p>https://www.youtube.com/user/wasprojecteam</p> <p>https://www.instagram.com/3dwasp/</p> 





2.2. Medal for youth Olympics from Porcelain

Title of the best practice	Medal for youth Olympics from Porcelain
Name of the subject	Karlovy Vary regional authority Thun 1794 a.s. (big porcelain producer) MgA. Lenka Sárová Malíská (ceramist, entrepreneur)
Location	Karlovy Vary region, Czech Republic
Source(s)	e.g. https://www.thun.cz/cz/clanek/737-medaile-olympiady-deti-a-mladeze-bude-z-porcelanu.html
Relevance to WP	WP2/WP4
Target group	Entrepreneurs, big producers, local and regional authorities
Overview / Short description	<p>The medals for Youth Olympics in the Czech Republic, which is organised as a competition between administrative regions (kraje), were produced from porcelain. The organiser of the event was Karlovy Vary region, which considers itself as porcelain region. The connection of the region and porcelain was materialized through medals for competitors. An independent designer and ceramists from the region designed the medal and it was produced by one of the most traditional porcelain producers in the region using new technologies for decoration.</p> <p>The cups for competitors were produced from porcelain as well and were based on an older design (tradition->new use).</p> <p>This activity was well presented in media as well.</p>
Experiences/Results	<p>It was a win-win situation for all involved subjects, it targeted young people as well. The region proved that porcelain tradition is still existent and that it can design and produce a nice and innovative porcelain object with use of new technology.</p> <p>The information and press release was widely published. Porcelain, cooperation between business and government, cooperation between small and big enterprise, connection between region and porcelain was presented within one article, with one well considered activity.</p> <p>This best practice serves as inspiration in cooperation, inspiration for business model, but especially in common marketing of the field and connection of a region to its porcelain tradition in a new way through an event.</p>
Contact information, stakeholders involved	<p>Karlovy Vary regional authority - www.kr-karlovarsky.cz</p> <p>Thun 1794 a.s. (big porcelain producer) - www.thun.cz</p> <p>MgA. Lenka Sárová Malíská (ceramist, entrepreneur) - http://maliska.cz</p>

Pictures, Videos

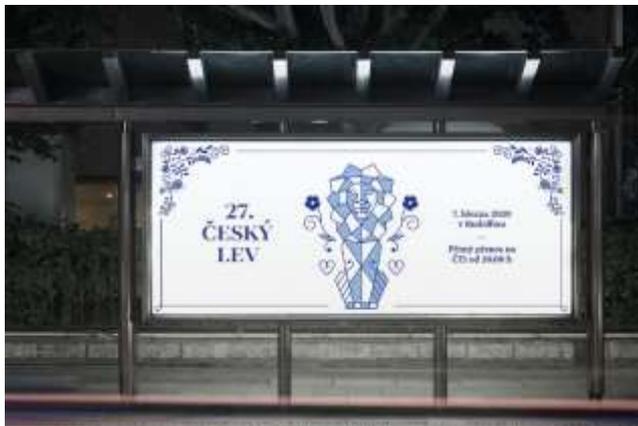


2.3. Different uses of typical décor - Onion pattern

Title of the best practice	Different uses of typical décor - Onion pattern
Name of the subject	<p>Several subjects, designers</p> <p>Český porcelán a.s. (Dubí) - http://cesky.porcelan.cz</p> <p>Czech Lion 2020 - Czech Film and Television Academy (Dynamo Design - www.dynamodesign.cz)</p> <p>Maxim Velčovský (designer, Qubus Design Studio - www.qubus.cz)</p>
Location	Czech Republic
Source(s)	<p>e.g. https://www.mediar.cz/cesky-lev-se-letos-ukaze-v-modrobilem-cibulaku/, https://cesky.porcelan.cz/cs/produkty-sortiment/cibulak-sortiment-dle-kategorii, https://shop.czechdesign.cz/znacka/maxim-velcovsky/</p>
Relevance to WP	WP2
Target group	Entrepreneurs, big producers
Overview / Short description	<p>The onion pattern is typical for production of the factory Český porcelán a.s. (Dubí, Czech Republic). Meanwhile it has been used not only for typical porcelain production.</p> <p>Here are several examples:</p> <p>Use as design inspiration for The awards Czech Lion (Český lev) of the Czech Film and Television Academy in the year 2020.</p> <p>The Český porcelán a.s. produces also number for houses (which are more typical for other European regions) or fireplace instrument set as rather unusual products within their product portfolio.</p> <p>Czech Designer Maxim Velčovský (Qubus Design Studio) used this décor on few of his pieces - vase in the form of rubber boot, bowls in the form of Czech Republic, tray (imitation of typical paper tray for fast food) - https://shop.czechdesign.cz/znacka/maxim-velcovsky/.</p>
Experiences/Results	<p>Such “interdisciplinary” use of a décor, which is typical for an area is a great example of the Work Package 2 CerDee idea - “tradition as an inspiration for CCIs”. Those are also great examples for interconnections and cross marketing possibilities.</p> <p>Such décor enables to connect product with an area and increases overall knowledge about such production. It works more or less as “a brand” which then favours such products among others on the market.</p>
Contact information, stakeholders involved	<p>Český porcelán a.s. (Dubí) - http://cesky.porcelan.cz</p> <p>Czech Lion 2020 - Czech Film and Television Academy (Dynamo Design - www.dynamodesign.cz)</p> <p>Maxim Velčovský (designer, Qubus Design Studio - www.qubus.cz)</p>

Pictures, Videos

Czech Lion - <https://www.mediar.cz/cesky-lev-se-letos-ukaze-v-modrobilem-cibulaku/>



Porcelain numbers for houses, fireplace instruments - Český porcelán a.s. - <https://cesky.porcelan.cz/cs/produkty-sortiment/cibulak-sortiment-dle-kategorii>



Maxim Velčovský's products - <https://cesky.porcelan.cz/cs/produkty-sortiment/cibulak-sortiment-dle-kategorii>





2.4. Mulier - production of porcelain switches a sockets

Title of the best practice	Mulier - production of porcelain switches a sockets
Name of the subject	Porcelánová výroba Mulier s.r.o.
Location	Czech Republic
Source(s)	www.mulier.cz
Relevance to WP	WP3/SP4
Target group	Private customers, Entrepreneurs
Overview / Short description	Mulier is a Central Bohemian porcelain company. They learned to knead porcelain into the shape of switches and sockets. They do not do series production on machines. That's why every piece has a soul and is a little different. They are not retro. Their designs are new for this time and the future. For people who are looking for quality materials, a design that suits them or simply want to make themselves happy.
Experiences/Results	Production of square porcelain switches and sockets.
Contact information, stakeholders involved	www.mulier.cz
Pictures, Videos	



2.5. Ceramic courses as extension of product portfolio

Title of the best practice	Ceramic courses as extension of product portfolio
Name of the subject	Several ceramists, e.g. Keramika - Atelier Anděl (Mirka Maierová) - http://www.atelierandel.cz/ (Louny) Keramické studio Louny (https://www.keramikalouny.cz/) IM Ateliér (Zeměchy, Jimlín) - https://www.facebook.com/IM-ateli%C3%A9r-175283619565421/ and many other some promoted by the CzechTourism https://www.kudyznudy.cz/aktuality/10-tipu-na-keramicke-dilny-a-kurzy or https://www.czechdesign.cz/temata-a-rubriky/workshopy-na-vlastni-kuzi-vyroba-porcelanu-od-dovyroby
Location	Czech Republic
Source(s)	Keramika - Atelier Anděl (Mirka Maierová) - http://www.atelierandel.cz/ (Louny) Keramické studio Louny (https://www.keramikalouny.cz/) IM Ateliér (Zeměchy, Jimlín) - https://www.facebook.com/IM-ateli%C3%A9r-175283619565421/ and many other some promoted by the CzechTourism https://www.kudyznudy.cz/aktuality/10-tipu-na-keramicke-dilny-a-kurzy
Relevance to WP	WP3/WP4
Target group	Entrepreneurs, local and regional authorities, tourism boards
Overview / Short description	There are several examples of ceramists which are offering ceramic courses as one part of their portfolio. Usually they are also having their own ceramic products which they are selling online (also with help of social networks), in their studios/ateliers or on markets/events. The ceramic courses vary from decoration workshops on markets, over short courses with main target group being tourists/visitors to long-term courses where the main target group are inhabitants of each region. The courses also vary in the product which is being developed, in used production technique etc. Ceramic products of the ceramists (ceramic artist) usually serve as promotion for such courses. Ceramic courses seem to be an interesting resource of income for some ceramists. Their ateliers/workshops can serve for serious interested participants as production places (at least until such future ceramists create their own production places).
Experiences/Results	It is a good example of extension of product range from physical products to educational products (service). Extension of product

	<p>portofolio always helps with economic sustainability of the business.</p> <p>Courses for tourists/visitors can be also used to create specific tourism products, you can see that even CzechTourism (Czech national tourism board) offers ceramic courses as one possible activity in the Czech Republic - see https://www.kudyznudy.cz/aktuality/10-tipu-na-keramicke-dilny-a-kurzy.</p> <p>We have selected three ceramists offering courses in the less developed part of Ústecký region (its part which is not connected to porcelain production) - two of the ceramists are based in the town of Louny (19 000 inhabitants) and one not far away. That shows actually a great potential for such courses. This might be actually interesting also for local and regional authorities (not only tourism based) as it seems to be a interesting possibility for starting business and for developing traditional craft skills.</p>
<p>Contact information, stakeholders involved</p>	<p>Keramika - Atelier Anděl (Mirka Maierová) - http://www.atelierandel.cz/ (Louny)</p> <p>Keramické studio Louny (https://www.keramikalouny.cz/)</p> <p>IM Ateliér (Zeměchy, Jimlín) - https://www.facebook.com/IM-ateli%C3%A9r-175283619565421/</p> <p>and many other some promoted by the CzechTourism https://www.kudyznudy.cz/aktuality/10-tipu-na-keramicke-dilny-a-kurzy or https://www.czechdesign.cz/temata-a-rubriky/workshopy-na-vlastni-kuzi-vyroba-porcelanu-od-dovyroby</p>
<p>Pictures, Videos</p>	 <p>https://www.kudyznudy.cz/aktuality/10-tipu-na-keramicke-dilny-a-kurzy</p>

3. Examples from museum sector

3.1. Royal Delft Factory and Museum

Title of the best practice	Royal Delft Factory and Museum
Name of the subject	De Royal Delft Group (De N.V. Koninklijke Porceleyne Fles) - https://group.royaldelft.com/
Location	Delft, Netherlands
Source(s)	https://royaldelft.com https://museum.royaldelft.com http://mikestravelguide.com/things-to-do-in-delft-tour-the-royal-delft-factory-and-museum/
Relevance to WP	WP2/WP3/WP4
Target group	Entrepreneurs, big producers, museums
Overview / Short description	<p>Royal Delft Koninklijke Porceleyne Fles is the only porcelain company left to produce Delftware in the town on Delft in Netherlands.</p> <p>Next to the production of historic earthenware the company offers factory tours connected to the museum showing the history of the company titled Royal Delft Experience.</p> <p>The tour ends with Showroom and Giftshop.</p> <p>The company is also organising painting workshops. It is also running an e-shop. It offers also made to measure products (own logos, own décors - all in Delft Blue).</p> <p>The company also cooperates with designers (e.g. Koens & Middelkoop) and runs special projects like Schiffmacher Royal Blue Tattoo which combine typical Delft decoration and tattoo art.</p>
Experiences/Results	<p>The approach of the Royal Delft Group is inspiration for some other porcelain/ceramic producers. Their production is oriented on high value products (higher price range) made with traditional (handmade) technique. They are not scared to run new special projects or inspire themselves in the past (Royal Delft Skully - gin bottles - https://royaldelft.com/en/skully/) They also offer experience (factory tour, museum) for their visitors including possibility of painting workshops. All products can be purchase in the e-shop as well.</p> <p>This is an example of a interesting combination of approaches allowing to the Royal Delft to survive in the times of fierce competition.</p>
Contact information, stakeholders involved	De Royal Delft Group (De N.V. Koninklijke Porceleyne Fles) - https://group.royaldelft.com/
Pictures, Videos	https://royaldelft.com/en/proud-mary/



<https://royaldelft.com/en/schiffmacher-royal-blue-tattoo/>



4. Examples of events and co-operations

4.1. The European Route of Ceramics

Title of the best practice	The European Route of Ceramics
Name of the subject	The European Route of Ceramics
Location	Secretariat based in Faenza, Italy
Source(s)	https://www.europeanrouteofceramics.eu/
Relevance to WP	WP4
Target group	Porcelain Producers, authorities
Overview / Short description	<p>The European Route of Ceramics is a Cultural route certified by the Council of Europe since 2012 and it aims at giving value to the cultural heritage linked to the production of ceramics and its old tradition, creating a sustainable and competitive tourism offer not only based on the artistic productions and collections (workshops and museums), but also on the whole cultural and social development that these destinations have lived over the years. Born thanks to a European project in 2011, the Route was managed through an Association named UNIC and coordinated, for the first 5 years, by the City of Limoges. In order to relaunch and give more value to the Route, the partners of the European Route of Ceramics have agreed with the handover of the association from the City of Limoges to the City of Faenza, which is therefore the new coordinator. To this extent, a new association headquartered in Faenza (Italy) has been created at the end of August 2018, aiming at continuing the activity of the European Route of Ceramics, promoting its development in terms of projects and members, with the support of the Council of Europe.</p> <p>Map of members:</p> 

Experiences/Results	Networking, common marketing activities, common project proposals
Contact information, stakeholders involved	https://www.europeanrouteofceramics.eu/ https://www.facebook.com/europeanrouteofceramics
Pictures, Videos	 <p>https://www.europeanrouteofceramics.eu/gallery/ https://www.europeanrouteofceramics.eu/video/</p>

4.2. Porzellanstraße/Thüringer Porzellanstraße

Title of the best practice	Porzellanstraße e. V. Selb Thüringer Porzellanstraße e.V. Thüringen
Name of the subject	Porzellanstraße e.V. Selb and Thüringer Porzellanstraße e.V.
Location	Porzellanstraße Selb, Selb, Bavaria, Germany Porzellanstraße Thüringen, Seitenroda, Thüringen, Germany
Source(s)	http://www.porzellanstrasse.de/de/porzellanstrasse/orte/selb.html https://www.thueringer-porzellan.de/kontakt.html
Relevance to WP	WP4
Target group	Porcelain Producers, authorities
Overview / Short description	<p>An association with a long tradition to draw the attention of porcelain to the public. Porzellanstraße Selb was founded in 1996. Porzellanstraße Thüringen was founded in 1992.</p> <p>These two associations were founded to draw the attention of the local population as well as domestic/foreign tourists to the porcelain industry and the product porcelain in these two regions. It is a marketing concept to support these regions and to attract the landscape, where Porcelain is produced and had been produced for many years.</p> <p>It had been established to a main institution in Bavaria and Thuringia.</p> <p>Later in 2015 also a part of the story of porcelain from the Czech Republic had been combined together, since then it is called the Porzellanstraße international (Bavaria together with the Czech Republic).</p> <p>At the moment the Porzellanstraße Selb has 63 members.</p>
Experiences/Results	Different travel offers for families, couples, bikers, campers etc. have been set up as inspiration. Cities and museums are introduced, which are interesting to visit. Outlet stores are mentioned, where visitors can buy the local produced porcelain. Also informational material for different stakeholders are produced to distribute it to the public. Information boards and publications had been compiled into 3 different languages (Czech, German, English).
Contact information, stakeholders involved	<p>https://www.instagram.com/porzellanstrasse/?hl=de</p> <p>https://www.facebook.com/porzellanstrasse/</p> <p>https://www.facebook.com/thueringerporzellanstrasse/</p> <p>https://www.frankentourismus.de/wege/die_porzellanstrasse-363/</p> <p>Stakeholders involved:</p> <ul style="list-style-type: none"> - Barbara Flügel Porzellan, Schönwald - Porzellanfabrik Seltmann, Weiden - Dibbern Porzellanmanufaktur GmbH

	<ul style="list-style-type: none"> - BHS tabletop AG - Rosenthal GmbH - Porcelain Art - Marlene Kretzschmar - Göbel Porzellan GmbH - Designmanufaktur Voigt - Porzellandesign R. Hösch, Schwarzenbach a. d. Saale - König Porzellan GmbH - Wagner & Apel Porzellan
<p>Pictures, Videos</p>	<p>Video-Links:</p> <p>https://www.youtube.com/watch?v=9X2ErJQfzzM</p> <p>https://www.br.de/nachrichten/bayern/porzellanstrasse-international,70rk6e1r70u34c9h6mwk4ctt6rw0</p> <div style="display: flex; flex-direction: column;">   </div>

4.3. The International Ceramic and Sculpture Symposium in Bolesławiec

Title of the best practice	The International Ceramic and Sculpture Symposium in Bolesławiec
Name of the subject	Bolesławiecki Ośrodek Kultury -Międzynarodowe Centrum Ceramiki
Location	Bolesławiec, Poland
Source(s)	http://plenerceramiczny.boleslawiec.pl/
Relevance to WP	WP4
Target group	Entrepreneurs, artists
Overview / Short description	The International Ceramic and Sculpture Symposium in Bolesławiec. The oldest event of this type in Poland, taking place every year since 1963. Ceramists from Poland and abroad are invited to spend two weeks in Bolesławiec creating ceramic art in one of the local plants. For them, it is an opportunity to learn about the industrial aspects of ceramic craft and share their knowledge and experience. For the plants, it is an opportunity to look for and establish cooperation with innovative and creative designers. The symposium ends with the Festival of Ceramics, when the participants present their works to the general public in the form of exhibitions and lectures, sometimes they also organize open-air happenings. Each of them has to leave at least one work in the city which results in a growing collection of world-class art being exhibited at the Museum of Ceramics and Bolesławiec Culture Centre.
Experiences/Results	Great opportunity for networking, interesting example of cooperation between an authority and business
Contact information, stakeholders involved	Bolesławiecki Ośrodek Kultury -Międzynarodowe Centrum Ceramiki Ceramika Artystyczna Spółdzielnia Rękodziela Artystycznego Fabryka Naczyń Kamionkowych „Manufaktura” Sp. J. Smoleński & Zwierz Zakłady Ceramiczne „BOLESŁAWIEC” w Bolesławcu Sp z o.o.

Pictures, Videos



4.4. Festival of Ceramics in Bolesławiec

Title of the best practice	Festival of Ceramics in Bolesławiec
Name of the subject	Bolesławiecki Ośrodek Kultury -Międzynarodowe Centrum Ceramiki
Location	Bolesławiec, Poland
Source(s)	https://swietoceramiki.pl https://en.muzeum.boleslawiec.pl/
Relevance to WP	WP4
Target group	Private customers, Entrepreneurs, big producers, local and regional authorities
Overview / Short description	Festival of Ceramics in Bolesławiec. The biggest pottery fair in Poland taking place every August since 1994. A 5-day event including a fair with over 100 stands, exhibitions, open-air ceramic workshops and shows (throwing on the wheel, biscuit decorating, wood-fired kilns, happenings etc.). The festival attracts several dozen thousand visitors. For ceramists and ceramics producers, it is a great opportunity to present their works. For the city, it is of great financial and promotional benefit.
Experiences/Results	Inspiration, networking, marketing
Contact information, stakeholders involved	https://swietoceramiki.pl https://en.muzeum.boleslawiec.pl/
Pictures, Videos	



4.5. International Symposium of Ceramic Art

Title of the best practice	International Symposium of Ceramic Art (organized by the institute V-ogljje)
Name of the subject	Zavod V-ogljje
Location	Slovenia
Source(s)	http://v-ogljje.si/international-symposium-of-ceramic-art/
Relevance to WP	WP2/WP4
Target group	Entrepreneurs, artists
Overview / Short description	<p>In 2006 the institute V-ogljje had organized the first colony of ceramic art at their pottery studio. With time, the colony grew into a symposium. With the purpose of good organization and promotion of ceramics they founded the V-ogljje Institute.</p> <p>Established artists are invited to the symposium - ceramists, potters and painters - who use clay as an art medium. Participants only have to pay their travel expenses to Šenčur (Slovenia), all the other costs are paid by the organizer. Each year a young artist from Slovenia or abroad is also invited. In the 14 days of the symposium each artist has to create four works or four groups of smaller pieces and prepare a presentation or a lecture at the Šenčur museum. A visit to the presentation or a lecture is free of charge to visitors and art lovers. One work by each artist remains at the permanent collection of art ceramics at the Šenčur museum, that is the only of its kind in Slovenia. Each artist can only participate at the symposium twice, as a way of ensuring diversity of the permanent collection.</p>
Experiences/Results	Networking, inspiration.
Contact information, stakeholders involved	http://v-ogljje.si/international-symposium-of-ceramic-art
Pictures, Videos	 <p>The screenshot shows the V-ogljje website with a navigation menu (Symposium, Gallery, About, Contact) and a main gallery image of a large, textured ceramic piece. Below the image is the text 'Gallery of works, created at the International Symposium of Ceramic Art V-ogljje' and 'GALLERY OF WORKS FROM SYMPOSIUM V-ogljje 2020'. A grid of smaller images shows various ceramic objects like vases and bowls.</p>



Greg Daly - artist / participant of the Symposium

4.6. Forma Viva (Living Form) by Nataša Sedej

Title of the best practice	Forma Viva (Living Form) by Nataša Sedej
Name of the subject	Forma Viva (Living Form) by Nataša Sedej
Location	Slovenia
Source(s)	https://magijagline.weebly.com/ https://www.zavodzajtrkvglinokopu.com/forma-viva
Relevance to WP	WP2/WP4
Target group	Private persons, entrepreneurs, artists
Overview / Short description	<p>Nataša Sedej is an independent cultural artist, sculptor and potter; leads clay modeling workshops, is a mentor at the Summer School of Ceramics Hrušica, leads study courses for adults and children; she has been awarded several times at home and abroad for her work. Every year she organizes an international event Forma viva. Forma viva is a permanent international exhibition of artistic outdoor ceramics in Hrušica (Slovenia). There are exhibiting established Slovenian and foreign authors. It connects contemporary works of art with nature and develops an open-air gallery at the edge of the forest, in which artists, visitors, locals, tourists and passers-by meet in a different, more in-depth and sensitive way.</p> <p>Most exhibitions and art events take place in an urban environment. Forma Viva is set in a luxurious gallery of nature, to artistically enrich these remote but beautiful places, work for the common good and bring contemporary art ceramics closer to the people, who do not live in cities and whose galleries are not accessible on a daily basis.</p>
Experiences/Results	Permanent international exhibition of artistic outdoor ceramics in Hrušica (Slovenia); networking, inspiration.
Contact information, stakeholders involved	https://www.facebook.com/magijagline https://magijagline.weebly.com/ https://www.zavodzajtrkvglinokopu.com/forma-viva

Pictures, Videos



4.7. FACC Faenza Art Ceramic Center

Title of the best practice	FACC Faenza Art Ceramic Center
Name of the subject	FACC Faenza Art Ceramic Center
Location	Faenza, Italy
Source(s)	https://www.facc-art.it/
Relevance to WP	WP4
Target group	Entrepreneurs, big producers, local and regional authorities
Overview / Short description	<p>The FACC - International Center dedicated to the promotion and enhancement of ceramics. They work as a reference point in the field of ceramics, proposing formative and recreational activities, doing research on ceramic materials and organizing different kinds of cultural events. The FACC supports artists in residence, workshops for ceramic entrepreneurs and offers technical support for any project, research and development of new products, open studio, exhibitions and other events.</p> <p>The FACC workshops show “best practices” in particular for the possibility to face any ceramic technique and materials, carried on by artists, designers, technicians, in a laboratory highly specialized.</p> <p>The artists in residence can enjoy the Faenza cultural network and share experiences with the local ceramic entrepreneurs.</p> <p>The FACC is connected with the MIC Faenza and with the AICC Italian Association of Ceramic Towns.</p>
Experiences/Results	Inspiration, coworking, networking.
Contact information, stakeholders involved	https://www.facc-art.it/

Pictures, Videos



4.8. MADE IN ITALY FAIR in Faenza

Title of the best practice	MADE IN ITALY FAIR in Faenza
Name of the subject	Associazione Ente Ceramica Faenza
Location	Faenza, Italy
Source(s)	https://www.enteceramica.it https://www.enteceramica.it/made-in-italy-2021/
Relevance to WP	WP4
Target group	Entrepreneurs, big producers, local and regional authorities
Overview / Short description	<p>Made in Italy is the market exhibition of Italian ceramics that groups about a hundred ceramists from all over Italy. The first edition in 2020 was conceived as an "extraordinary" event, with the aim of creating an important visibility and marketing for national ceramists and workshops. It traces, in a smaller scale, a format that is particularly appreciated by citizens and enthusiasts, that is "Argillá Italia", the European ceramic festival. The events are biennial and take place in alternate years.</p> <p>Made in Italy fair is arranged in the setting of Faenza, one of the world capitals of majolica (hence the name Faïence): a city whose cultural identity is strongly linked to ceramic production, which even today represents a reference point in this sector at European and world level. In the website people can have information about their participation as ceramists or simply guest.</p>
Experiences/Results	Support of national entrepreneurs, networking, common marketing
Contact information, stakeholders involved	https://www.enteceramica.it https://www.enteceramica.it/made-in-italy-2021/
Pictures, Videos	



4.9. Argillá Italia - Ceramic fair in Faenza

Title of the best practice	Argillá Italia - Ceramic fair in Faenza
Name of the subject	MIC Faenza Comune di Faenza Associazione Italiana Città della Ceramica
Location	Faenza, Italy
Source(s)	https://www.argilla-italia.it/en/
Relevance to WP	WP4
Target group	Entrepreneurs, big producers, local and regional authorities
Overview / Short description	<p>Argillá Italia is a long week-end dedicated to Ceramics in Faenza. An invitation to discover the world of ceramic art and handicraft, enjoying the international ceramic festival and market-fair along the streets of the historic centre, with many exhibitions and cultural events. Argillá Italia also hosts several ceramic shows and live performances, such as Mondial Tornianti - Worldwide Potter's Wheel Championship, open-air firing in spectacular kilns, as well as several demonstrations, workshops, activities for kids and conferences.</p> <p>A real celebration of ceramic creativity and culture. Every year there is an European guest country that has the possibility to narrate its traditions and culture.</p> <p>In the website of Argillá people can have information about how to apply as ceramist or having information about date, places, events and hospitality.</p>
Experiences/Results	Networking, idea searching.
Contact information, stakeholders involved	https://www.argilla-italia.it/en/ MIC Faenza Comune di Faenza Associazione Italiana Città della Ceramica
Pictures, Videos	<p>https://www.facebook.com/argillaitalia/ https://www.youtube.com/user/argillaitalia</p> 

