



Cape Cod Potters, Inc.

Cape Cod Clay Voice



2009 Workshops

Dan Finnegan

March 15th and 16th

This workshop will be held on Sunday and Monday. The Creative Arts Center in Chatham will be the location. A lunch will be provided each day.

Building an Earth Oven

May 2009

“Mud--- earth, clay, the stuff under your feet---- is a near perfect building material. Thousands of years ago, the first oven was made of mud. People all over the world still make bread in earthen ovens, and the best ovens in the fanciest bakeries are often brick---- which after all, is made of kiln fired mud.” Kiko Denzer, from Build Your Own Earth Oven.

Our workshop will be held in May at Diane Hearts. We will build, cook, and enjoy the results. Ron Dean has eaten bread from such an oven, and it is truly wonderful.

Details in a future newsletter.

Frank Matranga

“Altered Forms and Murals”

September 20 & 21 (Sunday & Monday) 9:00 – 3:00;

Demonstration, lecture and slide show held at Creative Arts Center, Chatham, MA.

Frank has been a potter for over 50 years. His first

commission, seven bas-relief murals for Sears was just the start of producing over fifty murals during Frank's life for libraries, banks, restaurants and private residences. In addition to his mural work, Frank has created both functional and non-functional objects in clay, where he has produced the work through a myriad of firing techniques, such as high fire stoneware, raku and primitive firing techniques. His glaze arsenal includes over a hundred formulas. A large body of work has a distinctive carved design with organic elements and stunning altering of the thrown lines. Such a diverse design has led Frank's work to be honored by many awards and the inclusion in important exhibitions, such as Young Americans, Ceramic Nationals, Seattle World's Fair, California State Fair, as well as many other national and international group and solo shows. In the 1970's, he was also honored with solo shows in Japan. Frank's studio is in Manhattan Beach, just south of LA.

Jack and Sue Sasso met Frank and Casey Matranga in 2006 on a trip through Northern France and discovered a mutual love of ceramics. They were excited to share his expertise with the potters back on Cape Cod.

Frank will demonstrate the process of making ceramic murals as well as altered and slab constructed forms with lecture, discussion and slide show during lunch each day.

Jack and Sue Sasso

Check out these Matranga websites:

<http://www.matrangastudios.com/>

<http://www.vasefinder.com/pw/articles/frank.matranga.html>

User name = **Frank** PW = **1pots**

Special points of interest:

- Annual meeting
- 2009 Workshops
- 2009 Potters Brochure information
- 2009 Membership Application enclosed
- Pottery Exhibition

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Membership Application enclosed

Visit us on-line:

www.capecodpotters.org

Important Notice!

Remember, the membership application is enclosed and must be received on time by January 31, 2009, there will be no exceptions.

The deadline for 2009 membership is January 31, 2009.

Additional applications and newsletters can be found and printed from our website:

www.capecodpotters.org



More information in future newsletters.

Soup Bowls 2009

Potters, before some of you go into winter hibernation, how about making those soup bowls for this year's event. The date of Wednesday, April the 15th has been set with the Cape Cod Regional Technical High School. As in the past, all ticket sales and donations will benefit the Family Pantry, which shares space with the Boston Food Bank.

Soup bowls, which may be thrown or hand built, need to be large enough to hold a cup and a half of soup...allow room for slosh when carrying those cardboard trays...and should have a sturdy base. Donations are gladly received anytime. Just contact any member of the Executive Board for drop off locations.

Extra Exhibition Postcards

Time is running out! If you are in the show at the Cape Cod Museum of Art and have not ordered postcards, do so now. Call 508-430-0139 when you hear the intro just pres the star key (*) and 1 2 (one and two, extension 12). This will get you Mark's voicemail, leave your name and the number of free postcards you want. You will NOT get a return phone call.

Executive Meeting

Tuesday, January 27th at 6:30pm

At the Home of Judith Bartha, 110 Lookout Road, Yarmouthport, MA 02675. The meeting begins with, a meal, bread, and a salad. Let Judith know if you are joining us so she can set a place. 774-368-0010.



Brochure Information

The following information is being provided as a public service. The Cape Cod Potters, Inc. is not involved with the brochure. Please address all questions and concerns to Gail Turner at 508-385-4214.

Last year we had O'Brien printers do 50,000 brochures for us. Each pottery advertiser initially received 100 brochures and Best Read Guide delivered the bulk of the brochures all over Cape Cod. We also placed ads in Cape Arts Review and the Cape Cod Voice advising the public about the brochure and that it could be picked up at various locations or downloaded from the web. Participating potters can always access more brochures by simply calling Best Read Guide. The website, which hosts the brochure, is also linked to numerous other sites. This is all in our ongoing efforts to broaden the reach of the brochure and increase pottery sales.

Currently, we do not give the name of the potters/potteries whose works are used in the brochure collage. There is some feeling that if we did this might be unfair to the other advertisers. At the same time we frequently find ourselves using images from the same potters year after year because their photo images are good and do not need hours of photo shop manipulation.

Annual Meeting

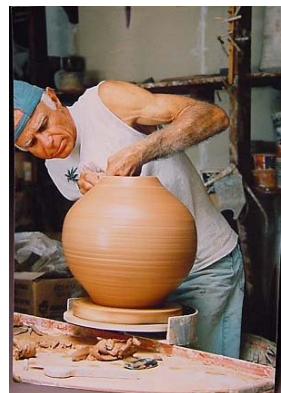
We will hold our annual meeting following Dan Finnegan's workshop on Sunday, March 15th at 5:30pm

Dinner will be pot-luck, please bring something to share.

Directions will be in a future newsletter.

Frank Matranga Workshop

Another photo below...



Arts and Artisans Trails Guide

We have received some information about Arts and Artisans Trails book/guide we would like to share with our members. This guide is one of the most cost effective marketing tools for artists in the region.

While other publications are selling advertising, the guide has a full marketing and public relations plan behind it. In the first two years of it's shelf life, the three Chambers of Commerce put almost \$200,000 in marketing, public relations, and outreach for the guide, including stand alone advertising, cooperative advertising, and events.

This guide represents a major marketing initiative to draw people to the region who are interested in the arts, with outreach beyond the bridge and through the very powerful websites of the three Regional Tourism Councils involved as sponsors. And, it has a shelf life. It's not a one shot ad in a glossy magazine. This may be a time to tighten your belts, but be smart, stay out there with cost effective marketing.

For more information please contact:

Clare O'Connor

Director of Economic Initiatives

Cape Cod Chamber of Commerce

5 Shoot Flying Hill Road

Centerville, MA 02632

508-362-8910 (direct)

508-362-3698 (fax)



Cape Cod Potters Brochure

The following information is being supplied as a public service.

The Cape Cod Potters, Inc. is not involved with the brochure.

If you want to be in the brochure please send all required materials by **January 31, 2009** including:

1. Your name.
2. Name and address of your shop.
3. Shop hours - including days. (Summer & Winter days and hours).
4. A brief description of your work.
5. In RED, indicate your location on last year's brochure (Please use last year's brochure. A copy is enclosed with this mailing to make changes, additions etc.).
6. New advertisers should mark their location on the brochure map with a **small** red dot and arrow. Example: If you advertised last year and want the same ad, send the old brochure with the ad circled and mark "SAME".
7. Also, note if you are a member of any Chamber of Commerce.
8. Please send a photo or digital image of your work for possible inclusion in a collage on the brochure cover.
9. Make sure you include a check with your information.
10. Include a **SELF-ADDRESSED STAMPED ENVELOPE** (for mailing proofs).

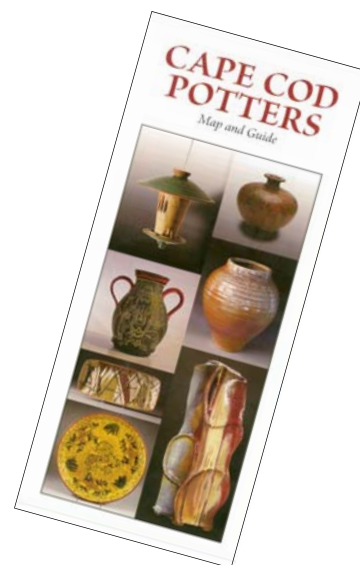
Make Your Check Payable to: **Potters**

Send a **separate check** for the brochure payment, **do not combine with any other payment.**

Send your check for \$300.00 (\$150.00 for a second listing), mark-up, all required information and a self addressed stamped envelope to:

**Potters
Box 120
Dennis, MA 02638**

Note: Address to send information.



Brochure Requirements:

Participation has been growing over the past several years, which is good, but space is now an issue. We can always add more spots on the map, but room for listings is finite without adding tremendously to the cost of production. Putting another panel in the layout would most likely result in a loss of our ability to print both sides of the brochure on a single press sheet, which would further increase the cost an estimated 30 – 50%, so we will continue to work with our old guidelines:

- Multiple locations. As in the past, those of you with multiple locations are more than welcome to participate. We can continue to provide separate map locator spots for each location, but you will be limited to a single descriptive listing for all locations. We will include all address and phone info in that single listing. If this is not acceptable, you may, of course, buy multiple full-price listings.
- Listing lengths. In the past we have not limited the length of your descriptive listing, or prescribed a particular format. We will attempt to continue in this tradition, but since we charge by the listing and not by the inch, it may be necessary to cut portions of overly long descriptions in order to accommodate everyone who would like to participate. If your description is too long, we'll work with you to shorten it.
- First-come, first-served. As mentioned above, participation is growing and space is limited. In the event that there are more listings than can be accommodated without sacrificing readability at the present size of the brochure, space will be allocated based on when your information is received. Don't miss the boat because you put it off.
- Proofing. The people who create and check the brochure are human, like you, and occasionally make a mistake. You must include a self-addressed stamped envelope along with your information so that we can mail you a proof of the brochure before it goes to the printer. We will send a proof via the mail if you prefer. You will have a limited time to check this proof and make corrections. The final responsibility for accuracy is yours. You may also catch an error in someone else's listing that they don't see themselves. The more eyes the better.
- Photos. Please submit any pictures you would like to have considered for use on the cover. Please remember that the decision on what will be used is based entirely on what we receive, how it works together, and how much work is involved in preparing the image for use (i.e. removing trees and cars from the background, etc.). Pictures with a good range of tone and an uncluttered background will be greatly appreciated. You may submit slides, photographic prints (no laser or inkjet prints please, nor half-tone reproductions like postcards or magazine ads) or digital files, preferably on a disk with a printout (labeled with your name and the file name) so the designer can see what you have submitted. Please **DO NOT CROP YOUR PICTURES**. Digital files must contain sufficient data for print (at least 300 ppi at the size the image will be used) and most images from websites will not meet this requirement.