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MEDIA ALERT: EXCELLENT TV + PHOTO OPPORTUNITIES

For MAY 9–10, 2014

This weekend: Get dirty with The Clay Studio for 40 hours straight

Epic anniversary extravaganza kicks off with blazing kilns; continues May 9-10 with “mug assault,” jam session for kids, “endurance art,” wacky competitions and more

WHERE: The Clay Studio, 137 N. Second St. parking lot, unless otherwise noted

For more information, call 215-925-3453 or visit theclaystudio.org

WHAT: Celebrate **The Clay Studio’s** four decades as a leader in the field of ceramic arts and a cultural anchor for Old City Philadelphia. **Fired Up at Forty**, an epic 40-hour-long marathon of activity, includes exhibitions, pottery demonstrations, food and drink, fitness, family fun and much more.

KEY PHOTO + VIDEO OPPORTUNITIES:

MAY 9

Kick-Off Event: **Raku Pottery Firing**

Friday, May 9, 10 a.m.

Civic leaders, artists, supporters and friends will come together to kick off the 40-hour celebration and watch a red-hot live demonstration of Raku firing, an ancient Japanese technique in which smoldering pottery is pulled from a flaming kiln.

Exhibition: **Occupation**

Friday, May 9, 10 a.m. through Saturday, May 10, 6 p.m. (gallery space)

A collaborative “endurance art project” featuring veterans-turned-ceramic artists Ehren Tool and Jesse Albrecht, on site throughout the anniversary celebration (including overnight), transforming hundreds of pounds of clay into hundreds of ceramic cups.

Youth event: **Fun and Learning with Clay**

Friday, May 9, 10 a.m.-noon (studio space, 3rd floor)

To emphasize the important role arts education plays in the learning process, The Clay Studio will host students from E.M. Stanton School and Andrew Jackson School, who will create their own works of art with clay.

Food and Drink: **Candy Coated Ice Cream Cocktails (gallery space)**

Friday, May 9, 6-8 p.m.

Join Philadelphia-based artist Candy Coated for a cocktail hour filled with imaginative drinks made with her signature Little Baby’s Ice Cream flavor, Jazzmarnier.

Plus, on May 9, 8 a.m.-noon, The **Guerrilla Mug Assault** will send Clay Studio volunteers to “mug” strangers on the street by asking them to trade in their to-go coffee cups for free handmade ceramic vessels. **To shadow a Guerrilla Mug Assaulter, contact Carolyn Huckabay at 215-690-4065 or carolyn@canarypromo.com.**

KEY PHOTO + VIDEO OPPORTUNITIES:

MAY 10

Exhibition: **Occupation**

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A collaborative “endurance art project” featuring veterans-turned-ceramic artists Ehren Tool and Jesse Albrecht, on site throughout the anniversary celebration (including overnight), transforming hundreds of pounds of clay into hundreds of ceramic cups.

Youth event: **Instrument Making and Jam Sessions**

Saturday, May 10, 10 a.m.-1 p.m.

Join guest artist Kevin Ramler for family workshops focused on making and playing clay instruments. Using basic hand-building techniques, participants can create flutes, rain sticks, maracas, drums and xylophones. Kids and parents also have the opportunity to play one of hundreds of clay instruments that Ramler has created.

Contest: **Wheel Battles**

Saturday, May 10, 11 a.m.-3 p.m.

Watch as our studio artists — and brave volunteers — go head-to-head in a variety of wacky competitions. Who can throw the largest pot in 7 minutes? Who can throw the largest vessel while blindfolded? *New wheel battles will kick off each hour.*

Food and Drink: **Ice Cream Social and Bowl Decorating**

Saturday, May 10, 2-4 p.m.

Decorate a handmade clay bowl that will be fired and available for you to pick up at a later date. Reward yourself for your efforts with an ice cream sundae.

A full schedule of events can be found at canarypromo.com/pressrelease/the-clay-studio-fired-up-at-forty.

ABOUT THE CLAY STUDIO

Celebrating its 40th anniversary in 2014, The Clay Studio is a nonprofit educational institution, gallery and studio dedicated to teaching, creating, supporting and promoting the ceramic arts. Since 1974, The Clay Studio has hosted and exhibited world-class ceramic artists and brought the joy of clay to thousands of children, students, artists and enthusiasts throughout the Philadelphia region. Both a community center and an arts institution of international stature, The Clay Studio seeks to make art accessible through the tactile medium of clay. The Clay Studio is located at 137-139 N. Second St., Philadelphia, PA 19106. Hours: Tuesday-Saturday, 11 a.m.-6 p.m.; Sunday, noon-6 p.m. For more information, call 215-925-3453 or visit theclaystudio.org.

Fired Up at Forty is made possible with support from the John S. and James L. Knight Foundation.

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To request photos, interviews and more information, please contact:
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