

pottery & ceramics workshops profile.



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00.

Executive Summary

This document serves as a proposal for Pottery & ceramics workshops facilitated by **Avant Media Group**. To bring indigenous contemporary art skills to rural areas.

Targeting youth specifically in Ndwedwe, Kingcetshwayo, and Mshwati.

01.

A Brief History Of Avant Media

Avant Media is a solution-oriented company that provides clients with extensive integrated communications, marketing, and training services. We have an onboard design and film creative team that works together with our PR and marketing experts to deliver qualitative solutions for our clients. Together we believe in attaining real impact by interpreting market openings into effective solutions while maintaining cost efficiencies preserving the individual agency.

Our team has experience in public relations, training, media, broadcast production, and design. Outdoor, transit, and out-of-home media experience form part of our offering. We continuously pursue to uplift youth through providing skills programs to foster youth economic participation.

02.

Current state

The economic downturn caused by the COVID-19 pandemic has severely impacted most sectors. This has resulted in continued job losses and impacted negatively youth employment.

As of the first quarter of 2021 46.3% of South African youth were unemployed. This is an increase in unemployment from the previous quarter.

Now more than ever there is a need for solutions to create youth economic participation and enfranchise youth with tools to directly be active within the economy and ensure they are vessels of social change.

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03.

How we aim to change this.

Through our pottery and ceramics workshops, we endeavor to provide rural youth with skills largely inaccessible to rural youth. These aim to provide an introduction to pottery and ceramics and the use of modern tools for creative expression through design software applications.

Contemporary ceramics will allow them to express themselves by addressing social, economic, political and any other social ills impacting society through their work and will open a business platform for them to trade their work. Post the workshop they would have gained both knowledge and techniques that will assist them to start their businesses and initiating their own contemporary ceramics projects i.e. workshops, exhibitions, residencies, etc.

The workshop further aims to equip participants with an opportunity to register non-profit organizations and receive a workshop on how to apply for funding and management of funds.

The focus will also be on branding; how to formulate a brand and administrative measures including professional writing and brand management. It will create 30 learning opportunities and benefit a potentially bigger





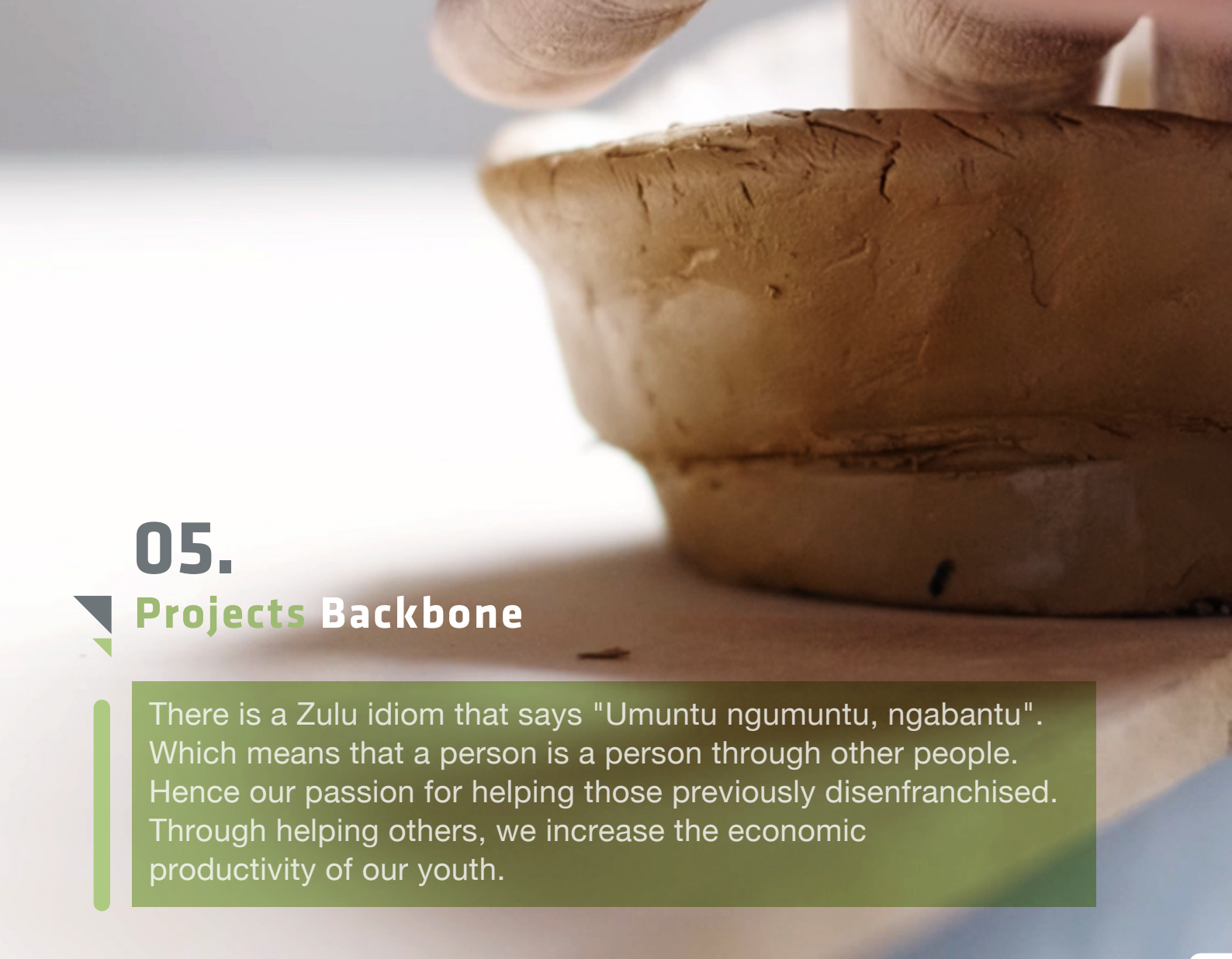
audience online of youth who will benefit through skills training by viewing our online streaming and using it as a springboard to equipping themselves.

04.

Objective

Provide rural youth with skills largely inaccessible to rural youth. This includes;

- + Indigenous ceramics skills training
- + Provide an introduction to the use of modern tools for creative expression through design software applications.
- + Address social, economic, political and any other social ills impacting society
- + Increase youth economic participation and business ownership.



05.

Projects Backbone

There is a Zulu idiom that says "Umntu ngumuntu, ngabantu". Which means that a person is a person through other people. Hence our passion for helping those previously disenfranchised. Through helping others, we increase the economic productivity of our youth.

06.

Focus areas and activities

Youth and rural emerging contemporary artists

Rural youth and emerging contemporary artists who have previously been excluded from opportunities available to their urban counterparts.

Being a catalyst for creating a non-institutional knowledge centre. This would lay the foundation for the participants to have the necessary skills to lay the foundation for the artists to create, market, and transfer the skills through hosting their workshops to transfer knowledge to other emerging artists.

07.

Target Market

The aim is to provide artists and arts initiatives with affordable networks for their performances and to create viable platforms where artists can work together and engage with the public to bring the arts to the local communities.

We have found a niche in traditional visual arts, we concentrate on profoundly rooted cultural and creative traditions unique to major ethnic groups, and we use the arts to highlight diversity.

Each of the traditional arts activities provides a focal point for exploring and linking communities expressively and creatively. We have explored a range of resources, such as graphic design, decorative arts, pottery, and ceramics, to represent the ways of our intangible cultural heritage, to provide the roots that make up the rich cultural diversity of South Africa, and to serve as the foundation for our national identity and cultural continuity.



08.

Pottery & Ceramics Workshop

Introduction to ceramics (equipment) Types of ceramic work Types of clay mixing, Candidates should demonstrate an appropriate level of competency in visualizing shapes and spatial relationships. after this level of training, they will be moved to the second level of intermediated training.

09.

Workshop Activities

Our objective object with the second level of training is to show the various stages before acquiring the finished product. This includes technical support, the creation of various ceramics, conceptual design, the kiln firing process, and glazing(glazes/oxides).

Pottery & ceramics skills to be learned.

Wedging (prepping clay).

Working with prepped clay

Clay handling

Basic recycling of clay.

Various methods of moulding clay

learning clay in various stages of the moulding

joining and designing (working with relief clay)

finishing the product (calving, banishing clay)

correct storage methods/ drying.

bisque firing

smoke firing

Polishing

Digital / Design Drawing Skills Using Software

10.

Marketing and communication

The local municipal authorities will be roped in to aid in identifying and recruiting the participants. We actively ensure we rope in local councillors for local and regional oversight and insight

11.

Business sector

1. Small business owners looking to expand their business opportunities by building relationships with artists.
2. Corporate buyers wishing to extend their procurement network into the small business sector.

12.

Budget plan

Accommodation

Catering

Facilitator Wages

Project Management Wages

Multimedia Tutorials

Training Material

Venue Hire

Logistics



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**THANK YOU /
SIYABONGA**