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For Immediate Release

Contact: Claire Matthew info@matthewmarketing.com

Avery Pottery & Tileworks move into new location

Seagrove, NC – Blaine and Laura Avery are pleased to announce that they have moved into their new location at 636 Potters Way Road in Seagrove, NC, just in time for the 2008 Spring Kiln Opening Event, Saturday, April 19th, and Sunday, April 20th, 2008. Both Blaine and Laura Avery are natives of North Carolina, but have taken different paths to get to where they are today. Blaine had always enjoyed working with his hands, but at the age of 15, Blaine saw someone turn a pot on a wheel, and he knew then that he was going to be a potter. He had never tried it before, but he knew it was for him! He eventually did an apprenticeship with Sid Oakley, in Creedmoor, North Carolina, to further develop his craft. Blaine is known for his pots that are very individual, but he does take inspiration from other peoples around the world. Blaine's first pieces did not have any decorations on them because it is difficult to do that on a three-dimensional object. By adding decorations to his pottery, according to Blaine is "like being a sculptor". His pottery pieces include images of animals, and graphic designs. Blaine does not do commission work, but if someone does want an additional piece to go with a design that he has already created, he will do that for his clients.

His wife, Laura Avery took a different path to develop her abilities. She attended Meredith College and then did an apprenticeship which required her to be a resident of the Moravian Pottery & Tileworks in Pennsylvania, which is a living museum. She had been a graphics designer, but she got involved with making tile, and it 'clicked'. Laura's style is inspired by the Art Noveau and Arts & Crafts movements from the early 1900's. She creates single tiles, trivets, and hot plates. She also does custom installations,

and is currently working on a fireplace that will include her hand-designed tiles. Laura uses sculpting clay to make her tiles, not a process throwing clay which is used to make pots. The sculpting clay takes a long time to dry, and from there it is bisque-fired, and then glazed. "Since my tiles are flat, I have a lot more freedom with my glazes. They don't go on a vertical surface, so I can obtain much deeper colors. I don't have to deal with the glaze running down", Laura explained. She does do commission work whereby people can bring in a design for her to create. Laura also will ask her clients what they are interested in, and then do a series of drawings for them from which they can select the final design.

When asked about why people should come and visit the Seagrove Area Potters, Blaine commented, "There is nothing else like pottery. All of these artists can take the same material; the clay; and do so many different things with it. Some people will make a Bundt cake pan, and others will create an expensive high-end sculpture. There is such a rich history, and authenticity to this area. There is a sincerity of the people that live here and that are close to their work and the materials".

Blaine and Laura also have a son named Judson. He is only two years old, but is well on his way to following in his parents' footsteps. All through-out his parents' interview, he was molding and sculpting objects with his fluorescent colored 'Play-Doh'. Of course! What else would a potters' son have as a toy? For more information, and for a listing of all the members and the events presented by the Seagrove Area Potters Association (SAPA), including the Spring Kiln Opening event on Saturday, April 19th, and Sunday, April 20th, 2008, please go to www.discoverseagrove.com.

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