

EU4US Project: Spain

Presentation by Red Earth Design



Introduction:

Karen & Claire Gibson

We are delighted to part of the EU4US Project Partner meeting in Spain, we have been asked to prepare a presentation on **“Our work and how we promote it”**.

A Ceramics and Framing Studio in the heart of Belfast which brings together the creative and business talents of twin sisters, Claire and Karen Gibson, both with a Masters Degree in Fine and Applied Art from the University of Ulster at Belfast. In business since 2001, producing a range of unique and exciting ceramics with a very distinctive style.

There are 6 areas that we focus on:

Awards, Retail Range, Gallery Range, Commissions, Community Projects and finally Picture Framing.



Education and Culture DG

Lifelong Learning Programme

Proiect realizat cu sprijinul financiar al Comisiei Europene prin Programul Învățare pe toată durata vieții (Grundtvig, Parteneriate pentru Învățare). Conținutul acestui material nu reprezintă în mod necesar poziția oficială a Uniunii Europene.

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Awards:

At Red Earth we produce unique designs tailored to your exact specifications, from drawing and design to prototype to finished piece, delivered to your choice of destination boxed, engraved and ready to present.



All our Awards are made to the highest standard in our studio and each award is tailored to suit each individual customer. We strive for a very high quality of finish and specialise in Gold and Platinum lustres to make each award that extra bit special.



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Retail Range:

The influences behind these pieces are; Land and Seascapes with the integration of man made materials and architecture, and an interest in states of decay such as urban decay and fragmentation in the natural environment.



Red Earth Designs produce a range of affordable and functional ceramics, predominantly in porcelain.



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Gallery Range:

The Gallery Pieces are unique Sculptures, each one a progression from the last, with an emphasis on aesthetic vision, simplicity of form, line and decoration.

They are coil built using flattened coils with slabs incorporated to create the carved/inverted shadow forming sections. Textures are added both during and after the building process to give an organic element in contrast to the architectural forms.

Inspiration comes from an appreciation of form, observing the intricate shapes in the natural environment, as well as the line and shadow observed in architecture.



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Commissions:



Red Earth Designs produce a range of affordable and functional ceramics, predominantly in porcelain. Below a commission for the Shankill Road Belfast. Presenting how the streets have changed since the 1920's. Commissioned by the Housing Executive of Northern Ireland, Entitled: **“The Lost Streets”**



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Community Projects:



Red Earth is available to work with **Community groups, schools, and Disabled groups**, to facilitate Ceramic Projects which culminate in large-scale Ceramic Pieces. These projects range from 4-6 weeks, up to 20 weeks, depending on the scale and budget.

Red Earth transports the clay and tools to the groups, and brings the work produced back to the studio for firings and mounting etc...

Murals can be designed to suit your budget or age group.

For many of the community Groups Funding applications are made by the community group.



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Picture Framing:



New Opportunities ☺

New Markets:

After many years framing their own products, Red Earth **expanded** into picture framing.

Market Segmentation:

Having undertaken extensive training in framing and finishing techniques Red Earth now have a **fully equipped framing studio** and offer framing to **Artists, Photographers, Galleries** and the **general public**.



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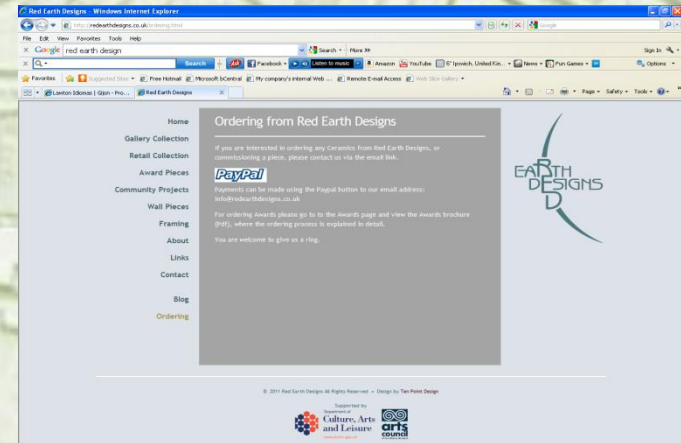
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EU4US Project: Spain Presentation by Red Earth Design Website/Social Media:



From the beginning we knew that an Online presence would be critical, with developments in technology it was imperative that Red Earth Design had an online presence.

Using **Google analytics** we are well ranked for Google search's. This is helped by fresh web content, and our blog. We use our website for sales using PayPal.



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We feel that is important in the initial stages to promote as much as possible with a craft based business. 10 years later we are still promoting our business attending approx 6 gallery/Exhibitions per year. We have held galleries in the Ulster Museum promoted by Craft NI and sponsored by Northern Bank. Christmas is an Important time for Exhibitions and craft fares.



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Agent/Repeat Business:



Cross Border Trade:

It is quite unusual for an artisan to have an agent, However due to the nature of the work Being labour intensive, this has worked well for Red Earth Design, Opening new markets in the Republic of Ireland.

Our Agent has secured work for the All Ireland Media Awards/ Irish Media awards and also the PPI Radio Awards.

ANY QUESTIONS?



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