

Press Release

Welcome to the British Ceramics Biennial, Stoke-on-Trent

The British Ceramics Biennial - the UK's only festival to celebrate, showcase and support the best in contemporary ceramics - launches on October 3rd and, for 10 weeks, will feature both major exhibitions by international artists and unexpected ceramics in unlikely places.

It will also give the visiting public the chance to explore The Potteries' rich heritage, and purchase unusual and one-off gifts during the final run-up to Christmas.

The British Ceramics Biennial (BCB) is based in Stoke-on-Trent, whose world-famous Potteries have been the home of the UK's ceramics industry for 250 years. But as well as drawing on the history of The Potteries, the Biennial will also be an ambitious, forward-looking event full of innovation and international appeal.

Highlights of the festival will include: a major new retrospective of Spanish designer Jaime Hayon's extraordinary ceramics in a specially refurbished space at the Emma Bridgewater site; an exhibition of 27 short-listed local and national artists for the Biennial Awards at the Potteries Museum and Art Gallery; an installation of over 300 water pots from North Western India in the former Spode factory; an exhibition of the 'bright young things' of British ceramics; and 'guerrilla art' – featuring unusual ceramics in unlikely places across the city.

Other venues to be used for the festival will include the Wedgwood Institute in Burslem, and the Gladstone Pottery Museum in Longton.

A flagship event for both Britain as a whole and the ceramics industry in particular, the BCB is also seen as a catalyst for the continuing regeneration and renewal of Stoke-on-Trent.

"We will be giving visitors to the city the chance to explore The Potteries through the Biennial," says Tourism Manager, Julie Obada.

"Most people are already familiar with our history, heritage and culture, but this new event is designed to change people's perceptions of Stoke-on-Trent. It's a massive occasion for the City to showcase itself to the outside world and to create an entirely new legacy."

Anyone interested in finding out more about the BCB at this stage can do so by logging on to www.britishceramicsbiennial.com, where it is also possible to sign-up to regular newsletters.

All tourist information, meanwhile, can be found at www.visitstoke.co.uk.

[Ends]

For further information, and images, please contact:

Julie Obada

Tel: 01782-232701 E-mail: tourism@stoke.gov.uk

