

NATIONAL CLAY WEEK CLAY PASSPORT

A community collaboration between local artists, businesses and residents. An activity easily replicated in any community. Use the resources below to start your own CLAY/ART PASSPORT event, and don't forget to share on the National Clay Week Facebook Page!

#clayartpassport #nationalclayweek

THE IDEA

The Clay/Art Passport spurs community conversations while showcasing local ceramic artists and businesses in your neighborhood, town, and/or region. The vehicle for engagement is a scavenger hunt of artwork placed in local businesses. Participants will search their community for these works recording their efforts in their Clay/Art Passport.

THE SET UP

- 1 Define your community: college campus, school district, township, region
- 2 Ask five to ten artists to loan one or two ceramic artworks for the scavenger hunt.
- 3 Contact ten businesses to host the ceramic artworks for one month. (adjust event time as needed)
- 4 Participating merchants will display one ceramic artwork in an accessible location along with a rubber stamp that visitors can use to stamp their passport.
- 5 Participating artists will be encouraged to submit business cards or postcards to be displayed with the work.
- 6 Fill out the PDF form with business/artist information available at <http://www.nationalclayweek.org/claypassport> and e-mail it to Nationalclayweek@gmail.com so that it can be uploaded to the list of participating communities. Include the name of your community in the title of the PDF.

THE ACTION

Invite your community to participate by:

- Downloading and printing a Clay/Art Passport at <http://www.nationalclayweek.org/claypassport>
- Finding artworks distributed throughout your community
- Collecting passport stamps at each exhibition location
- Posting images from their hunt online #nationalclayweek #clayartpassport
- Submitting passports with at least five stamps at any participating location
- Collecting all ten stamps to be eligible for more raffle prizes
- Raffle awards will be distributed at one of the participating businesses on Day 2 of National Clay Week.

SUGGESTED DISPLAY LOCATIONS

College campuses
Local art centers
Coffee Shops
Art Supply Stores
Libraries
Galleries
Bookstores

SUGGESTED OPTIONS

Post National Clay Week signs near ceramic artworks for easy identification.
10 National Clay Week "Clay/Art Passport" signs posted at each location to identify artworks.
Downloads available here: <http://www.nationalclayweek.org/claypassport>
Donated items (ceramic wares or certificates from local businesses) to be raffled at end of event