

FiredUp4 2022

The Makers of Today Supporting the Makers of Tomorrow

UK's Leading Potters Come Together to Build Pottery Studios for Young People

Online Auction: 1pm, Friday 27 May | www.firedup4.com

Live Bidding Starts: Thursday 9 May | London Craft Week

Press Preview: Tuesday 24 May | 40 Earlham Street | London

"Every child has a spark and clay is an empowering material to ignite that spark. All children should have access to witness the wonders of earth, fire, water and realise the tangible benefits of making with clay."

This project reaches young people who don't usually have access to ceramic studios. Providing them with opportunities to explore their passions and unlock their potential - this is where art can make a difference!" Kate Malone MBE



Photograph courtesy of Sylvain Deleu

London UK: FiredUp4 is back! This year, the FiredUp4 auction brings together over 50 leading ceramicists and artists together for a fundraising auction to support new studios for young members of the OnSide Youth Zones. In partnership with Maak, the online auction celebrates a community of makers led by OnSide Ceramic Ambassador, Kate Malone MBE, who believes in

the importance of creativity and giving as many young people access to clay through the Youth Zones network in some of the most disadvantaged communities in the country.

In 2020, 31 founder potters and artists came together for the inaugural FiredUp4 and raised over £100,000. Instigated and led by Malone and supported by Sara Cox, Johnny Vegas and Sir Lindsay Hoyle, among others, the auction included works by Madgalene Odundo, Edmund de Waal and John Ward. The funds raised have successfully furnished and provided teaching staff for two pottery studios in Chorley and Wigan, Lancashire. Over the last year, these spaces have provided afterschool classes to young people who have seen positive benefits from accessing the calm and restorative nature of clay.

FiredUp4 Makers

“Creativity is fundamental to the human spirit. It’s as important as any of our vital functions. There is no life without creativity!” – Tommaso Corvi-Mora

Now the second auction in 2022, the number of artists donating works to FiredUp4 has grown from 31 to over 50. Bidding will go live during London Craft Week, 9th May and will be auctioned by Maak on 27th May. The pots will be available to view at 40 Earlham Street, Covent Garden, from the 23-27th May.

Three new pottery studios across the UK have been revealed, and will be placed in the Youth Zones in: Barnet, Warrington and Dagenham. The next exciting step for the project will be to reach the wider ceramics community.

Contributing artists are:

Nicholas Arroyave | Felicity Aylieff | Barnaby Barford | Anna Barlow | Clive Bowen | Dylan Bowen | Alison Britton | Keith Brymer-Jones | Adam Buick | Fernando Casasempere | Christine Cherry | Nic Collins | Tommaso Corvi-Mora | Claire Curneen | Kate Daudy | Edmund De Waal | Ken Eastman | Michael Eden | Fitch and McAndrew | Tanya Gomez | Lisa Hammond | Ashraf Hanna | Malene Hartmann Rasmussen | Peter Hayes | Nicola Hicks | Akiko Hirai | Duncan Hooson | Hitomi Hosono | Liza Katzenstein | Jim Keeling | Chris Keenan | Jin Eui Kim | Gabriele Koch | Jaejun Lee | Jennifer Lee | Andrew Logan | Sophie MacCarthy | Kate Malone | Jim Malone | Carol McNicoll | Miray Mehmet | Rich Miller | Valeria Nascimento | Bisila Noha | Enrique Perezalba Red | Aneta Regel | Dame Zandra Rhodes | David Roberts | Paul Scott | Anna Silverton | Jacob van der Beugel | Andrew Wicks

Collector's Pieces

Firedup4 2022 will include three important works donated to the charity by well-known studio potters of the 20th century. Posthumous pots by Simon Carroll, donated by the estate, a ceramic sculpture by Mo Jupp and a piece by Michael Cardew will be offered for sale on Friday 27 May.

About OnSide Youth Zones

"The OnSide Network has believed in me, supported me and changed my life." Jay, Youth Worker

Youth Zones are built for purpose, to perfectly suit the needs of the young people they serve. Open 40 hours a week, 7 days a week, 52 weeks a year, they offer young people aged between 8-19 years (up to 25 years for young people with additional needs) the opportunity to discover their talents, develop their skills, make friends, benefit from a support network and build the confidence and resilience they need to overcome life's challenges and forge healthier, happier, futures with aspirations.

There are currently 14 Youth Zones in the UK with an ambition to grow to open 4 new Youth Zones each year; significantly increasing the number of young people accessing support. This would grow membership to over 100,000 young people.

The beautifully designed, high-spec buildings house sports, dance, drama, music, arts, crafts, dressmaking, hairdressing, cookery, enterprise, film and animation, alongside employability and mentoring schemes. OnSide has one simple aim – to give all young people a safe, affordable, inclusive, and inspiring place, providing them with something to do and someone to talk to.

Wherever a Youth Zone is built, the impact is seen virtually immediately: 97% of local stakeholders say their area is better since their Youth Zone opened, 77% of members are more self-confident and 70% of members consider themselves to be healthier.

Notes to Editors

Ceramic Art London Event

8 – 10 April

On Saturday 9 April, Kate Malone MBE will present a talk on the FiredUp4 projects. This talk will discuss the importance and benefits of clay, illustrate the extraordinary FiredUp4 journey to date and introduce FiredUp4 2022. Kate Malone will present ideas for the ways we can work together to create more ceramic studios across the country for young people now.

Throughout the weekend, FiredUp4 will share a stand with Ceramic Review to spread our important message.

London Craft Week Event

3 pm, Thursday 12 May | Museum of the Home

Museum of the Home Panel and FiredUp4 Discussion: How ceramics enhance our lives and our homes
Panel Sonia Solicari (Chair), Barnaby Barford, Rich Miller and Marijke Varrall-Jones

Tickets £10, Concessions £5

Chaired and hosted by Sonia Solicari, Director at Museum of the Home, the panel will include artist Barnaby Barford, ceramicist and TV judge, Rich Miller, alongside studio ceramics market expert and Director of Maak, Marijke Varrall-Jones. Exploring the benefits of creativity on mental wellbeing and how this fits with the need to provide young people a safe, inclusive and inspiring space, the panel will discuss FiredUp4's mission to make clay accessible for young people up and down the country through the OnSide Youth Zones.

FiredUp4 Online Auction

Press Preview: 4 – 8 pm, 24 May | 40 Earlham Street | London

Online Auction Closes: 1 pm, 27 May | www.Maaklondon.com

www.firedup4.com

For further press information or images:

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OnSide Youth Zones | The Charity

Inspire Youth Zone, Chorley

Chorley Youth Zone, named by young people as 'Inspire', is a purpose-built facility for the borough's young people aged 8 – 19, and up to 25 for those with disabilities. The Youth Zone officially opened on Saturday 5th May 2018.

Inspire is part of the wider **OnSide Youth Zone** network, a charity set up in 2008 to improve young people's futures by creating inspiring places for young people to go, with positive things to do, staffed by people who care, open seven days a week – known as Youth Zones. They offer 20 activities each night ranging from football, climbing and boxing, to nail art, DJ-ing, drama and employability training and entry is just 50p.

Over 50,000 young people are already members across the growing OnSide Youth Zone Network. Each centre is an independent charity with its own private sector-led board.

www.onsideyouthzones.org

Supporting Partners

Together with Neale Graham and Keith Seeley, the FiredUp4 project has been spearheaded by Kate Malone MBE.

Kate Malone MBE | www.katemaloneceramics.com

Kate Malone MBE is one of the UK's leading ceramic artists with an illustrious career spanning over thirty years. Her highly coloured, natural forms brim with a sense of growth and abundance and aim to communicate the 'Life Force' to the viewer. Kate has her work displayed in 40 international museum collections.

In 2019, Malone was awarded an MBE for her services to ceramic art. She is a supporter of the Clay College Stoke-on-Trent, Ambassador for The Museum of the Home and often speaks publicly of her belief in the benefits of maintaining 'craft making' in schools as an essential part of a basic education for every child. She is also the new ambassador for London Potter, and has recently been placed on the shortlist for the LOEWE Foundation Craft Prize 2022.

Maak | www.maaklondon.com

Maak Contemporary Ceramics is a specialist auctioneer and art consultancy that is dedicated to ceramic art of the 20th and 21st centuries. Maak was established in 2009 by Marijke Varrall-Jones, former Head of Contemporary Ceramics at Bonhams. Maak presents a series of auctions each year that are conscientiously curated to offer works by a broad selection of ceramic artists, with particular emphasis on British Studio Ceramics. The Maak Contemporary Ceramics auctions have become well established amongst collectors and feature masterworks by the leading names in the field.

Branch Arts | www.branch-arts.com

Branch Arts is a growing agency that prides itself on the facilitation of creative partnerships and strategic communications. At the centre of Branch Arts is our network of organisations, artists, specialist designers, technicians and PR and marketing consultants. Combining Susie Lawson's expertise in communications and advocacy with Flora Fairbairn's in curation and consultancy, we provide clients with the highest level of representation in the arts, with a focus on forging strong, creative relationships.

Viva | www.vivapr.co.uk

Viva is a nationally recognised PR and Communications expert in Public Sector, Healthcare, Professional Services and Advanced Manufacturing, based in the North West of England. They help to provide Storytelling with Impact.

Woom | www.inwoom.co.uk

Woom provide support to a growing number of Art based projects. Through their work with selective community projects, Woom, aim to introduce art to people who may not have the opportunity to enjoy art and the many benefits that art can bring to their all-round wellbeing.

