

potteryali

bespoke ceramics





Ali Sobel-Read

is an American-Australian ceramic artist who moved to Newcastle from the USA over 7 years ago with her family. She uses imagery in her work to reflect on a range of locations she has travelled to and called home – from New York City to Stockholm to just around the corner. Ali's work is quite varied, ranging from jewellery to tableware. Using an array of printing and surface decoration techniques, Ali has completed collections of custom ceramic items for institutions and businesses including city councils, art galleries, universities, architects and retail shops.

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Images are powerful, engage the consumer, quickly communicate ideas and build lasting memories. Placing an image or logo onto a timeless ceramic item transforms it into a keepsake worth talking about. This is potteryali's speciality – making art that creates conversation!

Enclosed in this brochure are sample sets of ceramics to give you the opportunity to select the best way to have potteryali tell your story with the personal touch of an artist. Select the type of pieces that suit your needs – whether it's magnets or mugs or more!

art that creates conversation!



ideal for:

marketing or gift-giving

- clients
- conference attendees
- customers
- personnel milestones
- fundraisers
- visitors
- brand promotion

sales

- in-store or online
- bespoke collections





architectural designs

Architect Anna O'Gorman's building plans of her award-winning Foreshore Pavilion in Brisbane are silk-screen printed with great clarity in this sample set – such precision in each line. Envision similar possibilities for your own sites and development projects.



logos

This collection, featuring the popular Newcastle retailer of Scandinavian goods Pappa Sven, serves as an excellent example of a stamped logo. A simple rubber stamp and ceramic inks (underglazes) gives this logo such vibrancy! Allow your own logo to shine on customised pieces!



artist collaborations

Award-winning illustrator Liz Anelli created the illustrations that are silk-screen printed in this collection. Highlighting the much loved Newcastle Ocean Baths, they depict an almost timeless setting. Collaborations such as this are possible with artworks of all sorts – from illustration to graphic design.



buildings

The University of Newcastle's distinctive building is depicted in these silk-screen printed ceramic pieces. The selected image emphasises its unique and memorable characteristics. Consider the endless possible ways to represent any building or structure.

landmarks

Photographs of the iconic Newcastle Ocean Baths in this silk-screen printed set exemplify historical preservation and the celebration of a local landmark. Images like this one can truly focus public attention on distinguished sites and facades in any city or municipality.



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☎ 0475 612 436 ✉ ali@potteryali.com 🌐 www.potteryali.com

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