

# TASHA MCKELVEY - HANDMADE CLAY GOODNESS



To whom it may concern:

I am pleased to provide this Press Kit to introduce my line of handmade pottery and ceramic jewelry. Feel free to contact me if you need additional information, images or samples of my work.

Thank you for your time!

Kind Regards,  
**Tasha McKelvey**

*Attachments:*  
Artist Statement/Bio  
Press Sheet & Clippings



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## Artist Statement

My clay work is intended to be useful - this is art that is meant to be touched. In the past everything we used in the home was made by hand. Today our homes are filled with stuff stamped out by machines. When we seek out handmade art we make our surroundings a little more human.

I throw on the potter's wheel or use slabs of clay to hand-build my clay forms. Each piece is glazed by hand and fired in an electric kiln.

Over the past few years I've been making pottery and ceramic jewelry inspired by the gardens & forests - incorporating birds, flowers & leaves into my designs. I'm currently working on combining these motifs inspired by the natural world with geometric and textile inspired designs. This new work came about when I began revisiting a series of pottery & jewelry I made that was inspired by quilts, with their geometric & patchwork feel, about 10 years ago. I'm really excited about developing this new series, as it feels great to be making new work that builds upon two different bodies of work that I've made over the past decade.



## Why I'm an Artist

I've always been a maker. From a very young age I knew I wanted to be an artist. Drawing, painting, crafts & creative play were second nature for me - unlike most early school work due to my dyslexia. I was blessed with family and teachers who actively encouraged me to focus on my strengths, even while I struggled in other areas. My difficulty in school was great training for being a professional artist. Being an artist is labor of love that can be filled with challenges, yet the good definitely makes up for the bad. You just can't give up.



## Business Story

I started my pottery business during my senior year of college in 2000. My professional work went through several incarnations: from utilitarian kitchenware to sculptural ceramic boxes geared towards gallery settings. I opened an Etsy shop in early 2006. Soon after, selling online instead of primarily at Art & Craft Shows reshaped the type of ceramic work I was creating. I started working on smaller, easier-to-ship pottery. It wasn't long before I was making porcelain jewelry and my signature line of small-scale bird pottery. My current work is easier to market to wholesale customers, as well as online shoppers. My work is now sold across the United States. My business is committed to continuing the promotion of handmade & sustainable business practices.

## Eco-Conscious Business

I believe in making sustainable choices for my business and my life. I'm always striving to decrease my business's environmental impact - from moving my studio to my house and buying from local suppliers to cut down on fuel usage to hand recycling my clay. My gift packaging and shipping materials are made from recycled or re-purposed materials. Whenever possible I purchase re-purposed, recycled and/or recyclable supplies for my studio and office.

Tasha McKelvey - [tashamckelvey@me.com](mailto:tashamckelvey@me.com) - 804.445.3016 - [www.tashamckelvey.com](http://www.tashamckelvey.com)

HIGH - QUALITY IMAGES AVAILABLE UPON REQUEST

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## SELECTED PRESS & PUBLICATIONS

**September 2014** - Featured in the The Washington Post

**August 2014** - Artist Profile featured in Mollie Makes US Edition

**January - February 2014** - Featured in R-Home Magazine's "2014 Hot List"

**February 2014** - Featured on Virginia This Morning

**December 2012** - Featured in Country Living Magazine

**July 2012** - Featured in *Handmade To Sell* by Kelly Rand

**December 2011** - Winner of the Uncommon Goods Ceramics Design Challenge

**September 2011** - Gnome Garden Stake Featured in Country Living

**August 2011** - Pottery featured in *Belle Magazine*

**Summer 2011** - Studio featured in *Studios Magazine*

**January 2011** - Featured on *Virginia This Morning*

**January - February 2011** - Featured in *R-Home Magazine*

**December 2010** - Featured in *Richmond Magazine*

**August 2010** - Featured on the cover of the *Buyer's Market of American Craft's Show Guide*

**January 2010** - Home featured on *Apartment Therapy*

**January 2010** - Featured on *Scoutie Girl Blog*

**January 2010** - Studio featured on *Craft Zine Blog*

**September 2009** - "Finding Your Passion" - Tasha McKelvey on *Scoutie Girl Blog*

**July 2009** - "Handmade Spaces" Feature about Tasha's Studio on *Modish*

**December 2008** - Featured on *Craft: Blog*

**December 2008** - Featured in "Virginia Shop Local" Article on Etsy's Blog

**December 2008** - Featured on *Richmond.com* Shopping Blog

**December 2007** - Edited the "Virginia Shop Local" Article on Etsy.com

**August 2007** - Interview on *IndieEntrepreneur.com*

**June 2007** - Featured in *Business Weekly's* online article on Etsy.com

**May 2007** - Featured in the *Indie-Fixx* Summer Wedding Guide

**April 2007** - Featured in *Brick Weekly*

**November 2006** - Featured on *Adorn Magazine's* Blog

**September 2006** - Featured Seller on Etsy.com

**July - August 2004** - Featured in *Clay Times*



*New work fresh from the kiln - August 2015*

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**PITCH YOUR PRODUCT**

## Made by Readers Like You!

Meet the winners of our Pitch Your Product contest: Allotted only five minutes to sell us on their wares, the following artisans beat out hundreds of entrants from across the country. Their prize? A spot on these pages!



**NESTING BOWLS**  
**WHO** Tasha McKelvey of Tasha McKelvey Pottery in Richmond, Virginia **WHAT** The potter accents her hand-thrown ceramics with flora or fauna, like birds and mushrooms. (\$140 for set of 3; from 2 1/4" D to 5 1/4" D; tashamckelvey.etsy.com)



Continued on next page >

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THANKS TO OUR QUEST JUDGES! Kacie Van Harte of Summerhouse Antiques, Hillary Tattersall of Chick's Picks by Hillary, and Heather Chastain of Celebrating Home sat on our jury. And a special thanks to Celebrating Home for sponsoring the whole event.

PHOTOGRAPHS BY KIM COLLETT/WESTLIGHTS

**CUSTOM WEDDING BOWL**  
 Tasha McKelvey's stoneware bowl features two hand-sculpted lovebirds perched on the rim, holding a banner announcing the couple's first names (up to 12 characters each), along with the date they said "I do." A sentimental way to capture the newlyweds' special day, this thoughtful design lets you choose from four bird color options, with a herringbone or brown glaze. Handmade in Virginia. Excludes tax. Approx. 7" dia.  
 25208 Custom Wedding Bowl \$85



handmade | recycled company

**CountryLiving**

editor's note

### What We Scored at the CL Fair

Talk about amateur hour: The first time I attended the Country Living Fair a couple of years ago, I traveled to Columbus, Ohio, via airplane—a fast mode of transportation, sure, but one that severely limited the scope of my shopping. I will think back upon a certain old general store counter (it would've made such a killer kitchen island) with longing and regret. So last fall, when we expanded the fair to a second location in Atlanta, I convinced my husband to drive down South, then proceeded to run our Jeep blanket, the vintage side table left, and perhaps one or two items snapped up by my coworkers (below). Tempted to pile on? You'll find all the details on page 72. And you'll no doubt find me in the parking lot, struggling to fit yet another piece of furniture into my car.

**AUTHORIZED TRADING POST FOR GENUINE CHEROKEE INDIAN MADE MOCCASINS-INDIAN CRAFTS**



**Catherine Stearns, Senior Associate Editor**  
 I snapped up a bunch of these high cards in Atlanta. Last piece is a furrie, and vial: instant gift!"



**Marilyn Fish, Editorial Assistant**  
 "This sweet mug—a Columbus fair find—reproes me from washing paper coffee cups at work."



**Ashley Womble, Web Editor**  
 "This funny little lawn gnome from Atlanta lets my houseplants masquerade as quirky British gardeners."



**Kyma Snowy, Managing Editor**  
 "I never swears gift—snapped this chunky houseplant in Atlanta."

Tasha McKelvey and her clay work have been featured in national publications such as *Country Living*, *The Washington Post*, *Mollie Makes*, *Studios Magazine* and well as local lifestyle magazines including *R-Home*, *Richmond Magazine* and *Belle*.

Tasha also has a line of pottery available through the *Uncommon Goods* catalog and website.

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