

ARTEFINO
2023



RED SLAB
POTTERY



EARTH LUXE 2.0



THE COMPANY



RED SLAB POTTERY was established in
We design and manufacture handcrafted, modern terracotta pieces
from the potter's town of Victoria, Tarlac province, Philippines.

WE ARE Tarlaqueños & Pampangueños who hand-slap or
hand-throw clay dug from hometown deposits into terracotta slabs,
candle holders, jars, vases, planters and other functional pieces.



WE MAKE modern terracotta artefacts for the home. Taking
inspiration from ethnic Philippine motifs & honoring heritage
production methods, while elevating these for modern living.

We apply a range of production methods, from traditional wood
firing to carbonization, to hand engraving and stamping for a unique,
ethnic feel.

WE LOOK raw & beautifully imperfect, fitting accent pieces for
wabi-sabi interiors or the curated outdoors.



RED SLAB
POTTERY

THE BRAND: AESTHETIC, CRAFT, STORY

ETHNIC CONTEMPORARY: REVIVALIST WITH A CONTEMPORARY PROGRESSION

Indigeneous pottery from the Philippines, made by prehispanic tribes, from rice bowls to ceremonial jars, were very functional. But some tribes engraved their pottery with decorative motifs usually geometric patterns that are also used in their clothes or as tattoos. We derived our engravings from a combination of geometric patterns from the kalinga tribe up north in the island of Luzon. But our silhouettes are modern and informed by interior design trends for contemporary living.



The inspiration:
Kalinga jar.



Modernized Jars (Red Slab Pottery 2015 to present)



Designer Artefact: Assembled
pieces launched in Artefino 2019



THE BRAND: AESTHETIC, CRAFT, STORY

We have a very experimental design sensibility. Any form that can progress terracotta into modern pieces for contemporary spaces is an opportunity to progress the Red Slab Pottery brand. Our range now consists of art slabs, tiles, candle holders, home staples, seasonal decor, jars, as well as vases and planters.

CANDLE HOLDERS



MIRRORED
VASES

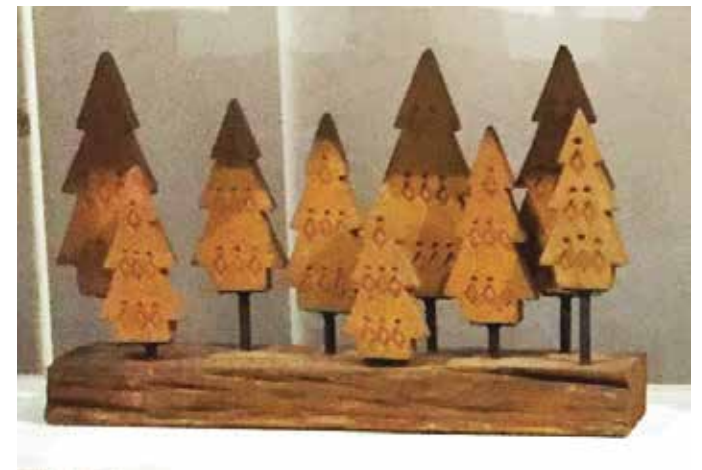


ART
PIECES

PLANTERS



JARS & VASES



SEASONAL DECOR



THE BRAND: MISSION VISION

VISION

The company intends to progress community clay craft inherent in the town of Victoria Tarlac into strategic design objects or artefacts. Victoria is a brick and palayok town. Bricks are used for bakery kilns for the neighboring towns and still is a small livelihood today. Palayok tradition is now dying in the town. By creating Red Slab Pottery in Victoria, we hope to convert these small livelihoods into adapting our aesthetic through production outsourcing and giving people a link to techniques (engraving, carbonization) that they are not currently using, and even through product expressions beyond the functional into art pieces and artefacts. Our vision is to make our town a Fine Craft center

MISSION

To focus on using locally sourced clay and whenever possible employ traditional manufacturing (wood firing) for modern and contemporary earthenware designs.

VALUES

Visioneering, Innovative, Inclusive, Community-centric, Cultural and Craft preservation.

WHY WE DO WHAT WE DO

Any handicraft can evolve into fine craft. We intend to put our town in the fine craft map similar to the pottery towns of Japan. We still have 2 more years to develop critical mass in terms of brand buzz but we will establish clay craft in modern homeware the same way that fashion and bag design have given opportunities and possibilities to the local weaving communities.



THE BRAND: ACTIVITIES

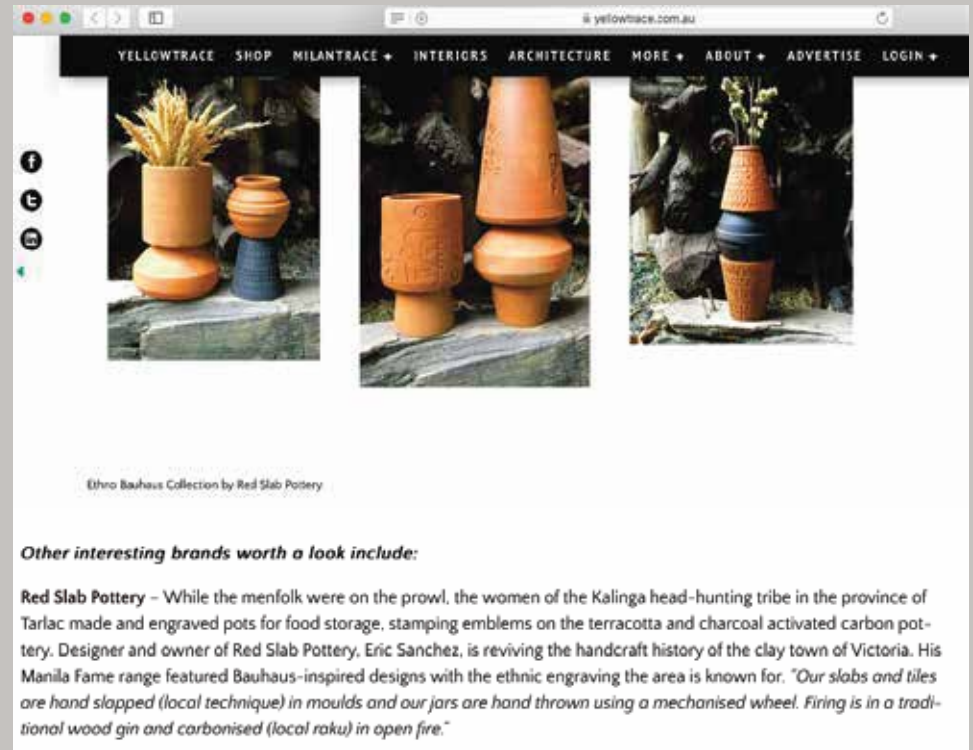
MNL FAME OCT 2019



<https://www.yellowtrace.com.au/manila-fame-2019-highlights-filipina-design/>

HIGHLIGHTS FROM MANILA FAME 2019.

TEAM YELLOWTRACE NOVEMBER 20, 2019 EVENTS + EXHIBITIONS, PRODUCT DESIGN



The article by Lisa Green on [yellowtrace.com](https://www.yellowtrace.com.au/manila-fame-2019-highlights-filipina-design/) led to our inclusion in the online art & design platform theartling.com. We will go online by March 2020 with our Ethno Bauhaus line.



RED SLAB
POTTERY

THE BRAND: ACTIVITIES



AMBIENTE FRANKFURT FAIR 2020

The Ambiente fair was just recently concluded. We were part of the TARLAC PROVINCE msme delegation led by Citem.





THE BRAND: ACTIVITIES

SAATCHI ART ONLINE

←

→

×

🔒

https://www.saatchiart.com/art/Sculpture-Kalinga-Origin-Story/1590660/7686552/view

🔍

📄


☆

📧

⚙️







🏠

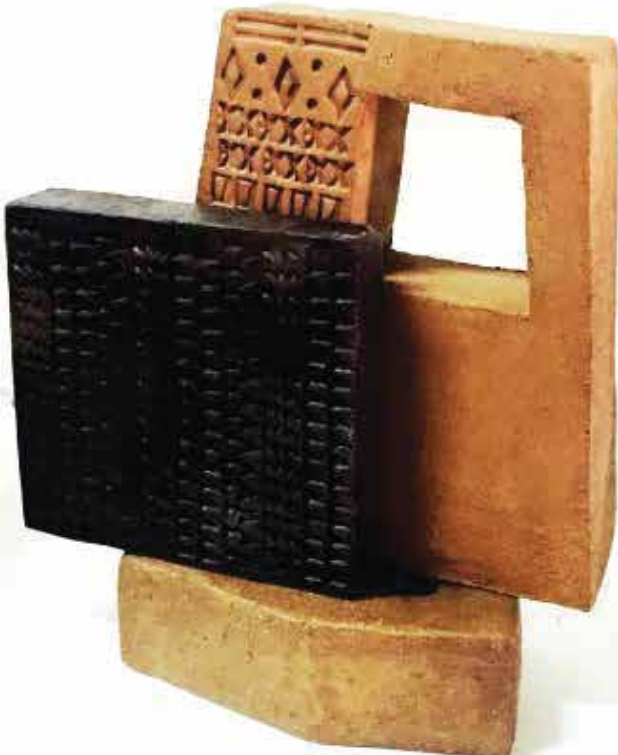
🌐

 **SAATCHI ART**

Paintings Photography Drawings Sculpture Prints Features NFT Art Art Advisory

All Artworks / Sculpture / eric sanchez Works





Kalinga: Origin Story
Sculpture
eric sanchez
Philippines

Sculpture, Clay on Ceramic
Size: 22.9 W x 26.7 H x 8.9 D cm
Ships in a Crate ⓘ

SOLD

Originally listed for \$230

★★★★★ Trustpilot Score

290

Views

2

Favorites

Waiting for www.saatchiart.com...



THE BRAND: ACTIVITIES

AYALA MUSEUM SHOP





COMMUNITY & SOCIAL IMPACT

Through our participation in various trade fairs, we have steadily exported to the US, Canada, Australia, Italy, Chile, Japan, South Africa. Export order fulfillment, shipping 1 40ft container every 6 weeks from mid 2020 to the present. This has given steady, 'pakyawan' or per piece income to our craftsmen on top of their regular pay. All of our staff is from the Municipality of Victoria, Province of Tarlac.





COMMUNITY & SOCIAL IMPACT

With the brand's exposure in the Artling and Saatchi Art Online, we are transforming our mass production crew into an community of artists, for art manufacturing for hotels, collectors, exhibitions. combining our export production schedule with creating art-pieces.



Since 2018 our regular staff of 13 is composed of men in their early 20's to late 30's engaged in day to day production of our orders 90% of which are for export. Varying skill set includes pre-firing clay item cleaning to post firing repair and finishing to packaging. This year We are expanding the finishing skill set to evolve into more artistic painting, training them for outline illustration transfer.



COMMUNITY & SOCIAL IMPACT



EXPLORING NEW EXPRESSIONS on item assembly and pattern engravings and illustrations:

With my design background I am mentoring them on my design process in order that our engagement is will not stop at executing my designs but as artist for art collaborations. The staff including myself will have an extension identity as the Red Slab Creative Clay Artist Community and we will have our first 2 shows this year at the Got Heart Foundation Gallery along Katipunan and at Artellano 11 in Pasay.



COMMUNITY & SOCIAL IMPACT

TRANSFORMING REJECT PIECES INTO ART

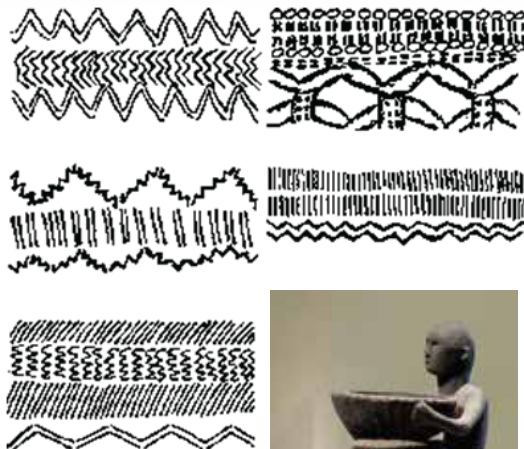
Not all items from the kiln come out good. But cracked and damaged pieces can be transformed into art pieces. Art and artistic expression is a new perspective for our staff. Art will push our craftsmen beyond design executors. We are building an artist community that work as art and design collaborators with the intention that they become individual artists themselves.





THE BRAND IDENTITY

The Aesthetic sensibilities are rooted in two themes: Filipino tribal art specifically Kalinga tattoo patterns & Subanon pottery patterns merged with Bauhaus modern design.



SUSTAINABLE
SCANDI-JAPANDI
KATUTUBO INSPIRED
DESIGNER- AVANT GARDE
ARCHITECTURAL
FUNCTIONAL
CULTURALLY - ANCHORED
--but EVOLVING
RAW
CRUDE
REPETITIVE
BAUHAUS

all about the new

red slab pottery:

EARTH LUXE 2.0

terracotta + metals
+CHROME



all about the new

red slab pottery:

EARTH LUXE 2.0 terracotta + metals + CHROME:

Our pieces for Artefino 2023 will be a progression of our terracotta + metals collection that secured our high end target audience. we unfortunately produced a limited collection. We are now in talks to sell these pieces under Vermillion Lifestyle (luxury e-commerce) and we will introduce them in the ARTLING singapore. Our new collection will integrate chrome plating with terracotta primarily to introduce food safe pieces but also to up the value of our regular vases and planters.



*prototypes in production since march 2023

all about the new:

BRAND EXPERIENCE/SPACE MANAGEMENT

red slab pottery:

EARTH LUXE terracotta + metals:

One side of the booth will have the raw presentation to properly showcase the artefact sensibility of the pieces, but the other sides of the booth will be proper but multi-level shelving of the entire items for sale. The split will be 1/4 raw tableau; 3/4 product shelves. Shelves will be made of wood and corugated iron.





THANK YOU!