

BRAND CONCEPT · WEEK ONE · €995

Marl

One direction, on one page, concrete enough to agree or disagree with before anybody spends properly.

A pottery studio in Leitrim running weekend classes and selling what comes out of them. The question on the table was whether to be a studio that teaches or a shop that happens to run classes. This sheet answers it in one direction so there is something to react to.

Portfolio sample. Marl is invented. A concept sheet is deliberately one or two pages – its whole job is to give somebody something to disagree with cheaply, before the rest of the €995 concept, or a €1,500 foundation, is committed to.

THE DIRECTION

A studio that teaches, and sells the evidence.

Not a shop with classes attached. The classes are the product; the pots on the shelf are proof that the classes work, and they are priced as such – *made here, on a Saturday, by somebody who had never touched clay*. That single reframing changes what goes in the window, what gets photographed, and what the name has to carry.

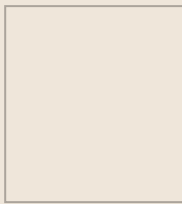
MOOD

Wet clay, not finished ceramics. Hands, aprons, a wheel mid-throw, the mess. Warm and slightly earthy, never the pale minimal-ceramics look that every studio from here to Lisbon already uses – that aesthetic sells the object, and you are selling the afternoon.

PALETTE



Clay #A75E45
Everything that leads.



Slip #EFE6DA
The paper.



Sage #8B9179
Labels only.

Three colours, all of them things that are physically in the room. Nothing bright – a bright accent would fight every glaze you fire.

TYPE

Marl

Literata for the name and anything said once – a serif with slightly soft edges that does not look like a gallery.

Saturday, ten till one.

Six people. €55, clay included.

Josefin Sans for everything practical. Geometric, light, and it stays out of the way of the photographs.

THE NAME LINE, IF IT IS OPEN

Marl is a clay-rich soil – the raw material before anybody has made anything of it, which is exactly what a beginner is. Short, ownable, and it does not contain the word pottery, so the business can grow past classes without renaming itself.

The one idea, in a line

Every piece leaves with a card saying who made it and on what date – including the ones you sell. A shelf of pots each labelled with a stranger's first name is an advert for the class that no photograph can match.

The risk, stated

Selling the afternoon rather than the object caps what you can charge for the object. If the long-term plan is a ceramics brand with a wholesale line, this direction is the wrong one and we should say so now – which is exactly what week one of the concept is for.

Disagree with this cheaply, now,
rather than expensively in three
weeks.