

# The ceramic center in Kunststat



**Project owner:**

Ing. Stanislav Holemý, Ph.D.

**Supervisor:**

Ing. Josef Zrůst, Ph.D

**Team 60:**

Monika Hofrichtrová

Nelli Bdojanová

Veronika Fleková

Pavel Hakr

Pavel Nagy

Tomáš Janča

Jakub Konečný

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# 1 Introduction and goals of the project

The main goal of this work is to analyze options how to improve publicity of The Ceramics Center in Kunstat. The work deals with recommendations for the promotion and marketing support.

The whole new marketing strategy is targeted to one special artist, Mr. Lindovsky. He engages in art especially in ceramics the whole his life. He makes ceramic statues which are intended to place outside.

We have established cooperation with Mr. Lindovsky and worked with him on the new marketing strategy. One of the outputs of this project is a new catalogue which displays Mr. Lindovsky's statues. Our team also made the new website for the artist because nowadays many customers look for the art also on the internet so the great website is absolutely necessary.

Then there was an analysis of distributors and potential customers as our next goal. The work also includes suggestions and ideas how to address the foreign markets and customers. But the major substance was to describe the distributors analysis in the Czech republic then establish the cooperation between them and the artist.

## 2 About the ceramics

### 2.1 Difference between artist ceramics and common ceramics

The word "ceramic" comes from the Greek word *keramikos*, "of pottery" or "for pottery". The earliest ceramics made by humans were pottery objects, including 27 000 years old figurines made from clay, either by itself or mixed with other materials and hardened in fire.<sup>1</sup>

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<sup>1</sup> Ceramic Tile and Stone Standards. Ctioa.org. Retrieved on 2014-05-01.

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We can divide ceramic products into two groups – artistic and common. Both of these groups have similar substitutes. This work is concentrate on artistic ceramic products for instance the ceramic statues.

## **2.2 The ceramic center in Kunstat**

Kunštát is a small town in the South Moravian Region of the Czech Republic. It has around 2,600 inhabitants. This town is renowned for his pottery and ceramic tradition. There are still pottery workshops there and every year in September, the famous Pottery Fair is held.

## **2.3 Zdenek Lindovsky**

Mr. Lindovsky was born in 1934 in Verovice in Moravian-Silesian Region. In 1961 he was graduated The School of Arts and Crafts in Brno. After his studies he started to work with his friend and they found their own ceramic studio. Since 1981 he lives and works in Kunstat.

His work is influenced by his family and also by his enthusiasm for music. The portfolio of his work is comprised of many pieces displaying mothers with kids and musicians.

Our team has started the strategic cooperation with Mr. Lindovsky on March at the beginning of the project. We have arranged few meetings where we raised the issue of marketing support. We have discussed a draft of his new catalogue and also his new website together.

# **3 Practical part**

In the practical part we have been focused on meeting of goals of the project.

There was created a new marketing strategy to improve present promotions and bring some new ideas which will be able to increase artist's sell numbers. Also the important

aim of the new marketing strategy was spread out the information about Kunstat's ceramics and Mr. Lindovsky's work.

The new marketing support includes:

- new website
- flexible draft of catalogue
- advertising posters

### **3.1 Website**

Very important part of the marketing and promotion is online presentation. Our team suggested new template of artist's web pages. Customers should be able to find there basic information as a contact, phone number, artist's catalogue etc. Web pages should be designed friendly so it would be easy to find necessary information for the customers.

The new website is created by a web software calls Wordpress which is one of the most popular free web software in the world. The software is very suitable for the artist and it is easy to customize everything.

As you can see below there was also used 3D presentation of artist's statues on the new website. We believe that modern conception will attract customer's attention and it is going to be original.

You can find the new website here: <http://keramikavenku.ic.cz/>



Picture 1: Illustration of the difference between the old website (on the left) and the new one (on the right)

### 3.2 Catalogue

Another way how to promote artist's work is certainly by the catalogue. We have made a new flexible draft of the catalogue as you can see below.



Picture 2 Catalogue

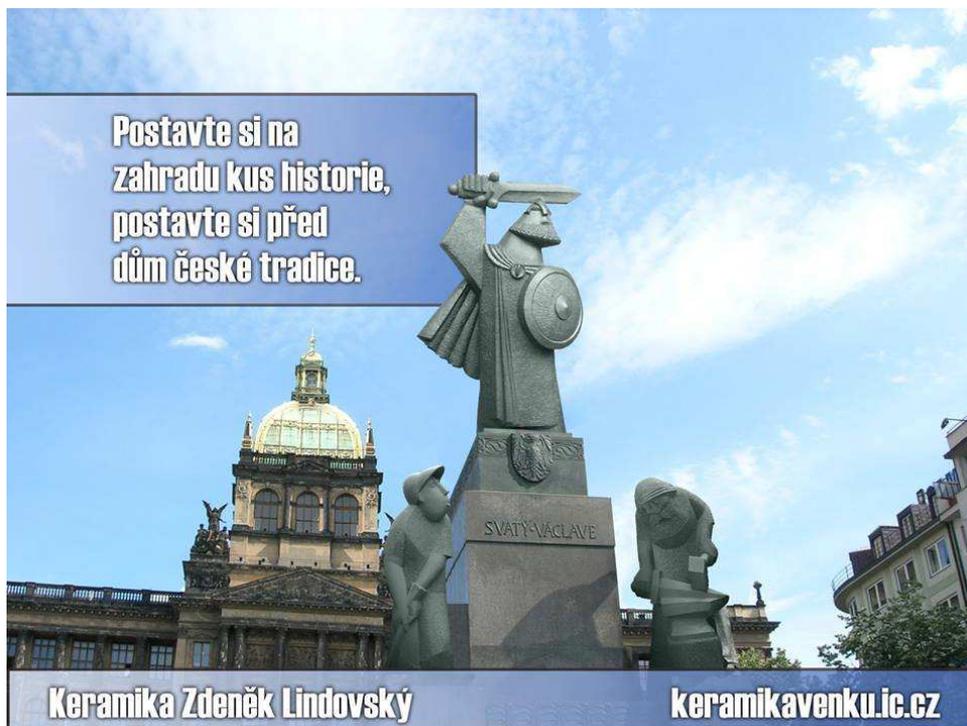
The catalogue is a part of new marketing strategy so it is designed along the same lines. We have used the same colours as on the web pages. There is also placed the advertising poster on the front side which represents main theme of the promotion.

### 3.3 Advertising posters

The major theme of the new promotion is expressed by advertising posters. They are supposed to reach many new customers.

As a main motto of the advertisement was chosen *history and czech tradition* because ceramics is well known as a part of czech history and the artist draws inspiration from history very often.

Posters displays Lindovsky's statues which are installed at different places connected with czech history. They are supposed to reminds people how important is supporting traditional home made products.



Picture 3: Advertising poster no. 1

There is an illustration of the first poster above. The artist's statue is installed on Wenceslas Square instead of the Statue of St. Wenceslas. We can translate the slogan as „Put on your garden a piece of history, bring home the czech tradition!“

## **4 Conclusion**

This work is an english part of the main czech version which was done for student competition MUNISS.

There are outlined the main principles of a new marketing strategy which should assure the main goals which were set above. The most important outputs of this work are the new catalogue, website and advertising posters. We believe that our new marketing support will help Mr. Lindovsky with his incredibly amazing job and he will able to reach new customers and spread out information about ceramics in Kunstat.

The whole czech work includes also analyses of distributors and customers and deals with recommendation which were obtained from interviews with distributors.