pots in action

Making a living from your work not only takes tremendous skill but these days it demands some fairly creative marketing as well. Ayumi Horie has done just that by bridging the typical website pot shot with the casual, off-the-cuff action shot seen on blogs or social networking sites. The result is both humorous and smart, not to mention a tour around globe looking at great pots.

"Pots in Action began five years ago as a crowd-sourcing project designed to document where my handmade pots went after the studio and how people really use them," says Horie. "I was tired of seeing pottery on neutral graded backgrounds; I wanted to see them sloppy with sauce or balanced on a car dashboard or in a dirty sink. The earliest pictures were strictly candid, but over time they shifted to more creative and orchestrated scenes where some people even took pots with them on vacations abroad. With the invention of Google maps, it got even better. I could plot pictures and users could then zoom in and out of cities, states, and countries, pinpointing geographically where a photographic moment in time occurred. The interactivity of Google Maps made the outreach of handmade pots feel even broader, because suddenly we could all identify the regional flavor of each image, on top of all its idiosyncrasies. Last summer, an online photo contest garnered more images for the community project and helped underscore how relevant and important handmade pots are to many people around the world."

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Top: Interactive Google Map from Ayumi Horie's Pots In Action series. To see all the images and to explore the map, go to www.ayumihorie.com.
1 Christina Smeltz, Florida. **2** Collin Moses, Indiana. **3** Jill Ward, British Columbia. **4** Steve Sharafian, California. **5** Yulia Nikitina, Moscow.