

FOR IMMEDIATE RELEASE
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TIDAL FORCES: The Next Wave is coming to Tampa-St. Pete! *Catch it!*
**Leading ceramic arts organization to provide community access to special programs at
upcoming National Council on Education for the Ceramic Arts conference**

From March 30-April 2, 2011, the National Council on Education for the Ceramic Arts (NCECA) will ride the tide into Tampa-St. Pete for its 45th Annual Conference, drawing more than 5000 artists, educators, collectors, non-profit organizations, schools and enthusiasts. Along with it will come many opportunities for area residents and visitors to experience first-hand the transformative and continually evolving influences of one of our most ancient art forms. NCECA is the world's leading organization dedicated to the medium of ceramics. Its annual conferences are legendary and 2011 marks Florida's first time hosting this exceptional event.

But NCECA is more than a conference. It's community impact can not only be measured through anticipated revenues of over \$7 million to the local economy, but also through intangibles like inspiring the lives and imaginations of students and educators throughout the region. Nearly 100 exhibitions will be sited throughout Tampa-St. Pete and nearly all will be free and accessible to the community at large. This year's conference will also offer an art enthusiast's personal passport into the epicenter of contemporary ceramic art! As a gift from NCECA's clay community to the Tampa-St. Pete region, this year's conference site, the Tampa Convention Center, will be the location for exciting and free opportunities to view creative talents in action, view and purchase ceramic art by some of the nation's most exciting emerging and established artists.

Located in the Center Hall of the Tampa Convention Center and free to the public will be **EXPO**, a selection of the most renowned ceramic galleries from across the United States, all showcasing the work of some of the foremost potters and ceramic sculptors. Rounding out Center Hall will be a brand new and unique event called "**Projects Space**." Ten 10' X 20' spaces will be occupied by a select group of ceramic artist who will be creating work with the theme of "**Migration**" throughout the conference. Attendees will be able to interact with the artists while they work. And finally, the *2011 NCECA Emerging Artists* and *New Works Artists* will be showing their extraordinary works at the **NEXPO** display.

Participating galleries include: 18 Hands Gallery, Texas; ArtStream Gallery, Colorado; The Dolphin Song, Kansas; Red Lodge Clay Center, Montana; Red Star Studios, Missouri; Santa Fe Clay, New Mexico; and, Schaller Gallery, Michigan.

This opportunity is unique and time-limited!

The opening ceremony is free and accessible to the public. Join us for this exciting event!

6:30 – 8 pm, Tuesday, March 29, 2011

Central Hall, Tampa Convention Center

333 South Franklin Street

Tampa, FL 33602

NCECA EXPO/NEXPO and **Projects Space** are also open to the public from 9am-5pm, Wednesday- Friday, March 30- April 1, 2011.

About NCECA

The National Council on Education for the Ceramic Arts is a dynamic organization that fosters global education and appreciation for the ceramic arts. NCECA's programs, exhibitions, publications, opportunities and resources inspire advancement of the field.

NCECA promotes and improves the ceramic arts through education, community-building, research and creative inspiration. NCECA offers programs, events and publications to support its membership of artists, educators, students, individual and corporate art patrons, gallery owners, museum curators and providers of ceramic arts-related products and services. As a dynamic, member-driven organization, NCECA is flexible in its program development, international in its perspective and responsive to the changing needs of its constituency.

To learn more about NCECA and the 45th Annual Conference in Tampa-St. Pete visit www.nceca.net **Have questions about the EXPO, NEXPO and/ or Projects Space? Contact NCECA at 1-866-266-2322.**