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FOR IMMEDIATE RELEASE

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**Internationally sought-after at Christie's London auctions—
ZULU FIRE: ARDMORE CERAMICS FROM SOUTH AFRICA
October 21, 2007 to January 27, 2008**

With a splash of color and a touch of humor, Ardmore ceramics are a contemporary expression of Zulu folklore that fuse African and Western artistic traditions. Produced at the Ardmore Ceramic Studio in the heart of the Champagne Valley of South Africa, these extravagant and charming ceramics are created by local artisans that use both Zulu legend and the African landscape as their inspiration. CAFAM is proud to present this exceptional museum showing of Ardmore Ceramics, which have garnered international attention and praise at two highly successful Christie's London auctions. These sold-out auctions reaffirm the innovative, luxurious, and community-minded qualities intrinsic to each Ardmore ceramic piece. This exhibit is curated by CCH Pounder, owner of Pounder-Kone Art Space, and Malena Ruth, President of the African Millennium Foundation and Ardmore ceramic expert, and will be on view from October 21, 2007 to January 27, 2008 at the Los Angeles Craft and Folk Art Museum.

The Ardmore Ceramic Studio was founded in 1985 by Fèe Halsted-Berning, a South African resident and university-trained ceramicist, who created ambitious works inspired by the spectacular natural landscape and African wildlife around her. What began as a small home-based workshop with one trained assistant has become a community artistic enterprise that employs approximately 70 women and men artisans, many of whom have been affected by HIV/AIDS. In the face of the growing AIDS pandemic, the Ardmore Ceramic Studio is an empowering force that provides training, a place to work, and a guaranteed market for individuals to support families, pay for medical treatments, and improve community well-being.

Ardmore ceramics are rooted in the identity of the artists and defined by the use of exuberant colors and African animal motifs: monkeys, giraffes, elephants and rhinos are found decorating delicately sculpted porcelain forms. Each piece is created by at least two artists, one that sculpts and one that paints, which results in an artwork that reflects a community labor of love. On view at CAFAM will be a dazzling array of teapots, bowls, plates, vases, and urns by some of Ardmore Studio's best artists.

RELATED EVENTS

October 20, 2007 - 6pm – 8pm

Opening Reception from Zulu Fire: Ardmore Ceramics from South Africa

Complimentary for museum members and a guest. Non-members may pay \$10 or join at the door.

RSVP to rsvp@cafam.org or (323) 937 4230.

November 4, 2007 - 3pm

Gallery Talk

Join curators Malena Ruth and CCH Pounder for a conversation addressing the history of the Ardmore Ceramics Art Studio and how these unique works are rapidly becoming highly prized collectibles.

Free with the cost of admission

October 21 – December 31, 2007

Africa: Photography by Caleb Baer

On view in the lobby gallery, in conjunction with *Zulu Fire*, the photographs of young artist Caleb Baer document the vivid landscape, animals, and people of Africa.

This display is guest curated by Debra Weiss.

ABOUT THE AFRICAN MILLENNIUM FOUNDATION

African Millennium Foundation (AMF) is a strategic non-profit and non-governmental organization committed to the social and economic empowerment of the people of Africa, especially women. AMF seeks to target poverty at its very root by providing African women with the necessary tools for achieving self-sufficiency, through implementation of microcredit programs. <http://1amf.org/>

ABOUT THE CRAFT AND FOLK ART MUSEUM

The Craft and Folk Art Museum (CAFAM) is a Los Angeles nonprofit, cultural arts organization dedicated to the public presentation and preservation of folk art and contemporary craft. Originally founded in 1965 as “The Egg and The Eye” by the late Edith Wyle, who passionately promoted traditional artisans and the virtue of handmade art, the Museum opened in 1973. As a local museum with global reach, CAFAM seeks to promote international goodwill and global understanding among its citizens.

******Images available upon request******

Craft and Folk Art Museum

5814 Wilshire Boulevard
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Museum Hours

Tuesday, Wednesday, and Friday 11 am – 5 pm
Thursday 11 am – 7 pm
Saturday and Sunday 12 – 6 pm

Museum Admission

General \$5.00 / Students and Seniors 3.00
Members and Children under 12 Free / Free 1st Wednesday of month

ZULU FIRE: ARDMORE CERAMICS FROM SOUTH AFRICA

October 21, 2007 to January 27, 2008

Craft and Folk Art Museum

IMAGE LIST

	<p>(Ardmore1) Butter Dish (inside of plate), 2005 Made by Sondy and Elias / Painted by Punch Collection of Neal Baer and Gerrie Smith</p>
	<p>(Ardmore2) Butter Dish, 2005 Made by Sondy and Elias / Painted by Punch Collection of Neal Baer and Gerrie Smith</p>
	<p>(Ardmore3) Large Bowl, 2006 Made by Sabelo / Painted by Angeline Collection of Neal Baer and Gerrie Smith</p>
	<p>(Ardmore4) Serving Bowl with Lid, 2005 Made by Nhlanhla / Painted by Matrinak Collection of Neal Baer and Gerrie Smith</p>