



*From the Publisher's Pen*

## Ceramics in the 21st Century

**N**early 18 months ago, we at Jones Publishing, the parent company of Popular Ceramics and Fired Arts & Crafts began research into the state of the craft industry and specifically into the ceramic market.

We spoke with people involved in ceramics and other crafts. To make certain we reached a cross section of the craft industry, our research included beginners, experts, students, teachers, studio owners, manufacturers, mold makers, distributors, sculptors, artists, show promoters, subscribers, former subscribers and people outside the industry. We analyzed growing craft markets such as stamping and scrapbooking. We attended home craft and craft related parties. We researched high school, college and university art programs. We visited large craft chains and individual craft

shops. We spoke with representatives of craft companies and craft industry organizations. We analyzed price, image, creativity, artistic appeal and a whole lot more. What follows are conclusions about the state of the industry and recommendations on how the industry must adapt to the 21st century craft market.

To survive and thrive, our industry, like all industries, must be in a continuous state of change. Professionals in every successful business regularly analyze people's wants and desires. Their goal is to assure that they will maintain their market share and stay ahead of the competition, not only from within the industry, but also from other industries that can erode their universe of potential customers.

It's been said, "When you're through changing, you're