

Sydney Ceramics Market

MEDIA KIT 2024

Sydney Ceramics Market acknowledges the Gadigal People as the First Peoples and Traditional Custodians of the land on which we hold our events. We offer our respects to their Elders both past and present. Always was, always will be Aboriginal Land.



Sydney Ceramics Market

SPRING 2024 MARKET

19th–20th October 2024
Open 10^{am}–5^{pm}

WHERE

Carriageworks, Bays 22–24
245 Wilson St, Eveleigh NSW
Gadigal Land

Back for our third year this October, Sydney Ceramics Market 2024 will boast the works of more than 120 ceramic artists and makers from across NSW & ACT.

Currently partnering with [Carriageworks](#) as a major event of [Sydney Craft Week](#)'s festival program, this year's market event will be hosted in a larger space over two days, where you can meet, support & shop from an array of ceramic artists and makers showcasing the potential of clay.



Before the doors open on market days, we make a point to take a group photo together with all the participating Stallholders; at Carriageworks in 2023, and at our inaugural event at Tramsheds in 2022. Photos: Amy Piddington & Samee Lapham.



ABOUT US

A platform for Australian ceramic artists & makers;
founded & produced by two creative friends



Melody Brunton (left) and Samee Lapham (right), photo: Amy Piddington

We're friends and self-proclaimed ceramic obsessives, **Melody Brunton** (Ceramicist behind Emi Ceramics) and **Samee Lapham** (Photographer & Content Producer). We met through a market event ourselves and shared a vision to uplift, educate and create community around the medium of clay.

Through our annual event, we have created a platform that celebrates the immense ingenuity and diversity in the craft of ceramics — and year on year we have welcomed a teeming audience of patrons through our event doors.

Our varied perspectives, as a *full time maker & stallholder in Melody*, and a *dedicated collector & regular market attendee in Samee*, strengthens our approach in producing enjoyable and memorable events.

Our Brand Values

Community: Creating a platform for ceramic artists, and fostering relationships between makers, patrons and industry.

Creativity: Celebrating the potential of clay in all its wonderful forms, presenting a diversity in style, technique, experience and culture.

Education: Strengthening awareness and appreciation of the handmade; assist in the development of a deeper understanding of the craft of ceramics through the selection of makers, their work, and demonstrations.

CLAY & COMMUNITY

A glimpse of Saturday, 7th October 2023:
1 day, 86 stalls, 104 makers represented, 4897 attendees



VENUE & LOCATION

Carriageworks, Bays 22–24 245 Wilson St, Eveleigh NSW 2015



We are incredibly excited to host our 2024 event at Carriageworks, Bays 22–24 — and over two days for the first time, to meet patron demand.

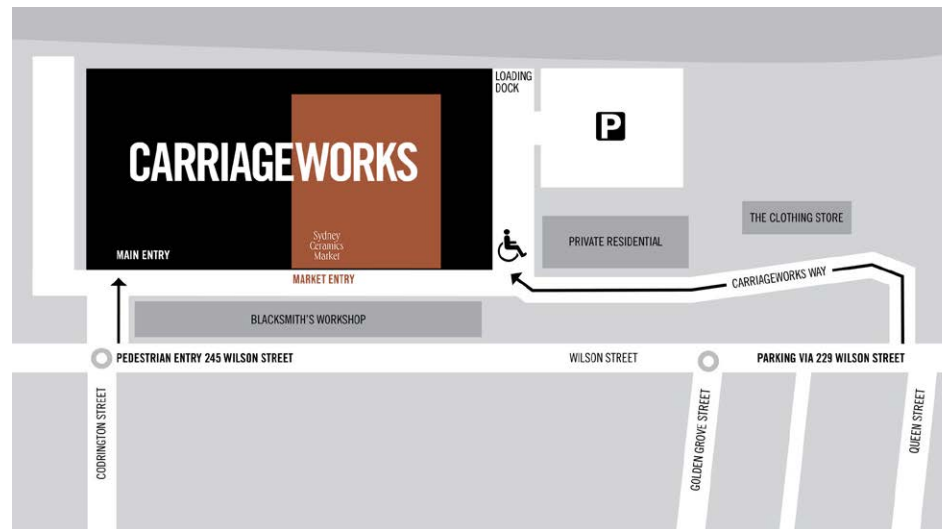
As a contemporary multi-arts centre, Carriageworks boasts historic 19th century features and is an expansive raw warehouse space with heritage columns and soaring heights.

Since our inaugural event in 2022, our event footprint has grown exponentially year-on-year, dictated by the enthusiastic crowds of ceramic lovers ready to shop.

Our Event Venue History

- 2022: Tramsheds Community Hall, 500m², 250pax
- 2023: Carriageworks Bay 25, 1100m², 800 pax
- 2024: Carriageworks Bays 22–24, 4200m², 2000pax

Concurrently on Saturday 19th October 2024, the first day set for our two-day 2024 market, Carriageworks will also host its weekly *Carriageworks Farmers Market* (located at Blacksmiths Workshop), open 8am–1pm. We anticipate cross pollination to happen with attendees, as occurred in 2023.



Photos: courtesy of Carriageworks

STATISTICS

We have a highly engaged & growing audience of makers, collectors, design industry professionals, galleries and larger organisations alike



EVENT ATTENDANCE

10,000
Projected 2024

4897 **2972**
7 Oct 2023 6 Nov 2022

CORE AUDIENCE

89% Women
30–60yrs
64.8% Sydney-based
as of Apr, 2024

NEWSLETTER ENGAGEMENT

72.5% Open rate
14.9% Click rate
1470 subscribers at Apr, 2024
803 'makers' segment

WEBSITE ENGAGEMENT

63.9%
Organic Social rate

1:00min+
Time spent

FACEBOOK ORGANIC REACH

81k
1 Aug–31 Oct 2023

10.7k
1 Sep–30 Nov 2022

INSTAGRAM ORGANIC REACH

93k
1 Aug–31 Oct 2023

51.1k
1 Sep–30 Nov 2022

INSTAGRAM ORGANIC IMPRESSIONS

579k
1 Aug–31 Oct 2023

314k
1 Sep–30 Nov 2022

INSTAGRAM ORGANIC ENGAGEMENT

34 shares
Average per post

39 saves
Average per post

NEW

Introduction of Food & Drink for 2024



For the first time, we will be introducing **ten ready-to-eat takeaway food and drink stalls** as part of Sydney Ceramics Market 2024.

To further enhance the overall experience for patrons, and now hosted in a much larger venue, we know a curation of food and drink stalls will add another layer that benefits all stallholders.

This will not only enrich the market experience but also support local food vendors we admire, providing them with an opportunity to reach new customers.

In 2023, we hosted an Industry VIP Night on Friday 6th October, welcoming select media invitees and stallholders to enjoy a preview of the market. This was generously catered with drinks from Heaps Normal, Non Wines, Supreme Coffee and Mailer McGuire Kombucha.

Based on feedback, we know offering refreshments and food will be a great addition to Sydney Ceramics Market to continue on its trajectory as a **must-visit event in the calendar year**, for locals and tourists alike.



WHERE TO FIND US

Contact

To discuss media features, interviews, or content opportunities, please reach out — we'd love to hear from you!

All good things,

Melody Brunton & Samee Lapham
Founders & Producers

hello@sydneyceramicsmarket.com

Melody Brunton
+61 479 072 737

Samee Lapham
+61 408 162 859

