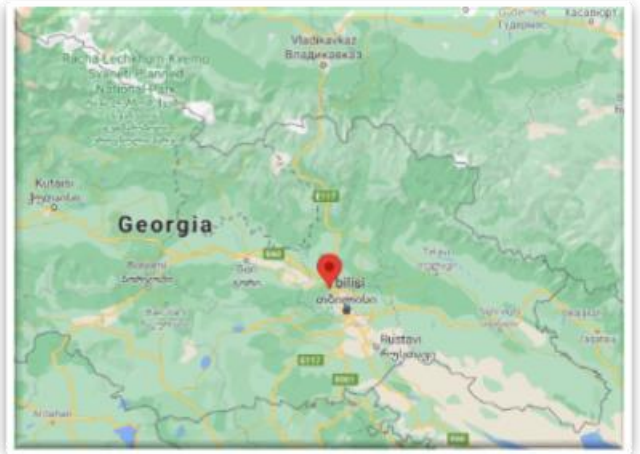




POTTERY STUDIO IN MTSKHETA

Location: Georgia/Mtskheta

Key words: Art & Craft, master classes in pottery-making



The studio of the father and son, Eldar and Giorgi Mamaladze is located in the centre of Mtskheta, in the vicinity of Svetitskhoveli Cathedral. The masters continue working on ceramics using the old traditional methods - they are producing small-size household items, as well as wall dishes, decorative sculptures, compositions.

Mr. Eldar started creative activities by painting since childhood, while studying at school and later, continued working on ceramics at the Faculty of Applied Arts.

The ceramist remembers that the unique pieces of work created at the factory together with his team were sent to all leading countries of the world and were highly evaluated. The factory was closed in 1990 due to the economic crisis in the country.

The master continued working actively in his favourite field of activities and taught this craft to his own son.

The idea of transforming the studio activities into business appeared in 2012 and the studio and the adjacent yard were arranged more conveniently for tourists. Mainly two persons, Eldar and Giorgi Mamaladze, are employed at the studio and their functions are distributed equally.

Marketing approach

The main customers are tourists passing by in Mtskheta. The studio is located next to one of the most popular cultural sites of Georgia, Svetitskhoveli Cathedral and is visited by many tourists, mostly foreign tourists, however, Giorgi Mamaladze contacts them via Facebook page.

There have been many cases when tourists who had already visited the studio, returned with their friends or family members several

years ago and purchased some items again.

After rehabilitation of Mtskheta, the gate of the residential house of the Mamaladze family was subject to common renewal. A signboard appeared on the gate drawing attention of tourists to the studio. Attractiveness of the place is also preconditioned by the fact that visitors can make clay items on their own and after their burning, the host offers them to deliver the

items by mail, including sending them abroad.

Financial situation

The number of visitors sharply reduced at the studio as a result of pandemic; however, work on online sales began.

Success factors and challenges

In the opinion of ceramists, for revival of the industry it will be good to open vocational schools, factories staffed with professionals.



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Mr. Eldar mentioned that success comes only as a result of hard work and boundless love of one’s job.

Plans for the future development

Under conditions of the pandemic, the future plans of the studio is to make an online shop.

GALLERY:



Source of the images: Google

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