

# *Distinctive Works of Art for Elegant Home Decor*



## *Clay Decor, LLC*

[www.clay-decor.com](http://www.clay-decor.com)

*P.O. Box 250  
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### **Clay Decor LLC in the Press**

#### **Clay Decor's Design Book Selected for Amazon.com Marketplace**

(May, 2009)

Clay Decor, LLC: Distinctive Works of Art for Elegant Home Décor

By Anne M. Foulke

Distributed through Lulu Inc.

Lulu editors identify Clay Décor's design idea book as worthy of multinational sales through Amazon.com. "...(Clay Décor, LLC's) book has been selected for listing on Amazon.com's Marketplace! As a result, (the) book will now be easily found on the world's largest online bookseller."

#### **"Artistic and Handmade Tile: Pushing Boundaries, Trends"**

Tile Magazine (A bnp media Publication)

April 2008

The insights of artist Anne Foulke of Clay Décor LLC are featured in two sections of this article in which Tile Magazine "polled members of the handcrafted and artisanal tile community for its insight on the industry, concerns, outlook for the coming year, and foreseeable prominent trends." Quoted in Insight and Trends sections of this article, A.M. Foulke expounds on the unique nature of artistic tiles and their ability to become the jewel of home décor. Featured in this article is an installation of Imaginatio and Chair Rail frames in three panels with matching handmade field tiles.

#### **Montco/MailLine House & Home** (House & Home Magazine, Inc.)

April 2008

Clay Décor's kitchen installation of giant tile "Imaginatio" is featured in full page coverage for HomeTech Renovations, a leading suburban Philadelphia designer/remodeler. This stunning graphic calls attention to the three stunning Imagination panels framed by Chair Rail Molding tiles and surrounded by handmade 4x8 field tiles. Imaginatio and field tiles are in Clay Décor's gorgeous Earthly Purple glaze and the Chair Rail frames are in Aged Bronze, which add incredible depth and artistic beauty.

#### **Lifestyle**

"Life.Refined. Montgomery County"

March 2008

Clay Décor's Imaginatio kitchen installation featured in full page coverage for HomeTech Renovations, a leading suburban Philadelphia designer/remodeler. The graphic features 3 huge panels of Imaginatio with Chair Rail molding and matching handmade 4x8 field tiles.

#### **"Rock Solid"**

Ridgewood News (North Jersey Publications)

May 2007

The work of Clay Décor artist Anne Foulke was highlighted in this article from this prestigious lifestyle magazine serving swanky Bergen County, NJ.

“Tucked off the main street (*Wyckoff, NJ*) in a sun-lit Victorian is Stone and Tile Emporium, a name that belies its intimate setting and friendly full service. Amiable owner, Antonella Romano...has chiseled her own mark as a designer to the stars but makes you feel like you are a celeb, too. Stop in to see artist Anne Foulke’s tiles that were featured in House Beautiful recently”

### **“Clay Décor Aurelia Tiles”**

HGTVPro (Scripps Networks)

2007-2008

HGTVPro is Home and Garden Television’s Web site for industry professionals and educated consumers. HGTVPro industry experts independently featured Aurelia as an innovative product.

### **“Go Big with Oversized Tiles”**

Kitchen and Bath Business online (VNU Business Publications USA)

April/May 2007

“Think outside the square. Why do tiles have to be square or rectangular? That’s the question Clay Decor asked when it created the Aurelia collection, a new series of elliptical over-sized tiles measuring up to 18 in. tall by 13 in. wide.” Clay Decor’s trend-savvy large tiles are recognized by the kitchen and bath industry.

**“101 Must-Have Tiles”** Produced by Lisa McGee with Anne E. Collins

House Beautiful Magazine (Hearst Corporation)

November 2006

“So many tiles—We show you the best!” House Beautiful editors chose 101 tiles from more than a thousand to represent their exclusive “must-have” selection. Clay Decor’s large half-round tile “Chara Grandis” in Mottled Aqua finish, the only tile of its shape, was featured on page 129 of this distinguished publication.

**“Coverings Review”** Jane F. Kolleeny

Architectural Record Magazine (McGraw Hill)

October 2006

“A rich display of tile and stone from around the world captured the attention of more than 33,000 visitors to Coverings, at the Orange County Convention Center in Orlando last April. Presented here is a distillation of products on view from over 1,200 exhibitors.” Clay Decor’s Aurelia Centerpiece was elected by Architectural Record to be one of only nine companies to represent the massive collection of tile and stone offerings from the Coverings tradeshow.

### **Selected Contributor**

**“22<sup>nd</sup> Annual Interior Design Magazine Hall of Fame Awards Gala”**

November 29, 2006 New York, New York

Clay Decor tile designs selected by Interior Design Magazine to be a distinguished gift bag contributor representing Coverings 2007.



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### **What Sets Us Apart: Product and the Process**

Hand-crafting is the Clay Decor way. Absolutely every part of creating our tiles, sinks, and decorative elements (with the exception of the kiln) is done by hand in our studio.

#### **Tiles**

Clay Decor, LLC only produces Art Tile; tile which is made entirely by hand. Most tiles are made in bas-relief, which means that the images on the surface are raised from the background, and shallow in depth. A.M. Foulke creates the tiles in the tradition of medieval German potters, using wood molds rather than plaster as much of the rest of the industry does. In the 16<sup>th</sup> century ‘Kacholefen’, a type of stove, was decorated with relief tiles and used to heat homes in Austro-Hungary, Germany, Switzerland, Bohemia, Northern Italy and Scandinavia. German potters created tiles for these stoves by carving blocks of wood with a design of the day, then pressing wet clay into the molds to reveal a raised design. Foulke chose this method because “it is deeply satisfying to work a design into the wood and clay, and it connects me to my German ancestry and my Pennsylvania German heritage.”

The process for making Clay Decor tiles begins with a sketch, which is transferred to a block of wood, the wood is cut to the tile outline, and then the design is hand-carved into the wood. The carving is refined and sanded to ensure proper depth in lines and spaces and smooth edges. Wet stoneware clay is rolled into even slabs, which are cut and hand-pressed into the tile mold. Each tile is then separately worked to refine the edges and design relief. The tiles are pressed and dried slowly to prevent warping, then fired in the kiln to over 2,000 degrees Fahrenheit. After the initial firing, glazes are applied. All of Clay Decor’s glazes are formulated and mixed in small batches in our studio to ensure consistent quality in materials and results.

#### **Sinks**

Clay Decor’s vessel sinks are created with the same stoneware clay and glazes used in the tiles, which ensures the consistent look of all finished materials. The Classic, Fluted, and Prairie sink designs start as a ball of clay which is worked into a large bowl on the pottery wheel by the artist. A hole is cut for the drain, and bottom finished to be mounted in a countertop. The clay is carefully dried, fired in the kiln, glazed, and fired a final time. Our new rectangular sinks are created by draping and sculpting sheets of wet clay around a plaster form designed and constructed in the studio, following the same drying and firing process as the circular sinks.

#### **Decor Elements**

Elements of decor include individually created sculptures with shapes and finishes unique to each piece—no two are alike. Works are made with a combination of techniques depending upon the piece. The artist begins with raw clay and transforms it into sculpture on the pottery wheel. Some sculptures are modified with hand-building techniques, using clay coils or slabs. Other sculptures come to life through carving or using a clay paddle. These are non-utilitarian works of art meant for display.



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### **Artist Biography**

The driving force behind Clay Decor, LLC is artist A. M. (Anne) Foulke. Foulke is the principle artist in the company, and is responsible for creating the designs, building the art tiles, vessel sinks, and decorative elements, as well as maintaining the company website, [www.clay-decor.com](http://www.clay-decor.com). Foulke's love of interior design and passion for art culminated into Clay Decor LLC, started in 2003, where she began building relationships with distinguished retailers, designers and builders. Her original tile designs have been recognized in prestigious publications such as House Beautiful (Hearst Corporation) and Architectural Record (McGraw Hill) magazines.

Prior to starting Clay Decor, LLC, Foulke earned a B.A. in Studio/Ceramics from Bloomsburg University of Pennsylvania, and attended American University in Washington, D.C. studying Public Communications. Foulke's love of learning led her through various professions, including sales, art education, and Web production/project management, which equipped her with powerful business tools to support her ongoing pursuit of ceramic art.

Foulke's fine art experiences range from sculpting using traditional Japanese anagama techniques to formulation of works in reduction (technique that manipulates oxygen in the firing process) and oxidation (complete oxygen combustion firing) atmospheres. For over 15 years she has been striving to develop as a recognized ceramic artist. Foulke's philosophy is that art is a process of heart, soul, and experience. As she grows as an artist, Clay Decor's products will constantly change and evolve with originality and creativity. A.M. Foulke's clients will always be able to expect careful, unique artwork of superior hand-crafted quality.