

Heath Ceramics Hosts Opening Reception for  
*Faena Nueva: New glazes on New Pots*

Heath Los Angeles is pleased to announce **Faena Nueva: New Glazes on New pots**, an exhibition of new work by potter, Adam Silverman. The opening reception will be held at Heath LA on April 10 from 6-8pm.

Faena, which means labor in Spanish, also refers to the middle, most choreographed and beautiful stage of a Spanish bullfight - the inspiration for the pieces appearing in Silverman's show.

Usually working without such literal inspiration, this show represents a departure from Silverman's previous pieces. Adam is known for combining traditional methods with experimental glazes, which results in art that is "sensual, gritty and beautiful (*New York Times*)" all at once. And while he stays true to these core characteristics in the Faena Nueva exhibition, Silverman allows the aesthetic of the Spanish bullfights to fuel his inspiration.

Silverman is both attracted to and repelled by bullfighting, noting "The irony of the brightly colored clothing and the beauty of the choreographed "dance of death" in contrast with the spectacle occurring before your eyes - the torture and slaughter of the bull." Silverman hopes for this body of work "to express both beauty and ugliness, elegance and violence."

Faena Nueva represents yet another unveiling for the artist known for introducing new glazes slowly, one by one. On April 10, Silverman will be debuting six entirely new glaze bases developed over a myriad of months and encompassing over one hundred and fifty glaze tests - something he has not done in years.

Silverman graduated from the Rhode Island School of Design with both a bachelor of fine arts and a bachelor of architecture. He then moved to Los Angeles where he worked as an architect for a few years before co-founding the clothing company X-Large. In 2002, he made the shift from hobby potter to professional potter and opened his own studio, Atwater Pottery. Adam is now a partner in Heath Ceramics and serves as the company's studio director in Los Angeles.

Silverman's work has been shown internationally in museums and galleries including the Museum of Contemporary Art, Los Angeles; the Pasadena Museum of California Art; the Museum of Contemporary Craft, Portland; and currently at The Nasher Sculpture Center in Dallas.

*The show runs April 10 through April 25 and is free and open to the public. HEATH CERAMICS LOS ANGELES is located at 7525 Beverly Boulevard, Los Angeles, CA (at Sierra Bonita Avenue).*

*For more information: call 323-965-0800 or go to [www.heathceramics.com/go/heath/news/news-events](http://www.heathceramics.com/go/heath/news/news-events).*

**About Heath Ceramics:** Heath Ceramics, one of the few remaining mid-century American potteries, and has been making tableware and tile for over a half-century in its Sausalito, California factory. In 2003, husband and wife team, Robin Petravic and Catherine Bailey purchased Heath Ceramics with a mission to revitalize the company, by placing a strong emphasis on design, handcrafted techniques, and the reinvigoration of the company's designer-maker legacy.

Its dinnerware is used in the country's top restaurants, such as Chez Panisse, Brasserie 44 at the Royalton Hotel, and The Slanted Door. Its tile graces renowned buildings, such as the Pasadena Norton Simon Museum, and the UC Berkeley Asian Art Museum, by architects Tod Williams + Billie Tsien.

Heath Ceramics is a 2009 Finalist for Corporate Achievement in the Smithsonian's Cooper Hewitt National Design Awards, and is represented in the permanent collections of museums, such as the MOMA and LACMA. Edith Heath, an influential potter and designer of the Modernist era, founded Heath Ceramics in 1948. Heath Ceramics is available at its own showrooms in the San Francisco Bay Area and Los Angeles, [heathceramics.com](http://heathceramics.com), as well stores nationwide and Japan. Heath Ceramics first satellite studio-retail location, Los Angeles, opened in fall 2008 and is run by partner and local potter Adam Silverman. The second satellite and smallest of the three, the Heath marketplace will open in world renowned San Francisco Ferry Building in April 2010. For more information, visit [heathceramics.com](http://heathceramics.com).

