



Exhibition at the Potteries Museum Potteries Museum and Art Gallery
Space and curated artefacts

Alchemy and Metamorphosis

Neil Brownsword

Alchemy and Metamorphosis examines the innovation and ingenuity of North Staffordshire's early ceramic industrialisation through a range of contemporary perspectives and practices. Curating a timeline of objects and archaeology, artist Neil Brownsword reveals the technologies, cultural influences and thirst for experimentation that led to the region's growth as a global centre of ceramic production. In response to this, Brownsword presents a series of new and ongoing works that re-imagine historic practices and materials through methods that 'disrupt' traditional ceramic skills and the perfection of digital technology.

Digital experts and former ceramic industry artisans under Brownsword's direction, will conduct live research throughout the exhibition period, offering insights into prototypes and tests as they emerge and change within the gallery. *Alchemy and Metamorphosis* echoes the importance of curiosity, risk, trial and error as essential components of the creative process, once key to the success of much early mass-production. It seeks out the unrealised potential of the industrial past and highlights the contemporary relevance of near-obsolete craft practices that once fashioned material objects in certain ways.



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