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PRESS RELEASE
NCECA'S 45TH ANNUAL CONFERENCE
March 30-April 2, 2011 Tampa/St. Petersburg, Florida

January 12, 2011... The National Council on Education for the Ceramic Arts is pleased to announce that it is holding its 45th Annual Conference, *Tidal Forces: The Next Wave* scheduled at the Tampa Convention Center in Tampa/St. Petersburg, Florida, March 30-April 2, 2011. This conference is expected to draw a group of 5,000 + artists, educators, curators and collectors from across the United States and 50 countries to participate in a full array of panels and lectures dealing with varied aspects of the ceramic arts, theme-related topics. In addition, over 100 refined and meaningful ceramic art exhibitions will be mounted in galleries, alternative spaces, and museums throughout Tampa/St. Petersburg and the nearby suburbs to coincide with the conference. Participants have the opportunity to attend concurrent sessions of lectures and panels, live demonstrations, video screening projects related to the ceramic arts, programming on subjects specific to students, and much more.

Tidal Forces: The Next Wave will examine and expose the unbroken arc spanning our deepest traditions and the most contemporary emerging work. A tidal wave can work to tear down walls between old and new, while unearthing what is hidden beneath the surface. We intend to help artists look beyond what is conventional while remembering the roots of this powerful and multi-faceted art form. The 2011 conference will both celebrate the new works being created while also examining the power of traditional art.

Two ceramic shows of note during the exhibition program include:

- The 2011 NCECA Biennial Exhibition, at the Tampa Museum of Art, 120 W. Gasparilla Plz, Tampa, January 29-April 24
- The 2011 NCECA National Student Juried Exhibition at the Centre Gallery and William and Nancy Oliver Gallery at the University of South Florida, 4202 E. Fowler Ave, Tampa, March 21-April 2

The conference will also feature within its exhibit hall at the Tampa Convention Center, displays of ceramic equipment, technology, publications, and schools and non-profits that offer ceramic programs.

Program information may be obtained at www.nceca.net

NCECA, a professional association for the ceramic arts, promotes and advances the field through education, community building, research and creative inspiration. NCECA offers educational programs, exhibitions, events and publications to support its membership of artists, educators, students, individual and corporate patrons, gallery owners, museum curators and providers of ceramic arts. For more information call toll free 1-866-266-2322.