

KERAMIK



Saint Lucia
Artisan Ceramics

SALFORD TEACHER TURNED POTTER APPEALS FOR SPONSORS TO HELP OPEN CREATIVE ARTS SPACE IN ST LUCIA

When Amanda Murphy completely changed her life at 50, it wasn't a sudden decision, it was carefully planned. Having worked as an international management consultant and trainer, internationally published author, BBC script writer and German teacher, she was ready for a change of scenery to focus on her passion for pottery, recently acquired in Vietnam.

So Amanda, who has dual nationality, packed up her house, her bags and her corgi and went to live with her mother in the stunning countryside of Saint Lucia in the Caribbean. Renowned as the traditional arts & crafts region, Choiseul has been home to artisans for generations, so was the perfect place for Amanda to set up [KeramikSLU Artisan Ceramics](#), selling a vibrant range of unique & quirky, handcrafted pottery and her special [Ball of Clay Experience](#).

Now 53 and fully settled there, Amanda wants to help local young people and keep Choiseul's crafts alive for generations to come by opening a creative arts centre – and she's looking for sponsors to help build it on land she owns locally.

Amanda explained: "There is currently very little, if any, provision for creative young people in this area, so I want to create a space where they can drop in and paint for a little while, play some music, write lyrics and relax with other creatives. Somewhere young people make can pottery and sell art - but also a place where female entrepreneurs can get advice for their business. So not just a studio but a meeting place which can be used in the evenings."

She continued: "Terracotta pottery has been made here for hundreds of years, that actual skill is going to die out unless we do something fairly quickly. The only people who know how to do this are artisans who are getting into their 60s and 70s and no one is learning for the future. Those crafts and that skill dies along with them. We need young people to learn the craft, so they can continue this craft, this **skill**, that's been on the island for generations."

Amanda's plan to reinvigorate the arts and craft scene in the south of Saint Lucia includes bringing tourists to the area with the launch of [Tropical Experiences for Adventurous Souls](#), which is now taking bookings for July.

"Tourists tend to go to the, often, foreign-owned big hotels and all-inclusive resorts in the North and excursions completely ignore the bottom of the island, so they don't help the economy at all," Amanda said. "Here in Choiseul, we have some of the most beautiful landscape, the freshest air and lots of characterful little gems owned by local people where tourists can stay."

Amanda added: "I am now on my fourth career and the wonderful thing about being here, now in Saint Lucia, is that each of my previous careers have perfectly equipped me for this one. I have the experience to teach, mentor and help people's businesses develop and grow and if I can find sponsors to help me build a creative arts space, I can offer my services for free and cover the running costs with my own income."

Amanda needs to raise £50,000 and is ideally looking for ten donations of £5,000. Sponsors will receive a range of bespoke "thank you" packages. These will be customised to each individual sponsor and could include a custom set of bespoke dinnerware, a custom art piece or annual retreats at the artspace. The purpose of a thank you is more to allow benefactors to experience the results and benefits of their sponsorship. All sponsors will also have their own permanent tile, personally made by Amanda, featured on the sponsor wall.

"Everyone who helps build it will have their name on the wall forever and know that they helped get the whole thing started," Amanda enthused.

"Come and join us on a [tropical adventure](#) - or better still, become one of our sponsors and help keep arts and crafts alive in Saint Lucia for generations to come."

Anyone interested in being a sponsor can contact Amanda directly on: keramikslu@gmail.com.

Please watch and share Amanda's [Call for sponsors](#).

-ends-

Editor's note

Amanda has over £30k followers on Clapper and her activities with KeramikSLU are featured to hundreds of subscribers on [The Potscast](#). Her listeners particularly enjoyed her recent episodes featuring [Keith Brymer Jones](#) and [Tim See](#).

Press trip: Travel journalists are invited to contact Amanda with a view to joining her on a bespoke retreat and a choice of activities including: horse riding, swimming with horses, pottery decoration, basket weaving and tropical gardening experiences.

Amanda can also offer journalists the opportunity to experience a personal [Ball of Clay Experience](#) from the comfort of their home or office.

You can follow Amanda on Instagram [@keramikSLU](#) and join her [Caribbean Pottery group](#) on Facebook.

Find out more about Amanda [here](#)



Amanda Murphy, Saint Lucian Potter and founder of KeramikSLU



The view from the Amanda's land where the creative arts space will be built

[Watch the video here](#)



Pieces from Amanda's colourful range of handmade pottery

Watch Amanda's creative process (including the results) here:
<https://youtube.com/playlist?list=PLPMBXqLvbpdkTS8-ZtCZ00maHHHV-2fkW>

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