



## The Uniqueness of Indonesian Mosaic Pottery for The World



### WHAT'S INSIDE

Mosaic pottery craft is developed by providing various artistic and commercial touches to the design of pottery so that the resulting pottery does not create a boring and monotonous impression, it can provide high artistic and economic value.

# editor's desk



Dear Precious Readers,

Soil is not only serves as a place to grow crops, it also can be utilized to make household appliances, such using clay. In prehistoric times people have started to make household appliances by utilizing the soil. This is evidenced by the discovery of the form of household appliances such as pots, piggy banks, pots and jars which made of clay.

This equipment is called pottery because it is formed by clay which burned in high temperature, about 1,000 to 1,150 degrees celcius. That is the origin of pottery found and used by humans as a useful tool in helping daily activities by that time people have started living settled and farming. At that time the pottery was still made with a very simple technique and still rough, in addition to its shape was still not perfect.

In modern times, pottery crafts experience many developments in terms of shape and usability ranging from decorative items of the room, household appliances to souvenirs with a very diverse size. Pottery is still being used as household appliances although many modern people have switched to plastic or stainless with attractive models and colors. The pottery craftsmen, especially in the villages, still survive the making of pottery although not on a large scale and try to make pottery with high aesthetic value, one of them by making mosaic pottery.

Keeping interest in the vessel industry for foreign markets, in this edition of Export News will take the theme of pottery craft, especially mosaic pottery, and provide an overview of the ability of Indonesian mosaic pottery products in meeting international markets.

Thank You

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# HOT ISSUE



## The Uniqueness of Indonesian Mosaic Pottery for The World

## What is a Pottery

Some say that pottery is part of the ceramics based on the level of quality of the material. But there is also a difference between pottery and ceramics. Ceramics are fragmentary objects surface smooth and shiny like porcelain and formed such as vases, jars, floors and others. While pottery is the goods of clay such as pots, water spots and so forth. According to The concise Colombia Encyclopedia, the word "ceramic" comes from the Greek word "ceramos" which means pottery, while "keros" refers to the sense of clay. "Ceramicos" is made of non-metallic minerals such clay formed, then permanently hardened after going through a high temperature combustion process.

In Indonesia the term "gerabah" is also known as traditional ceramics as a result of rural community handicraft activities from clay and occupied by hereditary. Pottery is also called folk ceramics because it has characteristics of low burnt clay use and simple burning techniques.

The pottery was first known at the time of neolithics (about 10,000 BC) in mainland Europe and possibly also around the end of the paleolithic period (approximately 25,000 BC) in the Near East. According to the experts, pottery is a universal culture (whole), meaning pottery can be found anywhere, in almost all parts of the world. Pottery appears first at a time when a nation experiences foodgathering. At that time people lived nomadically, moving from one place to another.

In such a way the pottery container can be used effectively because the pottery is a light and portable object. Besides pottery is also a strong object, at least more powerful than those made from other materials, such as wood, bamboo or animal skins. The most important material for making pottery is easily found. Clay is everywhere. Because it is a natural thing if every society can become a producer for its own interests. However, regarding the process of 'discovery' of pottery itself, not a single person can describe it scientifically.

Making pottery clearly requires fire as the main factor, although solar heat can also be used for the same function.

It is therefore certain that the appearance of pottery is another effect of the invention and domestication of fire. People who do not know the fire would be impossible to produce pottery. Pottery or kereweng (broken pottery) are often found among other objects on archaeological sites. This finding is of great benefit because pottery is a tool of instruction from different cultures. Some recognizable kereweng types can be used to tackle other objects found in the surroundings and can also be used to determine their relationship with other cultures. In addition,

pottery is a difficult material to destroyed, especially if stored in the soil. That is why pottery that has been tens of thousands of years old is still recognizable.

## Indonesian Pottery Spring Tide

### Kadenglembu (East Java)

The form of pottery found in Kadenglembu is still simple, some of the bedar findings in the form of edge and body fragments from the pot is generally rounded shape. The jagged edges are very rare. From the collected data, it can be seen about the generally rounded crown forms with the edges folded out. From such a form we can also assume that such pottery is made by a community of farmers who are always bound in socio-economic relations and ritual activities. Individual properties can not develop in making pottery in Kadenglembu.

### Kalapadua (West Java)

The discovery site Kalapadua lies on the mainland on the right bank of the ciliwung river. Some of the pottery found in this place is at ground level. From Kalapadua area, more pots were found than those found in Kadenglembu. From the results of the assessment, the pottery found in Kalapadua is better in the making, but has a shortage in the case of burning, where the combustion is not perfect so that the pottery in Kalapadua can not last long.

### Around Bandung's Lake

The pottery found around the Bandung's lake was collected by Jong and Koenigswald in 1941-1947. The places of discovery of pottery around the lake of Bandung is the East Dago plateau. Pottery from Bandung generally has a thickness between 5-20 mm, and red color. Signs of decoration are still visible, namely in the form of scratches and the pattern of the comb rope but generally still plain just polished with red on the outside surface. From the fragments found can be estimated shape of Eastern Dago pottery shaped roundness and some others have angular peaks with edges folded out.

### Central Sulawesi

Remains of pottery found in Central Sulawesi is estimated to come from the time of planting. It was found along with elements of pickaxes and hatchets that were supplied. The discovery site in Southeast Sulawesi is the Minanga Sipakka area located on the banks of the Karama river. Stein Callenfels who once held an excavation on the hill Kamasi said that among the pottery that was found that there are from the protoneolitik, so before the planting season.

## Making Pottery : Tools and Techniques

Techniques used by pottery makers such as press printing techniques, casting techniques, spinning techniques, rotational techniques and plate techniques.

**Slabing Technique** is a technique used to make a pottery object with a cubical shape with a flat surface using a wooden roller. For the final stage the pottery is carved when the soil has been half as dry garnish.





**Pinching Technique** is making pottery technique by massaging clay directly by hand, in order to make the clay become more solid so it is not easy to peel. This is good for the results to be durable.

**Coiling Technique** is a way of forming clay by soil-splitting method to form like a rope which is then arranged in a circle so as to shape as desired.

**Throwing Techniques**, required an electric rotary equipment. Put the clay on the turntable right in the middle. The end result of this technique is generally round or slindric.

**Press Techniques**. This technique is done by pressing the clay that shapes in accordance with the mold that has been provided.

**Cast Technique**. This technique uses a printing tool made of plaster. The cast is absorb water so that the clay becomes dry faster.

### Mosaic Pottery Value Added

Mozaik is the art of making works by attaching objects on the media to the desired shape of the image. What is meant by objects such as glass, eggshell, grain, ceramic (tile), stone, paper, plastic and so forth.

Mosaic pottery craft is developed by providing various artistic and commercial touches to the design of pottery so that the resulting pottery does not create a boring and monotonous impression, but can provide high artistic value and economic value.

One of the products of pottery that is widely found is a jar. At first jars only use natural finishing that is using paint as a finishing touch. Natural jars are much hunted by tourists because of the large selection of colors and motifs. These natural finishing jars bring up original

and original images and really show the hallmark of the product. As the times progressed, jars also experienced many additional types of finishing. Today, jars with a more luxurious and modern accents can easily be found. One of them uses a glass mosaic finishing that is arranged in such a way and form a unique and different jars.

Glass mosaics made from these beautifully colored glass pieces can be used as room interiors. In addition to jars, other products of this mosaic pottery, among others, in the form of mirror frames, tables, flower canvas and various room decorations made of glass pieces. The process of making glass mosaic pottery is arguably very simple. Glass is cut into a rectangular shape or as desired. After the materials are ready, then the piece of glass is affixed to the media (pottery) by using cement. The pieces of glass can be colored according to the order.

### Pottery Craft in Indonesia

#### The Center of Mosaic Pottery Craft Kasongan

Kasongan is the most popular pottery industry center in Yogyakarta. Most of its citizens rely on life by producing pottery crafts. Almost in every house there are several pottery craftsmen with various types of products, such as home furnishings, accessories, souvenirs, etc. or in accordance with the buyer's special request.

The existence of renewal of pottery products is needed to attract buyers to keep pottery products marketable. Pottery craftsmen in Kasongan also conduct training to create new designs or models to produce renewal product. The pottery crafters more creative to innovate to make not just pottery but decorated with broken glass and various ornaments of rattan and bamboo. This effort was made to improve

the original Kasongan mosaic pottery craft with a touch of modern innovation.

Earthenware products from this region are widely marketed at domestic and abroad. Overseas marketing covers countries in Asia, Europe, Australia, Malaysia, India, America, Japan, Canada and the Netherlands with capacities tailored to buyer demand. Demand for mosaic pottery products will usually increase ahead of Idul Fitri, Christmas or New Year. Mosaic pottery products marketed abroad have a diverse model. Pottery marketed in Australia tends to have striking colors because people in Australia love the bright colors. Earthenware products sent to America are usually more classic and unobtrusive. Mosaic pottery products are much favored by buyers from abroad are statues, vases, and jars.

#### **The uniqueness of the Bali Mosaic Pottery meets the European market**

Nengah Kita is one of the mosaic pottery craftsmen in Banjar Kalanganyar, Yangapi Village, Tembuku, Bangli which able to produce various handicraft products to penetrate export market.

Handicraft made by combining pottery with broken glass is much in demand foreign markets. These countries include Germany, Britain, France, and others. While in Asia market is China and Japan. Most of the pottery objects for the benefit of property equipment. One of them for decoration. The additional value of Bali pottery products, is the quality, namely strength and design and unique decorative motifs which is the way to guarantee the market.

Wayan Locong, brother of Nengah Kita who has been involved in the same business, said the mosaic pottery craft products produced various types, including jars, candle holder, fruit plate and other wall hangings. In addition to being sold in the local market, the mosaic pottery it produces is mostly shipped to overseas markets such as countries in continental Europe and Argentina.

“From the beginning our production has penetrated abroad,” he explained. Locong said, he has been engaged with mosaic pottery business since 2010. This business is occupied with the experience gained himself and his brother Nengah Kita while working as a craftsman in Ubud Gianyar area. To make mosaic pottery craft, he brought raw materials from outside Bangli. Various forms of pottery for example came from Lombok. While the glass used for decoration of pottery imported from Gianyar.

The process of making mosaic pottery begins from sanding the pottery until smooth. Further painted and drawn according to the desired design. After that the pottery is fitted with a clear piece of clear glass.

With 13 workers, in a day he can produce dozens of products. Just like any other craft business, there are just obstacles faced by craftsmen. In producing mosaic pottery, the weather will be the main constraints so far. If it rains continuously, the supply of pottery from Lombok is often too late. Nevertheless, so far the supply of pottery does not interfere with the production of homemade mosaic pottery.

Regarding the price of the pottery products it varies depending on size. For a set of three stuffing jars, sold from Rp 100-500 thousand. While candlesticks are sold starting price of Rp 20 thousand.





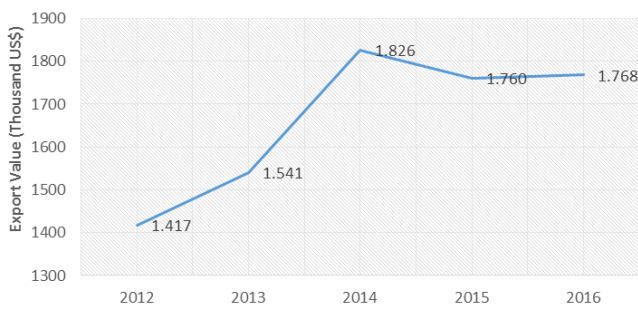
# MARKET REVIEW





Production of national pottery each year continues to rise and contribute, both in supporting the growth of the national economy. This is supported by the growth of national development and in particular by the growing domestic market demand. In terms of export, export trends Indonesian pottery had experienced dynamically, especially due to the financial crisis that hit the United States and countries in Europe in recent years that have an impact on the decline in exports to these countries.

## World Export of Articles of Clay from HS 691200

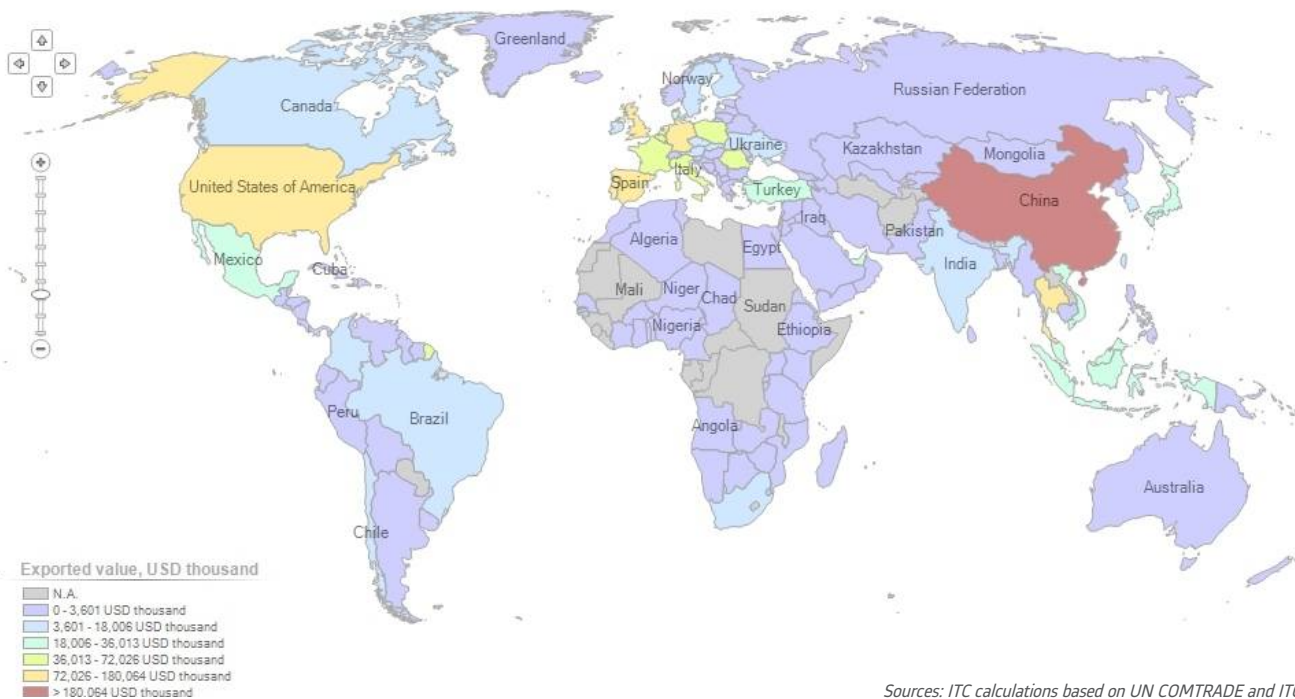


Sources: ITC calculations based on UN COMTRADE and ITC statistics.

Within the period of 2012 - 2016, world demand for clay craft products, including the earthenware craft, has increased with an average growth of 5.93% per year. The most significant increase in export value of pottery products occurred in 2014 with the value reached 1.826 thousand US dollars or increased by 285 thousand US dollars compared with the previous year's export value of 1,541 thousand US dollars.

The ten largest clay exporting countries are currently dominated by Asian, European, British and American countries. China as the world's largest clay craft exporter country controls more than 20% of the world market share. While Indonesia is included in the supplier to 21 countries exporting clay craft with a share of 1.11% of total world exports.

This is a positive signal for the export of pottery products from Indonesia to continue to increase its capacity to face the world consumer demand is quite strong. In this era of free trade quality is the main thing to be able to compete in the international market. Therefore, the government continues to encourage the potter to keep working to maintain and improve the quality of craft products to maintain domestic and export markets.



Sources: ITC calculations based on UN COMTRADE and ITC statistics.

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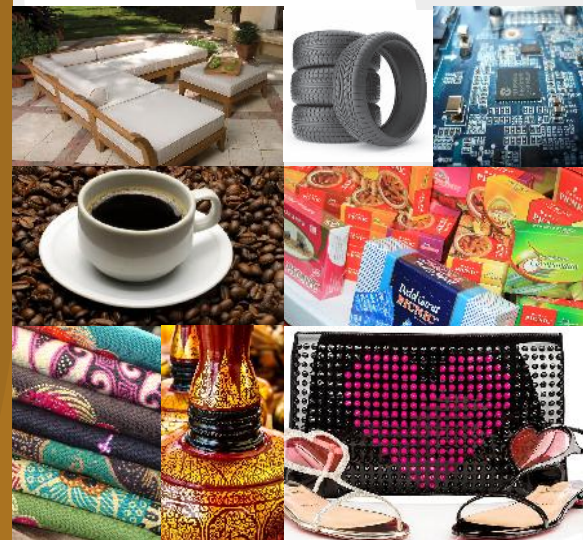
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