

CERAMICS AND SCULPTURE: DEVELOPMENT OF ENTREPRENEURSHIP TO  
CREATE JOB OPPORTUNITIES

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**Abstract** – Sculpture and ceramics are two dimensional art forms that by their nature and functions appear in the eyes of the society as functional art meaning that they are used in the homes and other places as objects that are used for many things in our day to day activities; giving us direct and useful services. Its main aim is to outline the ways of earning a living by taking the initiative to create a job for himself and others. The focus is that the artists, especially those in the three dimension such as ceramics and sculpture should not relent effort in utilizing the enormous skills found in their area of practice to develop jobs opportunities.

**Keywords:** Entrepreneurship, opportunities, sculpture, ceramics, development.

**Introduction**

There is no doubt that artists and designers have been self reliant at all times and on a very small scale have provided jobs for a few individuals who market their works, mostly in small shops by the road side. What is doubtful and a bit dicey is whether the tempo can be sustained in the face of the changes brought about by the sudden increase of cheap imported goods and that is made possible by the digital world.

Entrepreneurship has become the new economic mantra due to the unemployment question which has invariably brought poverty and hardship to the people of the world. Today, governments are shirking their responsibility of providing jobs for the people and are trying to encourage self employment and private sector employment. It is therefore necessary to encourage artists, sculptors and ceramists especially those in the three dimension to think towards the direction of establishing and expanding their economic activities to accommodate a few others.

The essence of entrepreneurship is to create a job by organizing all the factors of production and have efficient control of the factors so that the enterprise will grow and the owner will make profit and be able to plough back his or her profit into the business

so that it can expand and employ other people. If you create the job for yourself alone it does not show entrepreneurship.

Some enterprises have long production chain before the final consumer is reached and that makes room for more people to be employed therefore the longer the production line the better it is for the labour market and eventually the economy.

In actual fact, apart from the entrepreneur, other factors need to be available before production can be carried out and this seems to be the problem that small scale entrepreneurship encounters because they are not readily available and even when they are, they are not easy to come by or simply unaffordable.

**Factors of production**

Land, capital and labour are the factors that are collectively organized by the entrepreneur for production to take place. Both skilled and unskilled labour are necessary in production and seemingly, they abound in today's world but land and capital have posed the problem in the world today especially here in Africa. If we are able to overcome these, then we shall come out of the doldrums.

However, in as much as these are vital the artist does not need to worry, because he does not need so much capital to begin with neither does he or she require a vast span of land to establish his enterprise. What is very important is to identify what the people

need and have a vision set as goal and strategies how to achieve the goal. It is note worthy however that these can be accelerated by the input from government and the banks.

### Identifying what the people need

At this point it is necessary to mention specifically, the sculptor and references be made to him or her. Sculpture is usually identified with the creation of forms in space usually in three dimension and less often in relief. These forms are created either in modeling or carving and sometimes in constructivism with the primary aim of creating and displaying beauty. These forms, from ages were based on reality and abstraction depicting human and animal forms and rarely, forms that are used as water foundtains and other entertaining features.

Nowadays these forms seem to be obsolate and inattractive, people need more value for their money, they need more utilitarian objects which serve the dual purpose of beautification and as well as serve utilitarian function.

In order that the sculptor eats from his or her hand work, the need to expand his or her thinking ability and diversify becomes non-negotiatable and to follow the trend at the time. At this time all the resources available to the sculptor could be directed into the production if architectural appendages that are sculptable like

beautiful plaster of Paris(P.O.P) ceiling, balusters, pillars, site-specific paving and others or

artistically designed metal fencing and gates or try to uncover things that have not been done before.

### How the sculptor become an entrepreneur

Like all business, the sculptor's business needs to be operated within the arm-bit of the corporate laws of the land. Having done that, professionalism becomes the key word and the search light is beamed on it. When he is able to identify what he wants to produce there is the need for him to plan the production strategy including the type, referring to small, medium and large as people's choice differ and more importantly not producing just a single commodity. Having made careful studies of the outlook of the items, he produces the models, test their suitability and when he is satisfied, he prepares few permanent moulds for each of the few items he has identified and chosen making sure that there are no major undercuts. Undercuts impede easy pull out of the cast.

What the sculptor seeks to achieve is multiple cast or replication of the same item and in order to achieve this, more hands are needed and this will include other people who may not necessarily be artists but who will form the personnel in the production line extending the organograms to include, beginning from the bottom,

the cleaner, materials suppliers, those who prepare the casting material, those who pack and arrange them and perhaps sales personnel to the sculptor himself.

All things being equal, if this production line is to be, then the sculptor would have provided job for himself and for few other people and this is all that entrepreneurship is all about.

### Resuscitating Entrepreneurship Ventures Through Ceramics

It is a common knowledge that an entrepreneur takes risk to invest resources and money for the sake of making profit in any undertaken venture. On this note such an entrepreneur has to develop strategies to accomplish such envisaged task, which among them include packaging, inovations, advertising, acquiring proper skills for the venture and involving the right human and material resources. Ceramic ventures which are numerous with different lines of production and services deserve the aforementioned strategies. The various capacities of ceramics production namely; studio, cottage, small-scale and large scale production are all profit yielding businesses.

Idemyor (2015:7) observes;

*Entrepreneurs just starting out soon realize they need more formal training if they are to compete in today's intensely competitive market place..... Although "book knowledge is*

*becoming more highly priced, real world experience continues to be indispensable. The executive with years of real world experience who then gets the appropriately focused additional training becomes even more valuable to a corporation.*

Entrepreneurial development in ceramics requires one who adequately imbibes the spirit of enterprise, especially that of the twenty-first century to combat the global trend in ceramics endeavors. Ceramics entrepreneurship is multi-faceted and different fields of knowledge are required to engender appropriate ceramics business for adequate profit making. Ceramics has the capacity to generate numerous entrepreneurial ventures to boost more employment opportunities and income generation for individuals, organization and the government.

The production lines of ceramics involvement are many especially as new innovations and invention in ceramics are constantly realized. Subsidiaries of ceramics production such as sourcing and supply of raw materials, processing of materials, distribution and advertising of ceramics products are other entrepreneurial ceramics ventures which are inevitable to ceramics business. The ceramics entrepreneur has the option to be updated to be relevant in area of ceramics venture of his or her choice.

Every ceramics entrepreneur need to be brought up-to- speed to enable him or her speak the current ceramics business language.

Peters (2015:52) observes:

*Interestingly, potters in these areas (some places in Nigeria) have actually displayed different skills in pottery making, used for different purposes from cultural, religious to social and decorative. However, its money-making potentials have not been deeply exploited as compared to evidence shown from countries where similar products are imported into Nigeria. Though this area of art is capital intensive as regards finishing, there are still a million ways around carving a niche in the business. The capital intensiveness of creativity is worth tapping beyond the surface.*

The emphasis is on the abundant raw materials for ceramic venture and the numerous techniques of production as well as the different business formations which could be realized from ceramics

business. It is important to note vital aspect of acquiring good and appropriate ceramics production and business skills in order to

achieve a real successful ceramics entrepreneurship. Idemyor (2015:7) states that “Business concepts that have been around for centuries but are now choaked in some new verbiage with an overlay of convoluted arithmetic pose their own new challenges to such chief officers who have been away from school”. This issue of updating knowledge is crucial in ceramics business since its existence of pottery in Nigeria is well over 2500 years as claimed by Eyo (1990). The unglazed pottery products of the 1930s are no more interesting to eat with anymore with the advent of importation of well glazed wares from china and other nations.

Peters (2015:52) observes that clay raw material has great potential and if properly developed would boost the establishment of ceramics cottage outfit and other scale of ceramics industries. Very little has been explored industrially in the production of dinner ware, tiles, gift items, electrical insulators, water closet, rocket cones, computer parts and bricks for building houses and others.”

Resuscitating entrepreneurship ventures through ceramics is a laudable option to revamp the nation’s economic sustenance even in the face of dwindling crude oil prices globally. Encyclopedia of science and invention (1989)states that “high tech ceramics are

used for diverse application as crockery, insulators, rocket nose cones, machine tools, nuclear fields in laser and as magnetic memory cores for computer”. There is serious need to rise to the

demand of establishing ceramics entrepreneurship ventures since the basic raw materials are locally found in abundance. It will

further meet the high demand for ceramics products which are mostly imported at the moment from other nations of the world.



**Pottery production**

*Courtesy: google.com*



**Ceramics cottage industry (Nyanza District-Rwanda)**

*Courtesy: google.com*

### Conclusion

In conclusion, the three dimensional arts could be seen as learning a hand work” under the masters’ apprenticeship and like many

such apprentices would do, they establish their own workshops and start making a living. But having noted that it is optimally

important that tertiary institutions draw up courses that would lead to achieving this important goal frantic efforts should equally come from stake holders to direct efforts and resources to make sure that

this is achieved and to reduce attention towards emphasizing the study of course that would lead to seeking white collar jobs on completion of their studies.

### Recommendation

It is incumbent upon every government to make sure that the welfare of the citizens is made a priority and of course the welfare includes their economic well being. Therefore investment banks should be increased and be encouraged by all means possible to make money readily available with the minimal interest rate to people who operate to open small scale business such as the one in this discourse.

Many prospective small scale entrepreneurs are not graduates from degree awarding institutions, no doubt about that but if it becomes the policy of the government, all young and visionary prospective business men should be encouraged to apply for loans and should be subjected to entrepreneurial training after which they should be given loans to start their businesses on completion of their rational service. This move will help the young artists and designers to start their businesses.

All art institutions should open commercial production units where sculptors and ceramists should collaborate and produce for commercial purposes where the public would have access to this would serve as starting point for the development of practical entrepreneurial skills and ignite the desire for entrepreneurship.

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