

FIREUP4 PRESS BRIEFING

FiredUp4 Raises Over £150,000 Through Landmark Ceramic Sales at Sotheby's During London Craft Week

FiredUp4 is delighted to announce the outstanding success of its two 2026 London Craft Week partnership events at Sotheby's London. The Secret Ceramics sale and Curated Ceramics Auction together raised more than £150,000 to support FiredUp4 Clay Clubs across the OnSide Youth Zone network.

The hugely popular Secret Ceramics sale, now in its third year, featured over 100 anonymously exhibited ceramic works donated by both established and emerging artists from across the ceramics community. Over the course of the week-long exhibition and sale at Sotheby's New Bond Street galleries, hundreds of visitors, collectors, supporters and first-time buyers attended in support of FiredUp4's mission to place soft clay into young hands. The sale generated more than £50,000 for FiredUp4 and once again captured the imagination of collectors and visitors alike.

The celebrations culminated on Thursday evening with Curated Ceramics, FiredUp4's live auction also hosted at Sotheby's. Eleven exceptional ceramic works, generously donated by some of the world's leading makers were auctioned during a lively evening of competitive bidding and celebration.

The auction raised in excess of £100,000, with guests bidding enthusiastically in support of FiredUp4's work and the growing impact of Clay Clubs within OnSide Youth Zones across the UK.

Funds raised from both sales will directly support the continued expansion of FiredUp4 Clay Clubs providing young people with access to pottery studios, kilns, clay, equipment, trained youth workers and creative opportunities that many would otherwise never experience.

"The generosity of the artists, echoed by those who purchased those works, has been extraordinary. The artists took up a ball of clay to work with, which has, in turn, funded placing a soft ball of fresh clay into young hands, passing continued potential and endless possibilities from one generation to another. It has been a 'super-pleasure' to work with the teams and volunteers of Firedup4 at the teams at Sotheby's and London Craft Week - Hooray for Clay!"

Kate Malone, MBE

FiredUp4 would like to extend its heartfelt thanks to every artist who donated work, every buyer and bidder, everyone who attended the events, and all of the partners, volunteers and supporters who helped make the week such a remarkable success.

Special thanks go to Sotheby's, London Craft Week, the FiredUp4 team and volunteers, and the extraordinary ceramics community whose generosity and belief in the mission continue to make this work possible. Together, this support will help change the lives of thousands of young people through the power of clay.

You can further support the work of FiredUp4 by becoming a Friend, Patron or Partner of the charity. To find out more please visit www.firedup4.com or email VIP@firedup4.com

More Information

A full list of artists participating in Secret Ceramics can be sent on request.

A full list of Curated Ceramics Auction lots can be found [here](#)

Through FiredUp4's partnership with OnSide Youth Zones, young people across the UK are discovering the confidence, focus, creativity and sense of achievement that working with clay can bring. In an increasingly screen-dominated world, these Clay Clubs provide calm, hands-on creative spaces where young people can connect, express themselves and thrive.

FiredUp4 is a registered charity in England and Wales (Charity No. 1208144)

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www.firedup4.com

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