



FOR IMMEDIATE RELEASE



Clay and Community: Verde Valley Pottery Festival Returns to D.A.Ranch Nov. 14-16

More than a dozen Arizona potters, food trucks, wine and family activities set for Cornville vineyard gathering.

CORNVILLE, Ariz. – In mid-November, as the vines at D.A.Ranch turn amber and the high desert air grows crisp, the Verde Valley Pottery Festival returns to Cornville for a weekend that blends art, land, and community. From November 14-16, 2025, the festival will once again transform the historic vineyard into a celebration of clay and craft, bringing together more than a dozen potters, live demonstrations, food trucks, and estate-grown Arizona wine.

Set along Oak Creek on 100 acres of farmland shaded by cottonwoods, D.A.Ranch has long been more than a vineyard. Its stone walls, lawns, and deep design legacy have made it a natural gathering place for artists and families. Hosting the pottery festival here draws a direct line between two forces that define the Verde Valley: earth and vine. Guests can sip a glass of wine while watching clay take shape on a wheel just a few feet away.

“This festival is rooted in friendship, fire, and the handmade,” said Ceramist and Festival Founder Ben Roti. “For me, clay has always been about the connections between artists – learning from one another, supporting each other’s work, and sharing that energy with the community.”

What began in 2022 as Roti's grassroots gathering in Camp Verde has since fired into something far larger than he first imagined. In just a few short years, the Verde Valley Pottery Festival has become one of Arizona's most anticipated arts events – a weekend where makers, collectors, and curious first-timers converge under the bistro lights. After a brief rebrand in 2024, the festival now returns under its original name, renewed in spirit and sharpened in focus: to unite Arizona-connected potters with the community that sustains them.

"The beauty of this festival is the range of artists," said Alexis Petznick, CEO of D.A.Ranch Vineyards. "You'll see everything from functional, yet highly decorative mugs and bowls to experimental pieces that push people's ideas about clay. It's innovation and heritage, hand in hand. The best part is the way the art amplifies the magic of D.A.Ranch, with more than a dozen artists, live demos, food trucks, live music, and our wines poured just steps from the vines."

Festival highlights include:

- First Pick Friday – Friday, Nov. 14, 4–6 p.m. (\$25): Early access to shop the full show, with first choice of ceramic work. D.A.Ranch wines, food trucks, and beer from Verde Brewing Company. Live music by Ryan David Orr, **setting the evening's tone.**

Nov. 15 & 16 (FREE):

- Artist Marketplace: More than a dozen potters from across Arizona and the Southwest. Handmade works ranging from sleek, functional mugs to sculptural pieces.
- Live Demonstrations: Wheel throwing, surface design, and alternative firing techniques. Artists working in real time, revealing the alchemy of earth and fire.
- Food & Drink: A rotating lineup of local food trucks including wood-fired pizza, a coffee truck, and beer by Verde Brewing Company. Estate-grown wines poured just steps from the vines.
- Family & Community Activities: Hands-on clay experiences for children and families. Creative and educational demonstrations that invite everyone to learn.

General admission on Saturday, Nov. 15 (10 a.m.–4 p.m.) and Sunday, Nov. 16 (10 a.m.–4 p.m.) is free, with free parking available onsite on a first-come, first-served basis.

More than a festival, the weekend reflects the Verde Valley's growing reputation as a hub for contemporary ceramics – a place where tradition and innovation fire side by side. D.A.Ranch is located at 1900 Dancing Apache Rd., Cornville, AZ. For schedules, tickets, volunteer opportunities, and sponsorship information, visit verdevalleypotteryfestival.com today.

Get Involved:

Sponsorships, volunteers, and partners make this grassroots event possible. To learn more or support the festival, visit: www.verdevalleypotteryfestival.com.

The Verde Valley Pottery Festival is a family-friendly affair suitable for all ages, complete with free instructor-led children's activities, free admission, and free convenient parking. For the latest information about the Verde Valley Pottery Festival, please visit www.vvpotteryfestival.com.

CALENDAR LISTING

Verde Valley Pottery Festival: Friday, November 14, 2025, 5-6 pm (First Pick Friday, \$25 admission); Saturday, November 15, 2025, 10 am-5 pm & Sunday, November 16, 2025, 10 am-3 pm. The Verde Valley Pottery Festival returns for its 2025 edition, uniting Arizona-connected potters dedicated to celebrating and expanding the appreciation of contemporary studio ceramics. Enjoy captivating demonstrations, engaging conversations, and beautifully displayed artwork in a range of styles and techniques. Shop original functional and decorative pottery crafted by hand and on the wheel. Free admission Saturday & Sunday; free parking. D.A.Ranch Vineyards, 1900 Dancing Apache Rd, Cornville, AZ. Information: www.verdevalleypotteryfestival.com.

OUR CONTACT



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PRESENTED BY:

D.A. Ranch & Ben Roti