

In Ibirataia, in the South of Bahia, Selma Abdon Calheira was born in 1958. At the countryside of Bahia, Selma began to shape her first creations. For years, she experimented and explored the possibilities of clay and painting. She organised workshops, events and meetings with other artists. After 38 years, she now manages the Cores da Terra studio, providing jobs to over 100 people. Men, women and teenagers from humble origins were patiently educated and professionalized as highly qualified ceramists. The name of the studio "Cores da Terra" was coined by Selma because of her lifelong interest in clay and the experimental use of natural pigments. In 1996, Selma Calheira received the price

"Gente que Faz" because of her work with economically disadvantaged people in one of the poorest areas of Brazil. Her dream became true: people can now stay in their area and survive with dignity on their salaries. Their education allows them to be more qualified people and perhaps the destiny of the region now changes. Selma Calheira was invited to exhibit her work at the Carroussel du Louvre in Paris in 1998, Expo 96 in New York, Bazar annual da ONU in Geneve in 1998 and different other locations and exhibitions.

Cores da Terra products are strictly for indoor use.

