

Brooklyn ceramics studio

A ceramics studio in Gowanus, Brooklyn: members' wheel access, weekend classes for beginners, a small shop of the resident potters' work, and a kiln service for other makers.

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CONCEPT

A ceramics studio in Gowanus, Brooklyn: members' wheel access, weekend classes for beginners, a small shop of the resident potters' work, and a kiln service for other makers.

AUDIENCE

Brooklyn and Manhattan creatives 25-45 who want a hands-on hobby with a community; gift-givers; couples looking for a date-night class.

CATEGORY

Ceramics studio, classes and shop (local retail + education)

VIBE

earthy · unhurried · welcoming · a little wry · tactile

BRANDS ADMIRERD (REGISTER, NOT IMITATION)

Heath Ceramics, East Fork, Sweetgreen (for the plainness), Bellocq

MUST-HAVES

easy to say when recommending to a friend; works on a storefront sign and an Instagram handle

MUST-AVOIDS

clay puns everyone has used (Clay-ful, Kiln Me); -ify; anything precious or spa-like; Brooklyn in the name

NAME STYLE

a real word or a two-word compound; warm, low-key

DOMAINS THAT MATTER

.com, .co, .studio, .nyc

HOW WE WORKED

1. **Generated** 112 candidates in three registers — Heritage / classical, Modern / clean, Distinctive / coined — across five techniques (real word, compound, coined, metaphor, playful).
2. **Screened** every one for spelling and sayability, collisions with well-known products (including the AI-product namespace), and negative meanings in five languages.
3. **Checked** live domain availability against the registries (RDAP) for .com on every survivor and the full set on the top 40.
4. **Curated** 15 by a human creative director; ran a trademark knockout on each; sketched logo directions for the top 3.

112	112	18	15
generated	survived screening	with a free .com	shortlisted

Automated knockout screen, not a legal clearance search or opinion. Before you invest in a name, have a trademark attorney run a full clearance in your classes and jurisdictions. Domain availability is a live registry answer at the moment we checked; it can change within hours — register what you love the same day. Likely Nice classes for this business: 21 (Core goods: ceramic tableware, pottery, and housewares made and sold by the resident potters.); 41 (Education/training services: wheel-throwing classes, workshops, membership studio access.); 40 (Kiln firing/treatment of materials service for outside makers falls under material treatment services.); 35 (Retail/shop services for selling the potters' work, if a distinct storefront brand is used.).

THE SHORTLIST

15 names worth living with

#	NAME	REGISTER	SAY IT	.COM	.CO	.STUDIO	.NYC	TM KNOCKOUT	SCORE
1	Gowanite	A	GO-wan-ite	✓ free	✓ likely	✓ free	✓ likely	low	7.0
2	Loamside	C	LOHM-side	✓ free	✓ likely	✓ free	✓ likely	low	6.7
3	Ashgrain	C	ASH-grain	✓ free	✓ likely	✓ free	✓ likely	low	6.4
4	Turnhearth	C	TURN-hearth	✓ free	✓ likely	✓ free	✓ likely	low	6.3
5	Terrahall	A	TAIR-uh-hall	✓ free	✓ likely	✓ free	✓ likely	low	6.3
6	Clodwork	C	CLOD-work	✓ free	✓ likely	✓ free	✓ likely	low	6.3
7	Basin	B	BAY-sin	✗ taken	✗ taken	✗ taken	✓ likely	medium	6.1
8	Ochre	A	OH-ker	✗ taken	✗ taken	✗ taken	✓ likely	medium	6.0
9	Trove	B	TROHV	✗ taken	✗ taken	✗ taken	✗ taken	high	5.9
10	Kernel	B	KER-nul	✗ taken	✗ taken	✗ taken	✗ taken	medium	5.7
11	Loamfield	A	LOME-feeld	✗ taken	✓ likely	✓ free	✓ likely	low	5.6
12	Earthen	B	ER-then	✗ taken	✗ taken	✗ taken	✓ likely	medium	5.4
13	Groundwork	C	GROUND-work	✗ taken	✗ taken	✗ taken	✗ taken	medium	5.3
14	Firmament	A	FUR-muh-ment	✗ taken	✗ taken	✗ taken	✓ likely	low	5.3
15	Thrown	B	THROHN	✗ taken	✓ likely	✗ taken	✓ likely	low	5.2

Score = fit 28% · distinctiveness 27% · memorability 20% · sayability 15% · flexibility 10%, minus an “obviousness” penalty for names built from the trade’s own words, plus a small domain bonus. It orders the conversation; it does not decide it. Read the cards, say the names out loud, sleep on the top three.

Gowanite

GO-wan-ite · [register A](#) [coined](#)

Feels like a mineral name, geological texture, quiet nod to the canal without saying Brooklyn.

DOMAINS

.com	✓ free	check / buy
.co	✓ likely	check / buy
.studio	✓ free	check / buy
.nyc	✓ likely	check / buy

TRADEMARK KNOCKOUT

low risk — Coined geographic-style term (Gowanus + -ite); no known conflicting marks.

Similar: none known

USPTO · EUIPO · WIPO

HANDLES

GitHub ✓ **free** · instagram · x · tiktok · youtube · linkedin

Flag: references Gowanias indirectly, borderline place-name lawyer concern; sounds like a mineral

Loamside

LOHM-side · [register C](#) [compound](#)

Loam evokes rich soil; side suggests a neighborhood spot along the canal.

DOMAINS

.com	✓ free	check / buy
.co	✓ likely	check / buy
.studio	✓ free	check / buy
.nyc	✓ likely	check / buy

TRADEMARK KNOCKOUT

low risk — Invented compound word; no known identical or confusingly similar marks.

Similar: none known

USPTO · EUIPO · WIPO

HANDLES

GitHub ✓ **free** · instagram · x · tiktok · youtube · linkedin

Ashgrain

03

ASH-grain · [register C](#) [compound](#)

Kiln ash and clay grain combined, a textural word for a tactile shop.

DOMAINS

.com	✓ free	check / buy
.co	✓ likely	check / buy
.studio	✓ free	check / buy
.nyc	✓ likely	check / buy

TRADEMARK KNOCKOUT

low risk — No known conflicting marks in ceramics or adjacent categories.

Similar: none known

USPTO · EUIPO · WIPO

HANDLES

GitHub ✓ free · [instagram](#) · [x](#) · [tiktok](#) · [youtube](#) · [linkedin](#)

Turnhearth

04

TURN-hearth · [register C](#) [compound](#)

Turning the wheel and gathering at the hearth, a community fire-place feel.

DOMAINS

.com	✓ free	check / buy
.co	✓ likely	check / buy
.studio	✓ free	check / buy
.nyc	✓ likely	check / buy

TRADEMARK KNOCKOUT

low risk — Distinctive coined term; no known conflicts.

Similar: none known

USPTO · EUIPO · WIPO

HANDLES

GitHub ✓ free · [instagram](#) · [x](#) · [tiktok](#) · [youtube](#) · [linkedin](#)

Terrahall

05

TAIR-uh-hall · [register A](#) [compound](#)

Terra for earth, hall for gathering place, sounds like an institution with history.

DOMAINS

.com	✓ free	check / buy
.co	✓ likely	check / buy
.studio	✓ free	check / buy
.nyc	✓ likely	check / buy

TRADEMARK KNOCKOUT

low risk — Shares 'Terra' prefix with several unrelated brands, but 'Terrahall' as a whole is distinct and unlikely to cause confusion.

Similar: Terra Firma (private equity), TerraCycle (recycling)

USPTO · EUIPO · WIPO

HANDLES

GitHub ✓ free · instagram · x · tiktok · youtube · linkedin

Flag: sounds like real estate development

Clodwork

06

CLOD-work · [register C](#) [coined](#)

Clod, a lump of earth, made into work; humble and wry without a pun.

DOMAINS

.com	✓ free	check / buy
.co	✓ likely	check / buy
.studio	✓ free	check / buy
.nyc	✓ likely	check / buy

TRADEMARK KNOCKOUT

low risk — Unusual coined word; only loose phonetic similarity to 'Groundwork', low confusion risk.

Similar: Groundwork (various brands)

USPTO · EUIPO · WIPO

HANDLES

GitHub ✓ free · instagram · x · tiktok · youtube · linkedin

Basin

BAY-sin · [register B](#) [real](#)

A vessel shape and a gathering place, quiet, warm, easy to spell.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.studio	✗ taken	check / buy
.nyc	✓ likely	check / buy

TRADEMARK KNOCKOUT

medium risk — 'Basin' is an established name in home/bath retail goods, creating potential overlap in home goods and retail-shop categories.

Similar: Basin (bath/body products brand, basinco.com), Kohler Basin sink line

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Flag: generic word, possible collisions with unrelated brands (Basin skincare/bath products)

Ochre

OH-ker · [register A](#) [real](#)

Ancient pigment word, earthy and warm, easy to say and remember.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.studio	✗ taken	check / buy
.nyc	✓ likely	check / buy

TRADEMARK KNOCKOUT

medium risk — Ochre is an existing recognized design/home-goods brand name, close in category (decor/ceramics-adjacent).

Similar: Ochre LLC (London design/furniture studio, ochre.net)

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Flag: existing paint/design brands named Ochre exist, some collision risk

Trove

09

TROHV · [register B](#) [real](#)

A found collection, fits the shop of resident potters' work simply.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.studio	✗ taken	check / buy
.nyc	✗ taken	check / buy

TRADEMARK KNOCKOUT

high risk — Trove is a widely used name across retail, tech, and media sectors, raising strong likelihood-of-confusion concerns.

Similar: Trove (Nordstrom-owned resale/recommerce platform), Trove (National Library of Australia digital archive), Trove Brands (consumer products)

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Flag: common word, many businesses named Trove already

Kernel

10

KER-nul · [register B](#) [metaphor](#)

The core of something forming, metaphor for a shaping community studio.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.studio	✗ taken	check / buy
.nyc	✗ taken	check / buy

TRADEMARK KNOCKOUT

medium risk — Common tech-sector term with active corporate use; lower risk in ceramics but adjacent-category conflict possible if expanding into software/branding tools.

Similar: Kernel (neurotech company), Kernel (software/OS term, widely used)

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Flag: no ceramics link at all, may confuse; existing Kernel brands in coffee/tech

Loamfield

11

LOME-feeld · [register A](#) [compound](#)

Loam is potter's earth; fused with field for an old agrarian, unhurried feel.

DOMAINS

.com	✗ taken	check / buy
.co	✓ likely	check / buy
.studio	✓ free	check / buy
.nyc	✓ likely	check / buy

TRADEMARK KNOCKOUT

low risk — Distinctive compound term with no known existing marks.

Similar: none known

USPTO · EUIPO · WIPO

HANDLES

GitHub ✓ free · instagram · x · tiktok · youtube · linkedin

Earthen

12

ER-then · [register B](#) [real](#)

Simple material word, unhurried and grounded, easy to say when recommending.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.studio	✗ taken	check / buy
.nyc	✓ likely	check / buy

TRADEMARK KNOCKOUT

medium risk — Several small ceramics/pottery businesses already use 'Earthen' as part of their name, creating moderate niche overlap.

Similar: Earthen Vessel Pottery, Earthenwood Studio

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Flag: generic word used by many earthenware/pottery brands already

Groundwork

GROUND-work · register C real

Literal earth and the metaphor of starting something foundational together.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.studio	✗ taken	check / buy
.nyc	✗ taken	check / buy

TRADEMARK KNOCKOUT

medium risk — Commonly used business name across multiple industries, including retail/coffee brands, raising moderate confusion risk.

Similar: Groundwork Coffee Co., Groundwork USA (environmental nonprofit network)

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Flag: generic word, used by many brands/orgs already

Firmament

FUR-muh-ment · register A real

Old word for sky and foundation both; grounded and expansive, like good pottery.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.studio	✗ taken	check / buy
.nyc	✓ likely	check / buy

TRADEMARK KNOCKOUT

low risk — Different industry (apparel) and limited US presence; low risk for ceramics studio use.

Similar: Firmament Berlin (menswear brand)

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Flag: too grandiose/precious for the vibe

Thrown

THROHN · [register B](#) [real](#)

The verb for wheel-work, short punchy real word, wry double meaning.

DOMAINS

.com	✗ taken	check / buy
.co	✓ likely	check / buy
.studio	✗ taken	check / buy
.nyc	✓ likely	check / buy

TRADEMARK KNOCKOUT

low risk — Common pottery term ('thrown' on a wheel); descriptive/laudatory in ceramics context but no known conflicting registered marks.

Similar: none known

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Flag: double meaning could confuse (past tense of throw, violent connotation)

LOGO DIRECTIONS

Can the name carry a mark?

Three quick directions per name — a wordmark, a symbol, a monogram. These are sketches to test the name, not finished identities. Any of them can be developed in the identity tier.

GOWANITE



wordmark

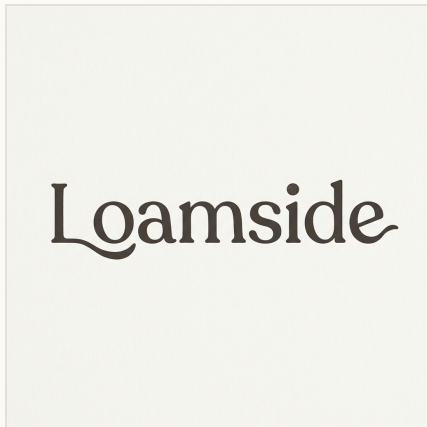


symbol

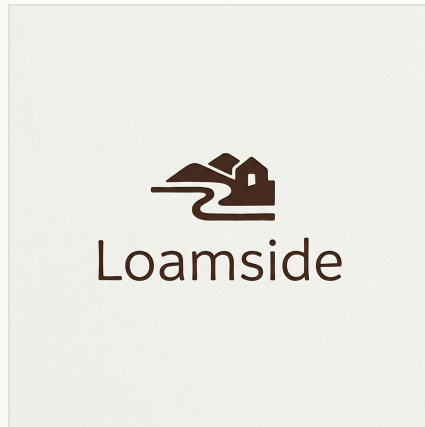


monogram

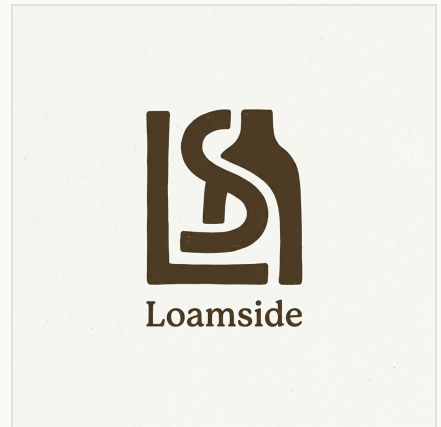
LOAMSIDE



wordmark



symbol

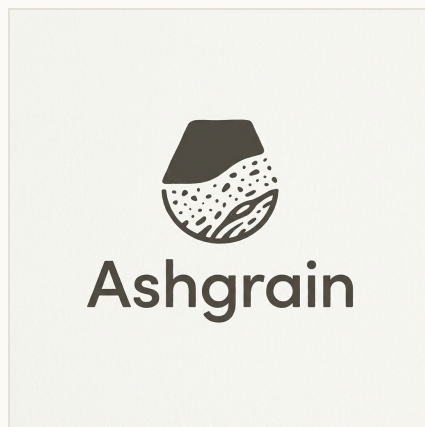


monogram

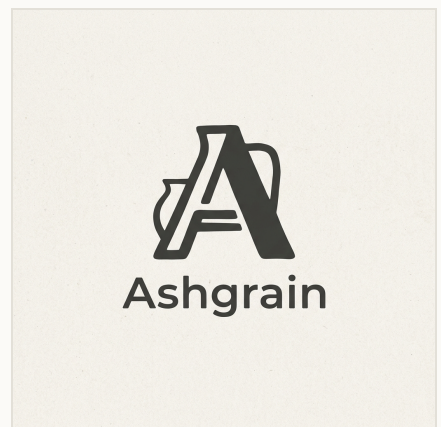
ASHGRAIN



wordmark



symbol



monogram

NEXT STEPS

How to choose, and what to do the same day

THE FIVE-QUESTION TEST

1. Say it on the phone to someone who has never seen it. Did they spell it right?
2. Put it in a sentence a customer would say: "I got it from ____." Does it sound natural?
3. Imagine the brand in five years, twice as big. Does the name still fit?
4. Search it. Does anything you would hate to be confused with show up on page one?
5. Does it make you a little proud to say? That feeling is the tiebreaker.

THE SAME DAY YOU DECIDE

1. **Register the domain** (and the obvious typo/alt TLDs) before you tell anyone. Registrar links are on each card.
2. **Claim the handles** you will actually use; leave the rest.
3. **Send the name to a trademark attorney** for a clearance search in your classes (21, 41, 40, 35). Budget \$300–1,500 for search + opinion in the US; filing is separate.
4. **Only then** spend on a logo, print, or signage.

WANT IT FINISHED?

Identity tier: we develop one direction into a proper wordmark + colour + type system and hand over vector files. Ask for a quote.

APPENDIX

Every candidate we considered

Sorted by score. ✓ = .com free at check time · ✗ = taken · dropped names show the reason.

Gowanite	✓ 7.0	Slipway	✗ 4.9	Lowfire	✗ 4.2	BisqueLine	✓ 2.8
Loamside	✓ 6.7	Kettleform	✓ 4.9	Emberware	✗ 4.2	Potterow	✓ 2.8
Ashgrain	✓ 6.4	Duskware	✗ 4.8	Firthy	✗ 4.1	Kilnhouse	✗ 2.7
Turnhearth	✓ 6.3	Tinderhouse	✗ 4.8	Hollowfire	✗ 4.1	Tidekiln	✓ 2.6
Terrahall	✓ 6.3	Firloom	✗ 4.8	Basinware	✗ 4.1	Glazeworks	✗ 2.6
Clodwork	✓ 6.3	Furlong	✗ 4.8	Handturn	✗ 4.0	Softkiln	✗ 2.6
Basin	✗ 6.1	Groundcraft	✗ 4.8	Furnwood	✗ 4.0	Warmclay	✗ 2.6
Ochre	✗ 6.0	Softfire	✗ 4.8	Wheelhearth	✓ 4.0	Slipware	✗ 2.5
Trove	✗ 5.9	Grithouse	✗ 4.7	Quenchpot	✓ 3.9	Claymark	✗ 2.5
Kernel	✗ 5.7	Hearthware	✗ 4.7	Kilnwright	✗ 3.9	Clayline	✗ 2.5
Loamfield	✗ 5.6	Wheelhouse	✗ 4.6	Firlow	✗ 3.8	Riverclay	✗ 2.5
Ashwell	✗ 5.6	Groundfire	✗ 4.6	Wheelwork	✗ 3.8	Emberclay	✗ 2.4
Turnwork	✗ 5.5	Kilnfolk	✗ 4.6	Blackdamp	✗ 3.6	Redclay	✗ 2.4
Marlstone	✗ 5.5	Kilnyard	✗ 4.6	Claystead	✗ 3.6	Firkin	✗ 2.3
Grainhouse	✗ 5.4	Slowfire	✗ 4.6	Claylight	✗ 3.5	Duskkiln	✓ 2.2
Ambergate	✗ 5.4	Slipstone	✗ 4.6	Kilnbrook	✗ 3.4	Fireclay	✗ 2.2
Earthen	✗ 5.4	Millhouse	✗ 4.5	Kilnstead	✗ 3.4	Warmglaze	✗ 2.1
Groundwork	✗ 5.3	Puddlewheel	✓ 4.5	Claybench	✗ 3.3	Kilnery	✗ 2.0
Handmark	✗ 5.3	Fallowclay	✓ 4.5	Claygrove	✗ 3.3	Cinderclay	✗ 2.0
Firmament	✗ 5.3	Mudbell	✓ 4.5	Claybound	✗ 3.3	Ashwheel	✗ 2.0
Thrown	✗ 5.2	Cobwork	✗ 4.4	Cloddish	✗ 3.3	Studioclay	✗ 2.0
Softclod	✓ 5.1	Kernstone	✗ 4.4	Kilnwork	✗ 3.2	Kilncraft	✗ 2.0
Formhouse	✗ 5.1	Sootline	✗ 4.4	Muckstudio	✗ 3.2	Wetclay	✗ 1.7
Formerly	✗ 5.0	Firelight	✗ 4.4	Hearthenware	✗ 3.1	Warmkiln	✗ 1.5
Sablefield	✗ 5.0	Basincraft	✗ 4.4	Claytide	✗ 3.1	Loamkiln	✗ 1.5
Throughline	✗ 5.0	Basinhouse	✗ 4.4	Kilnside	✗ 3.0	Kindlekiln	✓ 0.7
Formwell	✗ 5.0	Mudbench	✗ 4.2	Openkiln	✗ 2.9	Kindleware	✗ 0.5
Wetstone	✗ 5.0	Redware	✗ 4.2	Kilnworks	✗ 2.9	Kilnkin	✗ 0.3

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