

# MOORCROFT



—2018—

# LONDON

Designer: Paul Hilditch

Paul's magnificent *London* is a celebration of England's capital, framing the new architecture of the city with wonderful Victorian gas lamps that run along the Embankment. It is a tour-de-force of tubelining skill, and has been painted in mesmerising dusk colours. Its skyline is packed full of famous buildings and its streets are endlessly in motion with colourful events, eclectic transport, and exciting people.



Reverse shown



101/18 | Numbered Edition

# MANHATTAN CHARLESTON

Designer: Paul Hilditch

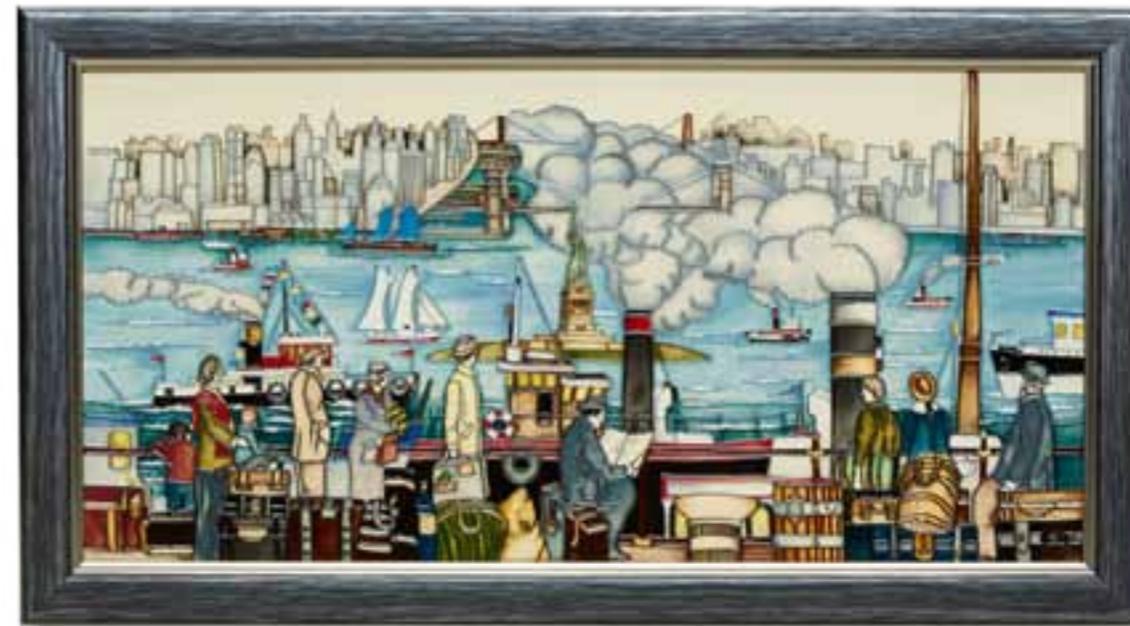
You are swept into the world of the roaring twenties as luxurious deco facades host the young women who flouted the clothing norms of their generation so that they could be free to express themselves in the Jazz age, with loud makeup and bobbed hair – these were the women who raised the hems and the eyebrows of their era. Paul's scene transports the viewer into the 1920's with jaw-dropping art deco extravagance complete with Deco chevrons to frame Paul's silent movie. Elegant greyhounds sit on striking black and white Deco tiled floors, mimicking the streamlined form of their mistresses.



262/18 | Numbered Edition

# COMING TO AMERICA

Designer: Paul Hilditch



PLQ 23 | Numbered Edition

What a sight the Manhattan skyline and the Statue of Liberty must have been as they greeted migrants landing at New York harbour almost a hundred years ago. *Coming to America*, recreates the scene as those hardy migrants must have seen it, looking from the many passenger boats jostling for position in a busy harbour. Set in the 1920s, Paul generates a brilliant buzz of excitement as he surrounds the migrants with piles of baggage.

Spectacular detail is evident in the various vessels which bob gently in the harbour. From the boat bunting and flags to the enormous plumes of steam blending into the horizon of a working city, an almost tangible atmosphere of the time is projected. Each corner of *Coming to America* demands closer inspection of its exquisite details.

# BRAMBLE REVISITED

Designer: Alicia Amison



# DAISY THE CAT

Senior Designer: Rachel Bishop BA (Hons)



PLQ 11

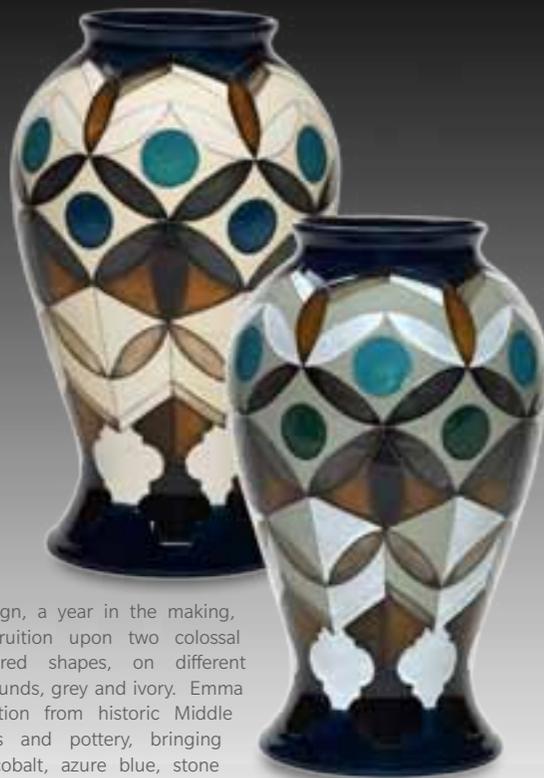
# PHOEBE SUMMER

Senior Designer: Rachel Bishop BA (Hons)



# MUZHARIA

Designer: Emma Bossons FRSA



Emma's design, a year in the making, comes to fruition upon two colossal Arabian-inspired shapes, on different coloured grounds, grey and ivory. Emma took inspiration from historic Middle Eastern tiles and pottery, bringing colours of cobalt, azure blue, stone and white sand together in geometric shapes which lend themselves perfectly to the art of Moorcroft tubelining.

65/16 | Numbered Edition

# MILETUS

Designer: Nicola Slaney

Just like Nicola, Moorcroft founder William Moorcroft was heavily influenced by Eastern pottery. His studies at the British Museum in London introduced him to 'Miletus' ware, produced in various locations in Anatolia between the late 14th and mid-15th centuries. Miletus ware depicted delicate designs in predominantly blue, but sometimes black, green and purple. Various Miletus plates, bowls and platters struck Nicola as ideal inspiration for a tribute design. Her project took momentum and this particularly unusual bowl, incorporating 'sunburst' and vegetal patterns in indigo and sapphire, stepped forth.



246/11 | Limited Edition: 50

# FANTASTICAL FRIENDS

Designer: Emma Bossons FRSA

Inspired by a William De Morgan pelican tile and his celebrated 'flying leaves' design, Emma uses floral design and meandering branches to create a multi-panelled wonder. This ingenious Arts and Crafts design is available in the traditional red and white colourway of the era, together with a classic Moorcroft blue version.



769/8 | Limited Edition: 50 each colourway

# GALANTHUS

Designer: Vicky Lovatt



72/6

75/10

769/4

## WINDY HILL

**Designer:** Kerry Goodwin

*Windy Hill*, a picture-perfect home in Kilmacollm, Scotland, is one of only two private homes built by Charles Rennie Mackintosh. Mackintosh was commissioned to build *Windy Hill* in 1900, when he was just 32 and embarking on what promised to be a brilliant career as an architect. Furnished by him and his wife, Margaret Macdonald, the home features incredible fireplaces, panelling, stained glass, light fixtures and decorative schemes. Kerry's design honours this intrinsic part of Scottish heritage as she places *Windy Hill* amongst Art Nouveau swirls in surrounding meadows, footpaths and skies.



520/8 | Numbered Edition

## TOWN OF FLOWERS

**Designer:** Kerry Goodwin

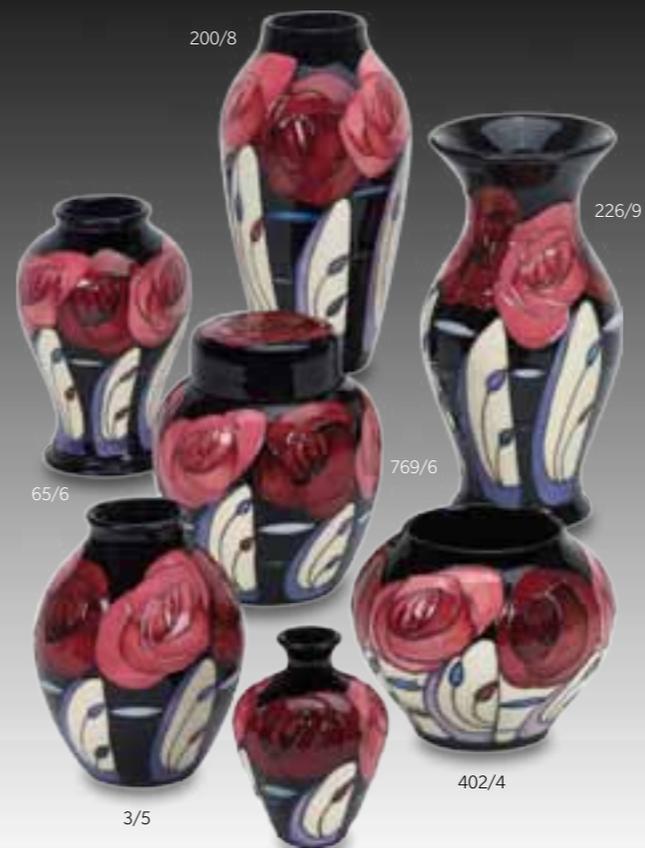
Due to the popularity of the 2009 *House of Flowers* plaque, Kerry Goodwin was invited to create a prestige version of her ground breaking design. While the flowers on the vase remain the same, Kerry has added three additional landscape scenes between the flowers, each with a stylised garden gate. Each scene is different, some buildings have staircases, others have turrets or spires and all are in the Arts and Crafts style with tulips that burst into enchanting violet and burgundy hues as they soar up to the heavens.



159/18 | Numbered Edition

## BELLAHOUSTON

**Designer:** Emma Bossons FRSA



03/4

## GLASGOW SCHOOL OF ART

**Designer:** Emma Bossons FRSA

Four years ago the *Glasgow School of Art* library caught fire in a heart-wrenching accident. Charles Rennie Mackintosh's building designs have been a bedrock of inspiration for modern architects and Emma's evocative design is a touching vision of this historic 1909 building. Emotive shades of blues and lilac are the only colours to grace the vase, in which delicately etched window panes meet iconic iron railings. With heads bowing in respect, Mackintosh's willowy female forms wisp their way to the heavens, with heads crowned in dotted halos. Thankfully restoration is underway and is expected to be completed by the end of 2018.



64/20 | Numbered Edition

# QUEENS CHOICE

Designer: Emma Bossons FRSA



# PARROT TULIP

Designer: Emma Bossons FRSA

A popular design subject at Moorcroft for well over a hundred years, the tulip offers elegance in linework and an unbelievable ability to adapt to shape. At the outset only a limited range of metallic oxide colours was available but over the decades, the range of those special colours increased. For the ever-popular tulip, each decade seemed to introduce an improvement on its predecessor. Today, with more than eighty colours available, Emma was spoilt for choice, as she chose to marry rich reds, orange, lavender and maroon together. *Parrot Tulip* combines graceful, moving linework to an almost poetical mix of vibrant and fresh colours.



75/10 | Limited Edition: 50

# STARGAZER LILY

Designer: Vicky Lovatt

With phenomenal accuracy, Vicky captures every curve and twist of fully-blossoming Stargazer lilies upon a contemporary backdrop of geometric forms. With blooms faced towards the sky, it is no wonder they are known as Stargazers. To push this enchanting bouquet further into celestial realms, the pieces have been gently blushed with silver lustre gilding, giving them that eye-catching shine that invites us all in.



PLQ 10 | Open Edition

117/9 | Numbered Edition

# TREFOIL

Designer: Nicola Slaney



364/8

120/9

159/8

226/5

23/4

780/4

# QUAYSIDE LIFE

Designer: Paul Hilditch

Following on from the sell-out success of *The Fishwives* in 2012, Paul returns with *Quayside Life*. We are taken back more than two hundred years to a time when fishwives worked in British harbours and quaysides bustled with life from the moment the small fishing boats arrived with their catch. Fish were often sold using salt-soaked wooden barrels with planks or old doors placed on the top to create a makeshift counter. The harbour master keeps a keen eye on the women at work, while a huge man-of-war filled with supplies sets sail on its next voyage.



PLQ23 | Limited Edition: 30

# THE WEST COUNTRY COLLECTION

Designer: Vicky Lovatt

The flora, fauna and landscapes of the West Country inspired designer, Vicky Lovatt, to create a collection featuring a variety of images which, to her, symbolize the diversity of these rich counties in England. From the soaring tin mine chimneys of Cornwall, to the lowly Buckland Primroses of Devon's hedgerows, the collection showcases what makes the West Country such a mesmerising place to visit, and live.



Dartmoor Wild Ponies  
PLQ 15 | Limited Edition: 50



Girl Bunting  
402/4 | Limited Edition: 30

Buckland Primrose  
M1/3 | Limited Edition: 30



Cornish Heath  
JU7 | Limited Edition: 40



Cornish Rhapsody  
121/14 | Limited Edition: 20



The Stone Kestrel  
42/12 | Limited Edition: 50

# SWEETNESS

Designer: Nicola Slaney



# FLAMINGOS

Designer: Nicola Slaney

A brand-new modern shape created by Nicola herself, with parallel straight sides and a milk-bottle neck hosts an elegant parade of greater flamingos. Slender legs pierce the blank space to hold up the plump, pink water birds, with gentle bowing necks. *Flamingos* captures the zesty interior movement for all things tropical in 2018.



161/11 | Open Edition

# COURTSHIP DANCE

Designer: Helen Dale

*Courtship Dance* gathers the most sacred of Japanese visions, the snow-capped Mount Fuji under a sakura moon, and then clothes the artwork with red-crowned cranes, as they dance before flying into the heavens. One of the most intricate of courtship dances begins. Framing Lake Kawaguchi, one of the five lakes at the foot of Mount Fuji, is the palest of pink cherry blossom, which thrives among the shadowy purple hues of the mysterious and sacred mountains.



PLQ 2 | Limited Edition: 50

# WEEPING WILLOW

Designer: Helen Dale

Helen has set out to exact the true spirit of willow trees set in a rural landscape. The outline of willow trees stand in silence with dignity. The effect of *Weeping Willow* is atmospheric, with each tree occupying its territory to create an effect not unlike a sea of tents capped with wispy clouds, blue sky and a watery, round sun. Small groups of birds take flight, as black silhouettes set against the darkening night's sky.



216/8 | Limited Edition: 50

# THE MAY QUEEN

Designer: Nicola Slaney

The May Queen was originally a panel in the ladies' luncheon room situated inside Miss Cranston's Ingram Street tearooms in Glasgow. The original panel was created by Margaret Macdonald Mackintosh. Her original panel was made to sit alongside its twin - called The Wassail. The linework leads you on through stylised ladies and patterns, into a place which is restful, beautiful and totally inspiring.



101/18 | Numbered Edition

# RENNIE ROSE

Senior Designer:  
Rachel Bishop BA (Hons)



117/5

80/9

75/10

M1/6

102/3

99/8

JU7

CL1

# SLEEPING BEAUTY

Designer: Nicola Slaney

High above the River Clyde in Helensburgh, Scotland, Hill House is said to be the finest of Charles Rennie Mackintosh's domestic designs and the iconic Arts and Crafts house and gardens date back to 1902. Publisher Walter Blackie commissioned Mackintosh to design not only the house and grounds, but also the furniture, fittings and decorative schemes. The architect's wife, Margaret, designed and produced many of the textiles, as well as a "sleeping princess" gesso fireplace panel. Adapted into ceramic form, the viewer is drawn to a reclining beauty, who floats like a Rossetti muse among Burne-Jones style Briar roses.



PLQ 2 | Numbered Edition

# LAND OF FLOWERS

Senior Designer: Rachel Bishop BA (Hons)

With their hypnotic evening perfume, Clematis Florida Sieboldii are a welcome sight on sun-trapped pergolas and walls, sought after for their blooms of crisp, white petals that surround a central dome of rich, purple stamens. Their showy midsummer flowers have been expertly applied to this elegant vase, with delicate tendrils roaming in all directions. The name of the design offers a nod to Florida, sometimes referred to as 'The Land of Flowers,' because of the wildflowers which are so abundant there.



6/12 | Limited Edition: 40

# PREPARING TO SCRAMBLE

Designer: Paul Hilditch



PLQ 1 | Numbered Edition

The Spitfire is probably the most famous and most respected aircraft of all time. It was the brainchild of Reginald Joseph Mitchell CBE FRAeS, (Commander of the Most Excellent Order of the British Empire and Fellow of the Royal Aeronautical Society) one of our most celebrated aeronautical engineers. Mitchell was born in

Stoke-on-Trent and by 1919, he had become Chief Designer at Supermarine Aviation in Southampton. Although he died at the age of 42 his basic design was so sound that the Spitfire was continually improved throughout the Second World War.

# FOREVER ENGLAND

Designer: Vicky Lovatt



75/10

49/8

62/7

80/6

7/5

375/7

35/5

41/4

# IN FLANDERS FIELD

Senior Designer: Rachel Bishop BA (Hons)

Lieutenant Colonel John McCrae (1872-1918) an officer in the Canadian Army, wrote the poem 'In Flanders Field' which reflected the sweet voice of creativity amidst the destructive forces of war. Rachel Bishop, touched by his words, decided to design a prestige vase which would restore a natural world almost destroyed by man and war as her own personal tribute to all those of a brave and creative heart. Delicate butterflies flutter effortlessly in fields of golden corn, while rich, blazing-red poppies rise triumphantly from the earth at the base of a fine, prestige vase.



159/18 | Numbered Edition

# LEST WE FORGET

**Designer:** Kerry Goodwin

*Lest We Forget* is a design which directly pulls from the mud-swathed trenches, the brutal weapons of destruction and barren, scarred landscape. Watching over the derelict battlefield are the silhouettes of the soldiers who paid the ultimate price for their country and surviving amongst the destruction are poppies and birds. *Lest We Forget* cleverly combines the harsh reality of warfare with a serene reminder of the return to nature and renewal of life after death. The design name comes from the masterful poetry of Rudyard Kipling who wrote 'Recessional'.



393/7 | Numbered Edition



101/18 | Numbered Edition

# DERWENT RESERVOIR

**Designer:** Vicky Lovatt

*Derwent Reservoir* is pictured with the 617 Squadron practising the low-level flights needed for Operation Chastise or 'Dam Busters'. Occasional flypasts of the Battle of Britain Memorial Flight at the reservoir are still staged to commemorate the events during the war. In September 2014, a unique and never to be repeated flypast took place involving the two remaining airworthy Lancasters, one from the Battle Of Britain Memorial Flight, and one from Canada, flying three passes in formation. On this prestige vase, that tribute is preserved forever.



62/17 | Numbered Edition

# HEAVEN SCENT

**Designer:** Paul Hilditch

Using two metallic oxides in colours of white and walnut, Paul creates a contemporary surface design of jasmine flowers which have been delicately shaded from root to tip. If winter blooms and sweet, night-time fragrance appeal to your senses, jasmine is sure to enrapture you as you pass by. Thankfully we can enjoy it all year round, and indoors, with *Heaven Scent*.



121/14 | Limited Edition: 50

# TWENTY WINTERS

Designer: Nicola Slaney



PLQ9

93/8

72/6

226/5

101/7

769/4

780/4

# WILD GLADIOLI

Designer: Nicola Slaney



L159/18 | Open Edition

159/18 | Numbered Edition

# THE RSPB ART OF ORNITHOLOGY COLLECTION

Designers: Rachel Bishop BA (Hons), Helen Dale, Kerry Goodwin & Vicky Lovatt



Moorcroft's relationship with the RSPB grows year on year as we bring forward a wealth of naturalistic designs inspired by their ground-breaking work, to raise essential funds for them. This year, Moorcroft designers have focused their attention on designs to highlight the protection of birds and have brought us The Art of Ornithology.

Produced under license from RSPB Sales Ltd to raise awareness of the RSPB (charity registration England and Wales no 207076 and Scotland no SC037654). For all licensed products sold by W. Moorcroft Ltd, W. Moorcroft Ltd will donate a minimum of £1000 per annum to RSPB Sales Ltd, which gives all its distributable profits through Gift Aid to the RSPB.



King of the Fishers

PLQ 11 | Numbered Edition (RJB)

Call of the Curlew

216/8 | Limited Edition: 20 (KG)

Starling Murmuration

PLQ 18 | Limited Edition: 30 (VL)

Swing By

PLQ 11 | Numbered Edition (RJB)

The Wanderer

98/5 | Limited Edition: 40 (KG)

Woodcock Nest

7/7 | Limited Edition: 30 (KG)

Buttercup Dance

JU3 | Limited Edition: 50 (HD)

# THE GOLDEN AGE OF STEAM

Designer: Paul Hilditch



PLQ 23 | Limited Edition: 150

A wonder of Victorian gothic architecture and one of the most elegant stations in the world, St. Pancras Railway Station opened 150 years ago in 1868 to connect London with England's major cities. The station design featured a platform deck which was raised up on a grid of cast-iron columns in order to allow steam engines to pass over the Regent's canal.

The space underneath, now called the Arcade, was designed and used to store beer. The roof was made up of a series of wrought iron ribs holding up the largest single spanned roof in the world when first built. Its design was copied across the world, including at Grand Central Station in New York.

# TIMES GONE BY

Designer: Paul Hilditch

Wander into a world where horse drawn carriages stampede through streets filled with merchants scurrying around with barrels and baskets, as others stand in clusters displaying their ware and bartering. Set apart by their attire, gentlemen in top hats and ladies wearing long, bustled skirts and bonnets, walk proudly in tight, stiff collars, into architecture of a bygone time. Epic in scale, this prestige vase can only be described as enchanting, with elegant black and white timber façades holding curiosities around every corner of this masterpiece.



Reverse shown



364/20 | Numbered Edition

# GRACE AND PACE

Designer: Kerry Goodwin



RM2/6 | Numbered Edition

Few cars can arouse enthusiasm more than racing cars of the 1950's. In truth, their charisma has a stronger on-screen presence than most Hollywood actors of that era. Enter the world of Stirling Moss and the Le Mans of 1953, as the excitement reaches fever pitch in a bedlam of swerving cars and wheel sparks, followed by a frenzied team of men in grey boiler suits scrambling like ants over delicacies.

# DELPHINIUM

Designer: Kerry Goodwin



# SNOW SONG

Senior Designer: Rachel Bishop BA (Hons)



# THE RHS ROSE BOUQUET

Designers: Rachel Bishop BA (Hons), Emma Bossons FRSA & Nicola Slaney

The Royal Horticultural Society (RHS) is the UK's leading gardening charity. Roses symbolise a vast multitude of emotions from love, sympathy and sorrow. Bred for thousands of years for their fragrant perfume as well as an intoxicating spectrum of colours, the legacy of the rose is endless. Now roses have become part of Moorcroft's history too, with each piece in the RHS Rose Bouquet helping to raise funds for the charity.

**Eglantine**  
PLQ 5 | Open Edition  
(RJB)

**The Sphere**  
780/4 | Open Edition (EB)

**Rosa**  
RM2/6 | Numbered Edition (NS)

**Mutabilis**  
CL1 | Limited Edition: 40 (NS)

**Scotch Rose**  
PLQ 18 | Open Edition (NS)

**Mermaid Rose**  
JU3 | Limited Edition: 30 (NS)

**A Whiter Shade of Pale**  
7/7 | Limited Edition: 50 (NS)

# TALWIN

Designer: Nicola Slaney



Graphic artist, Talwin Morris became hugely influential in Victorian book design by moving away from the popular narrative bindings of the time to a more modern Art Nouveau approach where line, curve and decoration were used to entice the reader.

At Blackie and Son his output was prolific, and though many of his book designs are unsigned, some feature his 'signature' of a single dot followed, after a pause, by a further two dots (a stylised rendition of his initials in Morse code). Nicola selected many elements from this subculture of book cover art so the lines, arrows, hearts, leaves and dashes can be seen throughout the range.



226/18 | Open Edition

# PEACOCK PARADE

Designer: Nicola Slaney



# FLORI

Designer: Kerry Goodwin

William Moorcroft's first innovative range of pottery, Florianware, was a great success and won him a gold medal at the St. Louis International Exhibition in 1904. First launched in 1898, it was a design style which put William on the map. Typified by elegant and intricate flourishes, butterflies were delicate, carp swirled with grace and flowers bloomed in abundance. Inspired by Florianware, Kerry presents *Flori*, on an elegant Edwardian shape. A bounty of open peonies sit within organic tendrils which section the design into three parts.



104/6 | Limited Edition: 50

# WHO GOES THERE

Designer: Anji Davenport

Anji's fields are covered in snow: a winter sun spreads streaks of cold blue, amber and yellow across a distant village and rolling white hills. The designer's black cat cares nothing for the foxes, the chill of the sky or the white snow. A wooden post and rail garden fence protects her sanctuary and her retreat. A fox is prowling past with more of its family slinking quietly across the snow in the distance. To the black cat, the fox is a mere object of curiosity, not fear.



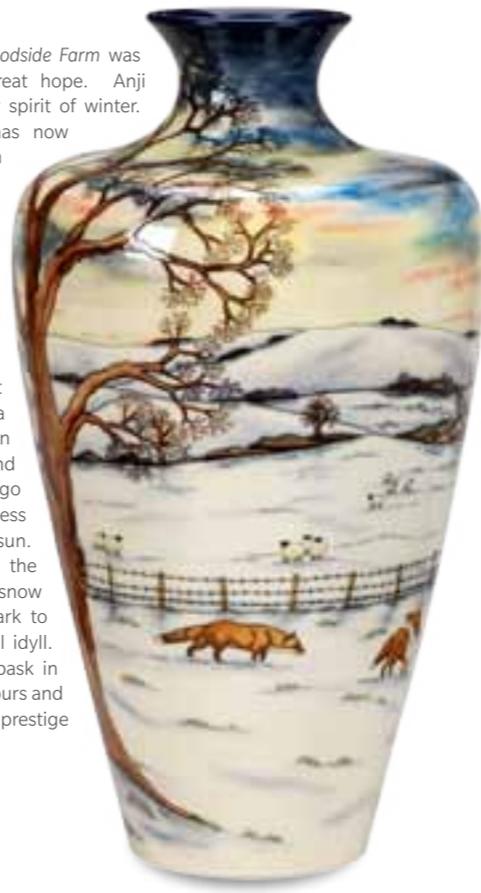
PLQ 11 | Open Edition

03/7 | Numbered Edition

# WOODSIDE FARM

Designer: Anji Davenport

In 2000 Anji's *Woodside Farm* was launched with great hope. Anji captured the very spirit of winter. *Woodside Farm* has now grown, more farm buildings have been erected and a vicarage now supports the church. This time the foxes have a new friend, and a barn owl oversees the quiet rumblings of a Massey Ferguson tractor. Sheep and cows quietly go about their business under a setting sun. In the morning, the glistening white snow may no longer hark to this romantic rural idyll. For now, all can bask in the wonderful colours and imagery on this prestige vase.



72/20 | Numbered Edition

# THE GATHERING

Designer: Helen Dale

Disappear into the world of the Canada goose, their elongated bodies rise up in graceful formation with vast wings outstretched over a wetland home. Complete with newly hatched goslings, nestled closely together against their mother's goose-down warmth, this wetland scene requires close examination. In a matter of months these hatchlings will be indistinguishable from their parents and they will join their peers, delightfully depicted by Helen, diving, waddling, and nesting among reeds.



PLQ13 | Numbered Edition

869/9 | Limited Edition: 50

# HARE TODAY

Designer: Kerry Goodwin

Kerry has introduced a powerful pair of hares set among fields and scattered oak trees surveying everything that might intrude on their home. Kerry's hares are animals with instant 360° vision – an animal which can see as much of what is present behind it as it can see in front. *Hare Today* has wistful, alert yet quizzical hares, yet to make up their mind about distant sounds. Like all hares, their front legs stiffen, ready to leap forward in an instant to escape danger.



398/14 | Limited Edition: 30

# THE BEAUTY PARADE

**Designer:** Helen Dale

*The Beauty Parade* is a young twist on an old theme – elephants parading in all their finery for the world to see. It comes with colour and linework which radiate respect, dignity and superb colour. A 'must' for the connoisseur looking for something timeless in Moorcroft art.



914/6 | Limited Edition: 30

# LUCKY

**Designer:** Paul Hilditch

The omen of a black cat varies from culture to culture. Many will delight in the sight of a sleek black feline silhouette crossing their path. As lovers of animals at Moorcroft, superstition does not affect our affection for such creatures; the more varied and interesting, the better. Paul found simple beauty in the supple twisting and turning of a cat, frolicking in an unsuccessful butterfly chase. The clean colour combination of blue, black and white helps to illuminate the movement of these elegant creatures, dancing to their own tunes.



158/6 | Numbered Edition

# ORIGIN

**Senior Designer:** Rachel Bishop BA (Hons)

An iconic image of rural meadows, where wave upon wave of bright blue cornflowers dance with the wind, has been challenged. For curiosity, the flowers now boast ribboned-ropes of white against a midnight ground as they gather around a purple-maroon head.



7/7 | Limited Edition: 40

# MONTHS OF THE YEAR

**Designers:** Emma Bossons FRSA, Vicky Lovatt & Nicola Slaney



(1) January (EB), (2) February (EB), (3) March (NS), (4) April (NS), (5) May (EB), (6) June (NS), (7) July (NS), (8) August (VL), (9) September (VL), (10) October (VL), (11) November (EB), (12) December (VL).

# UNICORN

**Designer:** Kerry Goodwin

This was, Kerry decided, the moment to submit the first ever Moorcroft unicorn. Based entirely on the myth of a white horse with a single, straight horn growing from its forehead, it was not until the seventeenth century that the animal was classified correctly – namely that it was a myth of many thousands of years standing! The Moorcroft *Unicorn* is very real and with a story to tell, a story stretching back into the realm of legends.



192/7 | Limited Edition: 30

# ANNA LILY

Designer: Nicola Slaney



PLQ 18

226/9

265/7

CL1

RM2/4

46/4

102/7

780/4

95/10

75/8

65/6

198/3

55/3

159/8

# TREE SPARROWS

Designer: Kerry Goodwin

Every now and again, a great design will emerge from Moorcroft – one which, by its very nature, will cause heads to turn and collectors to open their doors and bring it into their homes. These designs do not have to cost a fortune to be wrapped in that prized cloak of greatness. Indeed, their simplicity can bring them from nowhere to play with our emotions and remain with us for ever thereafter. There can hardly be a less likely subject for greatness than a group of seven tree sparrows, their plain brown and grey-fawn plumage with tell-tale black cheek spots are, posturing happily on the simplest of Moorcroft plaques.



PLQ 3 | Numbered Edition

# CHOCOLATE COSMOS

Senior Designer: Rachel Bishop BA (Hons)



PLQ5

75/8

80/6

CL1

152/3

104/6

226/5

03/4

393/4



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