

# MOORCROFT

## *The Armistice Collection*



At the 11th hour on the 11th day of the 11th month of 1918, World War I ended. At 5am that morning, Germany, bereft of manpower and supplies and faced with imminent invasion, signed an armistice agreement with the Allies in a railroad car outside Compiègne, France. In November 2018, 100 years on from Armistice Day, the world will pause to reflect, pay respect and remember the people whose lives were taken, during the First World War. The poppy, Britain's national symbol of remembrance, a pioneer species and a Moorcroft speciality for more than 100 years, takes a leading role in *The Armistice Collection* to offer respect to a whole generation whose sacrifices changed the world as we know it.

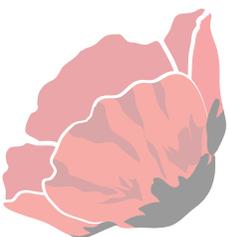
# Requiem

**Designer:** Kerry Goodwin

**Shape:** 138/12

**Edition:** Numbered

Kerry's careful choice of colours, turquoise blue and woodsmoke red, provide a vibrancy to her memorial design, *Requiem*. When the words to express such profound sadness cannot be found, Kerry has found another way of communication through her art. Movement, colour and symbolism combine to offer respect and remembrance to those who lost their lives 100 years ago.



# The Neighbour's Garden

**Designer:** Emma Bossons FRSA    **Shape:** 75/10    **Edition:** Limited Edition of 60

The civilian population during World War I, particularly in Britain, was mobilised in a way never seen before. It lived in a heavily regulated society and continuously came under sustained attack. Emma's design was drawn from the comfort of her own home, inspired by the delicate blooms in her neighbour's garden. The poppy is a moving reminder of the peace and security that so many are privileged to live under today. To be at peace with your neighbours, is something most of us take for granted. Emma's gentle reminder comes in an unusual colourway of orange and woodsmoke, set against a mustard coloured clay body, reminiscent of William Moorcroft's *Dura* poppy design of 1902.



# The Triumph of Nature

**Designer:** Paul Hilditch

**Shape:** 520/8

**Edition:** Limited Edition of 20



Sleeping poppy seeds can lie dormant below the earth's surface for as many as 400 years, simply waiting for the perfect moment when moisture, temperature and sunlight combine to create ideal conditions for germination. In the days before they were ruthlessly sprayed out, corn poppies would appear in fields across Europe and the annual turning of the soil brought the seeds to the surface so they were able to flower and seed before the other crops would crowd them out. This is also why poppies became a feature of the landscape in Flanders. When every blade of grass and tree had been scorched and trampled, poppy seeds were liberated from dormancy and found themselves with sunlight, water, bare soil and no competition. Paul has captured poppies rising from the depths to flower under a dark sky in a peaceful black and white landscape. The flowers become a poignant reminder in this unspoilt terrain, a symbol of remembrance. It is a flower ever hopeful of life, and the triumph of nature's beauty.



# Yeats

**Designer:** Kerry Goodwin    **Shape:** 403/5    **Edition:** Limited Edition of 50

World War I is now remembered through its literature perhaps more than any other art form. William Butler Yeats, widely considered to be among the great poets of the English language, received the 1923 Nobel Prize for Literature. His words within *An Irish Airman Foresees His Death*, resonates with many. 'I know that I shall meet my fate, somewhere among the clouds above; Those that I fight I do not hate, those that I guard I do not love.' Yeats was deeply moved by the spirit of the pilots of the day, who, time after time, would get back in the cockpit and fly out to meet their fates. With Irish heritage of her own, Kerry created a poppy design as the visual accompaniment to Yeats' prose. Layers of pillar box-red petals gather across a dark background which melts into sky blue, and eventually disappears into the milky white of clouds above.



# Forever England

**Designer:** Vicky Lovatt

**Shape:** 4/2

**Edition:** Open



The closing lines of Rupert Brooke's famous poem, *'The Soldier'* was written at the beginning of World War I as the conclusion to his series of sonnets, '1914'. Brooke's lasting legacy is a reminder to all of the bravery, sacrifice and patriotism witnessed time and time again on the battlefields.

Vicky set about designing her own tribute to those parts of the world which remain forever England. Her diminutive vase offers a touching glimpse, between poppies and clouds, of the now serene yellow rows of corn growing in a foreign field. *Forever England* offers any home which it enters a small personal memorial to sacrifices made during World War I.

*'If I should die, think only this of me;  
That there's some corner of a foreign field  
That is forever England.'*



# Victoria Cross

**Designer:** Nicola Slaney

**Shape:** 72/6

**Edition:** Limited Edition of 50

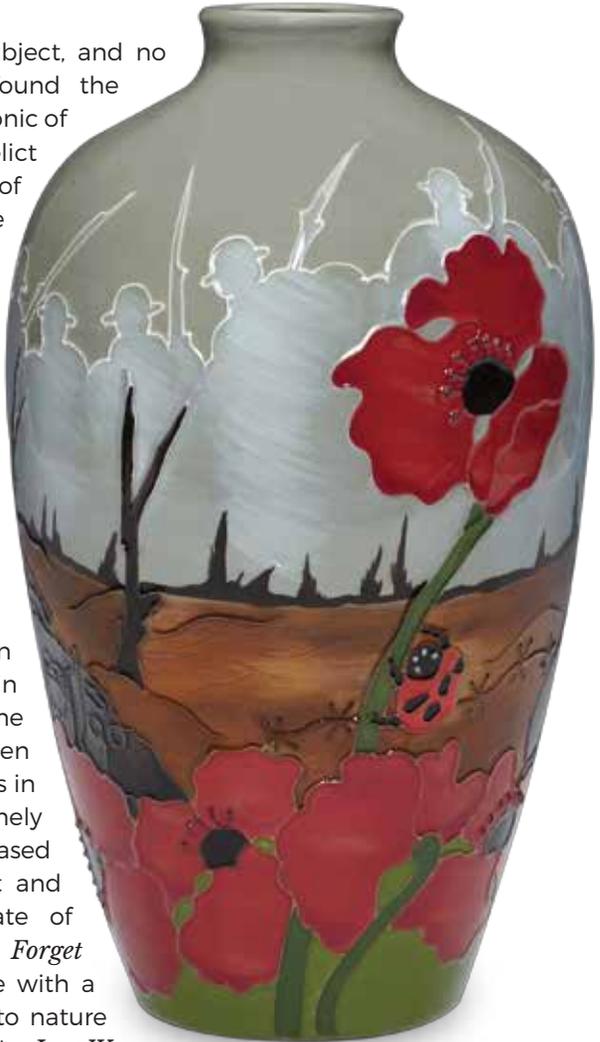
The Victoria Cross is the highest award of the British military honours system. It is awarded for gallantry 'in the presence of the enemy' to members of the British armed forces and it was awarded 628 times to 627 recipients for action in World War I. The award takes precedence over all other Orders, decorations and medals; it may be awarded to a person of any rank in any service and to civilians under military command. Nicola found a way to include this most noble of symbols through the language of flowers. The *Victoria Cross* poppy has beautifully fringed intense crimson petals with a pure white cross in the centre. In her design, we see those beautifully-laced edges above new buds about to burst to life. *Victoria Cross* is a triumphant design, here to remind us of remarkable people and their extraordinary actions.



# Lest We Forget

**Designer:** Kerry Goodwin    **Shape:** 25/9    **Edition:** Numbered

Kerry Goodwin can pick a subject, and no matter how sensitive or profound the theme, can relay a meaningful tonic of beauty. Watching over the derelict battlefield are the silhouettes of the soldiers who paid the ultimate price for their country and yet, surviving in the landscape are poppies, insects and even birds can be found. Kerry's design was originally launched in 2014, wherein it featured a World War I cannon. Four years later, and the design is revived on a new shape and the cannon has been replaced with an early, World War I tank.



Tanks made an appearance in the Battle of Flers-Courcelette in September 1916, and it was the first-time that they had ever been used in a military conflict. Tanks in World War I played an extremely important role. They increased mobility on the Western Front and eventually broke the stalemate of trench warfare. *Lest We Forget* combines the reality of warfare with a serene reminder of the return to nature and renewal of life after death. The *Lest We Forget* vase reflects the end of World War I with the metal remains of a wrecked tank illustrated. Nothing is indestructible. The name of the design on both versions comes from the masterful poetry of Rudyard Kipling who, in the same year that William Moorcroft first started designing, wrote 'Recessional'.



# Lest We Forget

**Designer:** Kerry Goodwin    **Shape:** 65/16    **Edition:** Numbered



# Private Winston

**Designer:** Vicky Lovatt

**Shape:** PLQ 5

**Edition:** Numbered



It was on the beaches of the Barry Buddon military training centre in Angus that Lt Col Edwin Hautenville Richardson first proved that man's best friend could follow him to the front lines. Richardson was living in Carnoustie in the run-up to World War I when he demonstrated how dogs, in particular Airedale Terriers, could be trained to carry out a range of military tasks, from carrying messages to locating injured men. Richardson and his wife Blanche, were eventually asked to set up the British War Dogs training school at Shoeburyness, Essex, where they trained hundreds for service in both world wars. The animals were widely used by the Red Cross on the battlefield as first aid carriers, as well as carrying messages for the military and acting as guard dogs. Vicky pays tribute to the canines who also served during World War I in her depiction of three Airedale Terriers. With alert eyes and noses in the air, these faithful dogs serve as an important reminder that the sacrifices made, were not limited to the human race. Vicky became particularly interested by a photo from the Imperial War Museum of 'Private Winston', the war dog who, despite wearing a helmet, wore an immortal, loveable and yet innocent expression, with a tongue lulling out to one side.



# By Our Side

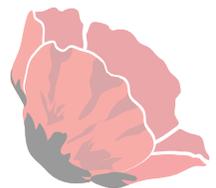
**Designer:** Vicky Lovatt

**Shape:** 33/3

**Edition:** Numbered



An animal lover in every way, Vicky chose to dedicate a design to the animals of World War I. Horses, donkeys, mules and camels all carried food, water, ammunition and medical supplies to the front, and dogs and pigeons carried messages. Canaries were used to detect gas, whilst cats and dogs were trained to hunt rats in the trenches. The purple poppy is widely accepted as the symbol of animal victims of war and Vicky brings it to the fore in this delicate design. Colours of blackcurrant and plum run through wild petals, with dark and dramatic circles in the centres.



# The Gates of Heaven

**Designer:** Nicola Slaney

**Shape:** PLQ 3

**Edition:** Numbered

*The gates of Heaven were open, quite  
Unguarded, and unwired.  
There was no sound of any gun;  
The land was still and green:  
Wide hills lay silent in the dun.  
Blue valleys slept between.*

*They saw far off a little wood  
Stand up against the sky.  
Knee-deep in grass a great tree stood ...  
Some lazy cows went by ...  
There were some rooks sailed overhead –  
And once a church-bell pealed.*

**T**he melodic words of a school master, Grenadier Guard and poet, T.P. Cameron Wilson, spoke to Nicola in a deep and profound way. Nicola's interpretation offers a tranquil English countryside, with a poppy, whose petals begin to shed and disappear into infinity, forever floating upwards in the sky.



# Remembrance Sunday

**Designer:** Nicola Slaney

**Shape:** 393/7

**Edition:** Limited Edition of 75

Remembrance Sunday 2018 will be commemorated with events up and down the country marking one hundred years to the day since the guns finally fell silent on Armistice Day. The annual Remembrance Sunday celebrations in London will be expanded this year, with families of World War I veterans allowed to march past the Cenotaph to commemorate the sacrifice of their loved ones, with an extra 10,000 places allocated to the relatives of those who died in the conflict.

Church bells will also ring out across the UK throughout the day, just as they did in 1918 to mark the end of the war. Government funding is supporting the Central Council of Church Bell Ringers to recruit 1,400 ringers – the number lost during the war.

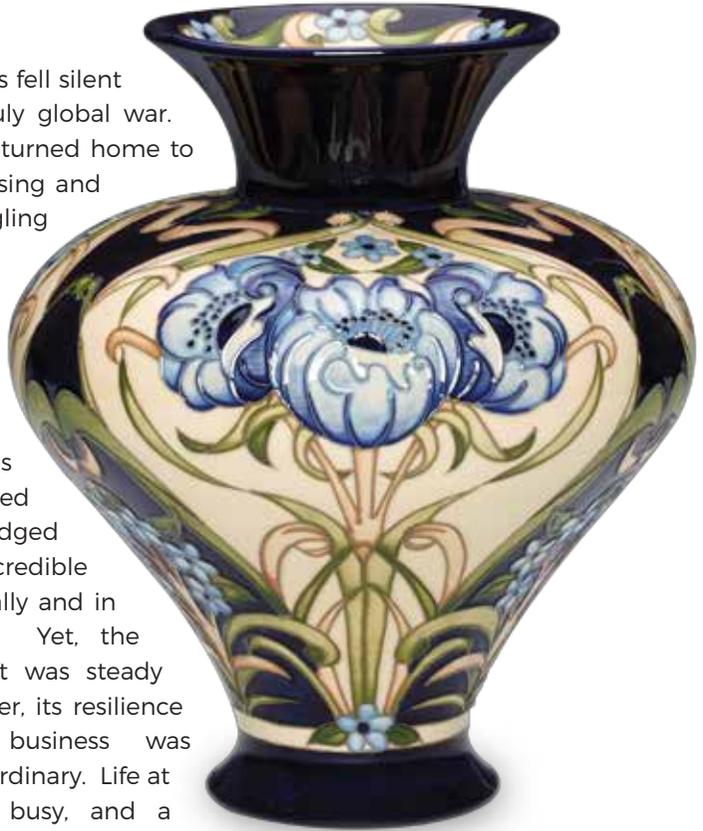
Amongst sprays of sand-coloured corn, Nicola paints the common field poppy, one of the first wildflowers to colonise disturbed ground or fallow cornfields, and synonymous with World War I.



# 1918

**Designer:** Rachel Bishop BA(Hons) **Shape:** 11/9 **Edition:** Limited Edition of 25

100 years ago the guns fell silent on the world's first truly global war. Four million soldiers returned home to find a shortage of housing and jobs, and a struggling economy. Despite this they brought the same resolve to peace that they had shown in war, helping to rebuild Britain. For William Moorcroft, his newly established enterprise had fledged during a time of incredible difficulty, both financially and in terms of manpower. Yet, the demand for Moorcroft was steady and when war was over, its resilience proved that this business was something out of the ordinary. Life at the Works was still busy, and a growing order book was the catalyst



needed to build an additional bottle oven in 1919. There was promise and hope in the air once more. It is apt that Rachel should pay tribute to the ingenuity of Moorcroft craftspeople by using a brand-new shape for a classical Moorcroft design. Florianesque, cup-shaped poppies, with dark centres, are painted in Imperial blue. They branch out in a fan shape, mirroring the extravagant flair of the vase itself, the latest addition to the Moorcroft shape library. 100 years on from 1918, we stop to remember and pay respect to a generation who still inspire and teach us about humanity a whole century later.



# Welcome Home

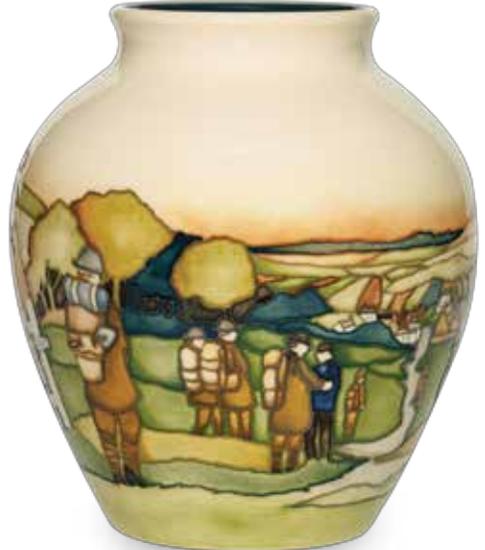
**Designer:** Paul Hilditch

**Shape:** 189/8

**Edition:** Limited Edition of 30



Front



Back

After reflecting on the significance of Armistice Day and its origins, Paul decided to memorialize a true depiction of the end of war. He has done so by capturing the tangible essence of relief as soldiers return home. Swathes of meadows and trees lay before a group of comrades, preparing to start a new life. Each man carries a truer knowledge of life with him. A signpost points in the direction of the station from where they have come, while at their feet a mile stone confirms that home is just 1 small mile away.



# Supporting The Royal British Legion



The British Legion was founded in 1921 and was granted a Royal Charter in 1971 to mark its fiftieth anniversary, and henceforth has been called the Royal British Legion. Today the Royal British Legion is the UK's leading Service charity providing care and support to serving members of the Armed Forces, veterans of all ages and their families, through welfare, comradeship and representation as well as being the Nation's custodian of Remembrance.

Moorcroft will make a donation to the Royal British Legion's fundraising campaign, from each piece sold in *The Armistice Collection* during 2018, thereby helping to support the invaluable work they do each year.

## MOORCROFT

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