

MOORCROFT



—2020—

FLORAL HEAVEN

Senior Designer: Rachel Bishop BA (Hons)

It is the vibrancy of wildlife in the summer sunshine that had Rachel reaching for her paintbrush to capture all that is fleeting in nature, in swift and confident strokes. Floral Heaven is a heavenly mix of bright blue meconopsis, bold rich dahlias and soft pastel coloured pulmonaria 'Cotton Cool' and foxgloves. A heavenly blend of moments in nature captured through clay to last a lifetime.

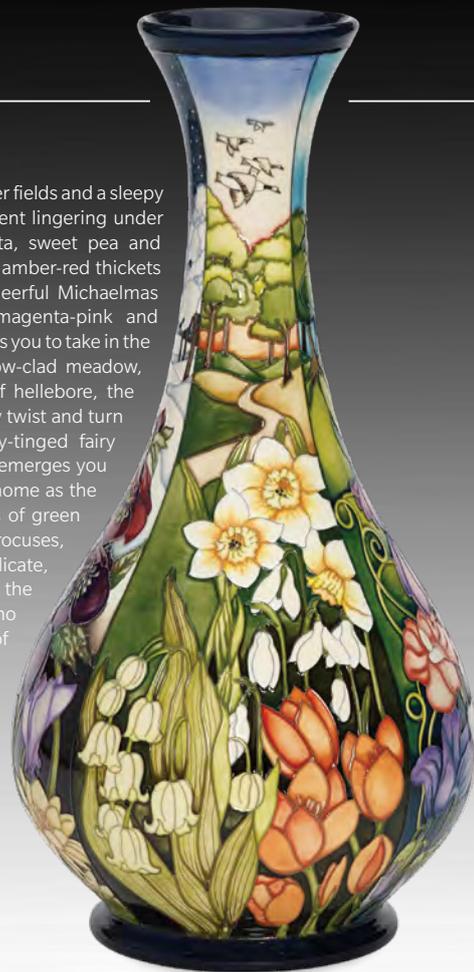


65/16 | Numbered Edition

FOUR SEASONS

Designer: Paul Hilditch

A blazing sun beats down across summer fields and a sleepy wood and allows you to spend a moment lingering under a bouquet of amethyst-coloured hosta, sweet pea and jasmine. Follow this landscape into the amber-red thickets of autumn where spires of tubular, cheerful Michaelmas daisies, pale fuchsias tinged with magenta-pink and Chinese dogwood delight. Winter invites you to take in the bare, frost-covered branches, and snow-clad meadow, and the rich, burgundy-red colours of hellebore, the ruffled blooms of wild cyclamen as they twist and turn like tiny butterfly wings amid brandy-tinged fairy primroses and monkshood. As spring emerges you are greeted with flocks of birds flying home as the wood begins to transform into shades of green and warm, clementine-coloured crocuses, pale daffodils with golden centres, delicate, brilliant-white snowdrops and lily of the valley sing an ode to spring. Make no mistake, *Four Seasons* is the holy grail of Moorcroft design.



Spring Panel | 80/16 | Numbered Edition



Summer Panel



Autumn Panel



Winter Panel

TWENTY WINTERS

Designer: Nicola Slaney



LADON

Designer: Vicky Lovatt

Ladon was the serpent-like dragon that coiled around the tree in the Garden of the Hesperides and guarded the golden apples. In a Herculean design effort, Ladon has been given the gentle qualities of childhood dreams. Claws become the roots of the apple tree and sumptuous, ripe apples tumble and fall in wild abandon to become the substance of Moorcroft legend.



576/12 | Limited Edition 20

SNOWDROP SENSATION

Designers: Rachel Bishop BA (Hons) , Vicky Lovatt and Nicola Slaney

Nivalis

PLQ5 | Open Edition



Forde Abbey

198/2 | Open Edition



Soulful Cheer

49/2 | Open Edition

Green Tear

PLQ5 | Open Edition



Green Tear

CL1 | Open Edition



Mrs MacNamara

99/8

Numbered Edition



Green Tear

80/6 | Open Edition

RENISHAW HALL

Designer: Nicola Slaney

Bluebells transform our woodland in springtime. A carpet of intense blue under the opening tree canopy is one of our greatest woodland spectacles. Nicola's design celebrates the wonder of rhythmical flowerheads, producing rows of bluebells on a vase that is not dissimilar to a bell shape itself – a new shape also by Nicola's hand.



162/5 | Numbered Edition

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).

GRASMERE BLUEBELLS

Designer: Nicola Slaney

It is thought that around half of the world's population of bluebells are to be found in the UK. Captured in this design is one of the two small lakes of Grasmere and Rydal Water, separated by a woodland through which the River Rothay babbles merrily. These woods are carpeted with bluebells in spring, and in *Grasmere Bluebells* they bow their heads gracefully under a canopy of clouded, greenish-blue trees.



3/5 | Numbered Edition

ANEMONE WILDSWAN

Senior Designer: Rachel Bishop BA (Hons)

This plant has a very long intermittent flowering season from May to November and suits the edge of woodland with some light shade. Its pretty colouring was endorsed by it receiving the plant of the year award in 2011 at the RHS Chelsea Flower Show. In the garden it thrives in well-drained soil and is well suited within flower borders and beds or as an under planting of roses or shrubs.



159/8 | Numbered Edition

CONFETTI

Designer: Emma Bossons FRSA

75/10
Numbered Edition



200/8
Numbered Edition



102/7
Numbered Edition



65/6
Numbered Edition



72/6
Numbered Edition



ALMOND FLOWER

Designer: Alicia Amison

Much like bees to a flower, the eye is drawn to soft-pink and white almond blossom at the epicentre of this vase flanked on every side with almond nuts themselves. Life-giving greens cushion the flower head and provide the design with a fresh, new buoyancy.



75/10 | Limited Edition 40

FIRE LILY

Senior Designer: Rachel Bishop BA (Hons)

A classic structured floral design which showcases a Moorcroft painters' skill, as each tiny dot on the centre of the lily is freehand painted using the finest of brushes. While the yellow and orange buds remain tightly closed, the dramatic Fire Lily is already boldly flowering and showing off its exotic colouring on an elegantly shape vase.



93/8 | Limited Edition 50

CLOUD DANCER

Senior Designer: Rachel Bishop BA (Hons)

The world of roses is a vast one and Rachel was soon enveloped in the colours, shapes, forms and scents of English roses. A number of hybrid tea roses caught her eye and soon these very fragrant flowers, with their soft white, lemon and pink shaded petals, were taking centre stage on a classic Moorcroft vase shape.



80/9 | Limited Edition 30

FLAIR

Senior Designer: Rachel Bishop BA (Hons)

Golden spring flowering tulips slowly start to unfurl their petals on this bright, fresh design. They seek the sunlight as they emerge from an entanglement of leaves, reaching upwards towards the warmth and sunlight.



85/8 | Limited Edition 50

CALIFORNIA DREAMING

Designer: Nicola Slaney

After a holiday to California, Nicola put pen to paper and began a series of designs, taking her back to hazy, sun-filled days, fresh ocean breezes and that electric atmosphere of San Francisco.

Jellyfish

PLQ2 | Numbered Edition

Jellyfish

161/11

Limited Edition 30



California Poppy
JU7 | Numbered Edition

Napa Valley

72/9 | Limited Edition 25



Lone Highway

PLQ 15

Numbered Edition



Pier 39

158/8 | Limited Edition 30



WHITBY

Designer: Kerry Goodwin



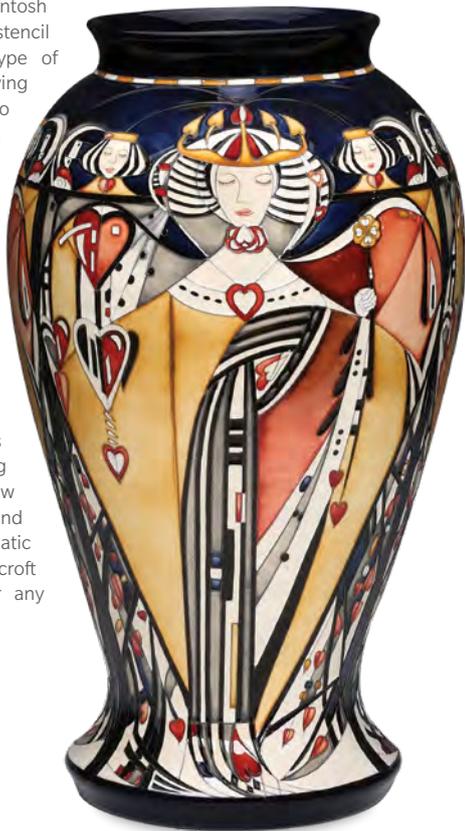
364/20 | Numbered Edition

Situated on the east coast of Yorkshire at the mouth of the River Esk, Whitby has a rich maritime heritage, as it is said to be where Captain Cook learned his seamanship. It is also home to the ruins of Whitby Abbey and a picturesque, multi-coloured and charming harbour town.

CRANSTON'S QUEEN

Designer: Nicola Slaney

Margaret Macdonald Mackintosh was widely known for her stencil and gesso pictures, a type of high-relief linear design giving an affect not dissimilar to Moorcroft's tubelining, for the tearooms that her husband, Charles Rennie Mackintosh, designed for Catherine Cranston in Glasgow. Nicola cleverly depicts one of the four panels from 1909 of the playing cards flanked by court pages, which was set into the walls of the card room in Cranston's house. Elongated Queens circle the vase in flowing gowns of mustard yellow and ruby reds with ebony and ivory intersections for dramatic effect, making this Moorcroft design a trump card for any collection.



46/20 | Numbered Edition

GLASGOW SCHOOL OF ART

Designer:

Emma Bossons FRSA

In June 2018, sadly for the second time in only four years, 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 willow female forms wisp their way to the heavens, with heads crowned in dotted halos.



64/20 | Numbered Edition

MACKINTOSH COLLECTION

Designer: Rachel Bishop BA (Hons), Emma Bossons FRSA, Kerry Goodwin, Vicky Lovatt and Nicola Slaney



Buchanan
159/10
Numbered Edition

Millside
121/10
Numbered Edition

Kingsborough Gardens
102/7 | Numbered Edition

Millside
PLQ3
Numbered Edition

The Willow Ladies
JU3 | Numbered Edition

Swansong
JU7 | Numbered Edition

WINDY HILL

Designer: Kerry Goodwin

Windy Hill, a picture-perfect home in Kilmacoll, 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

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. For 2019 a soft ivory clay is used, as 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)



CL6

80/9

99/8

JU7

M1/6

102/3

7/5

769/4

LOCHINVER

Designer: Vicky Lovatt

The road to Lochinver passes by the 16th century ruin of Ardvreck Castle which sits on the shores of Loch Assynt. 'It's just so beautiful; the light is fantastic and has a great "mood" about it', Vicky shared, 'I always make a point of stopping to photograph the area whenever I'm up there. Loch Assynt is a place with lots of happy memories for me.' Far from the madding crowd, and just three miles North West of Lochinver lies the glistening, pristine-white crescent-shaped sandy beach of Achmelvich Bay. With its whistling wild grasses, Hawke bit dandelions and a turquoise ocean.



117/7 | Numbered Edition



Back of Vase

ACHMELVICH BAY



42/12 | Limited Edition 40

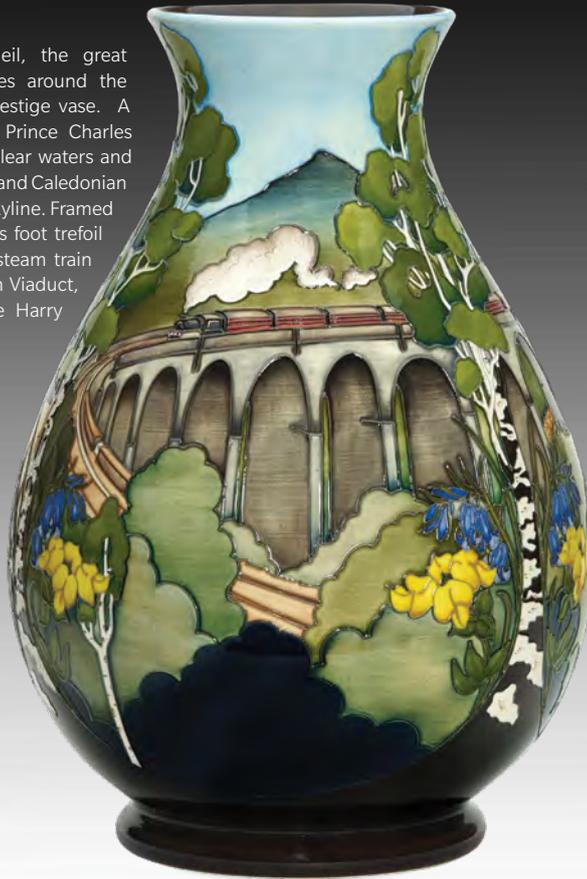


Back of Vase

GLENFINNAN VIADUCT

Designer: Vicky Lovatt

Towering above Loch Sheil, the great Jacobite steam train curves around the epic proportions of this prestige vase. A Jacobite statue of Bonnie Prince Charles stands next to the crystal-clear waters and clouded trees of silver birch and Caledonian pines, which soar into the skyline. Framed with bluebells, golden birds foot trefoil and foliage, the whistling steam train clatters over the Glenfinnan Viaduct, made famous through the Harry Potter films.



7/15 | Numbered Edition



Back of Vase

SWEETNESS

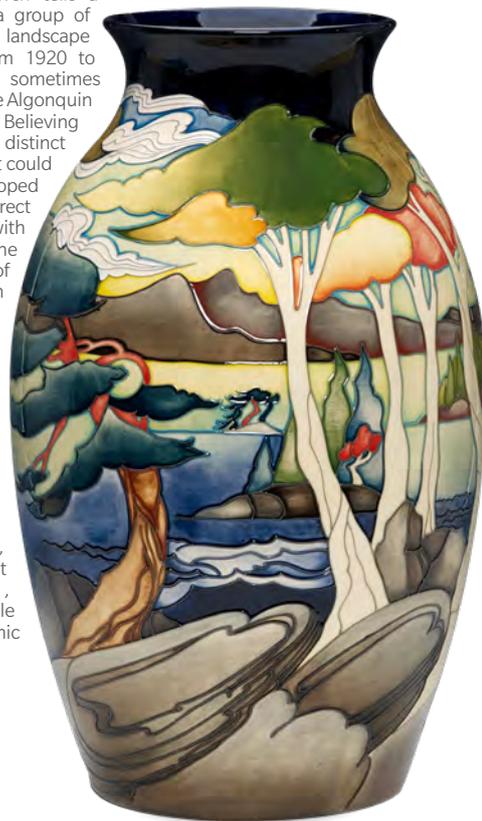
Designer: Nicloa Slaney



GROUP OF SEVEN

Designer: Emma Bossons FRSA

Group of Seven tells a tale about a group of Canadian landscape painters from 1920 to 1933, also sometimes known as the Algonquin School. Believing that a distinct Canadian art could be developed through direct contact with nature, the Group of Seven initiated the first major Canadian national art movement. The group pursued a new, original style using bright colours, tactile paint handling, and simple yet dynamic forms.



73/18 | Numbered Edition

PREPARING TO SCRAMBLE

Designer: Paul Hilditch



PLQ1 | 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 World War II.

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

THE GATES OF HEAVEN

Designer: Nicola Slaney

The 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.



PLQ3 | Numbered Edition

THE RETURN

Designer: Paul Hilditch



PLQ23 | Numbered Edition

The much admired and respected Lancaster, (also called Avro Lancaster,) was the most successful British heavy bomber of World War II. It first emerged from the heart of A.V. Roe & Company, Ltd., to a 1936 Royal Air Force order specification calling for a bomber powered by two 24-cylinder Rolls-Royce Vulture engines. The resultant aircraft, the Manchester, had engines which proved to be a failure, and Avro proposed a redesigned with four Rolls-Royce Merlin engines, and the result was the famous Lancaster. Paul's epic design sees the incredible planes had a victorious swoop as they return safely to their RAF base.

FOREVER ENGLAND

Designer: Vicky Lovatt



JU5

75/10

CL3

3/8

80/6

7/5

393/4

41/4

IN FLANDERS FIELD

Senior Designer: Rachel Bishop BA (Hons)

Lieutenant Colonel John McCrae (1872-1918) an officer in the Canadian Army, wrote a poem called '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 by using a heavenly tune as her own personal tribute to all those of a brave and creative heart whose lives were stolen from them before their time. 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

THE PLIGHT OF THE BUMBLEBEE

Senior Designer: Rachel Bishop BA (Hons)

There are currently 24 species of bumblebee resident in Britain. Yet sadly, the story of bumblebees over the past century has been one of decline. Two species became extinct in the UK during the 20th century and a further eight species are currently listed on at least one of the English, Welsh and Scottish conservation priority species lists due to their large-scale declines in distribution. Rachel has the ability to bring matters of importance into her art for others to appreciate and take notice.



The Pollinators

365/12 | Numbered Edition



The Pollinators

PLQ10 | Numbered Edition



The Pollinators

JU7 | Numbered Edition

MEADOW COLLECTION

Designers: Rachel Bishop BA (Hons), Emma Bossons FRSA, Kerry Goodwin and Vicky Lovatt

Colours come in a British wildflower meadow from myriad leaves bursting forth with the promise of plump, luscious buds to follow and flowers glossy with rain but giddy with the sheer carnival of it all. Butterflies are spoilt for choice, and many varieties of them can be found in this collection as designers step forward to celebrate British meadows in all their glory.



Gatekeeper Butterfly
393/7 | Limited Edition 30



Rose End Meadows
122/8 | Limited Edition 30



Trewalkin Meadow
JU3 | Limited Edition 50



Orange Tip
72/9 | Limited Edition 40



Breen Down
87/6 | Numbered Edition



Gatekeeper Butterfly
PLQ3 | Numbered Edition



Holly Blue Butterfly
46/10 | Limited Edition 25

MOSER

Designer: Vicky Lovatt

Vicky was inspired by the work of Kolomon Moser, an Austrian artist and one of the foremost artists of the Vienna Secession movement. Vicky used the monochrome palette and stylization of Moser but applied them to her favourite flower, the bird of paradise.



200/5 | Open Edition

PARSLEY

Designer: Emma Bossons FRSA

"This design was based on some photographs I took of grasses silhouetted against a white sky. I loved the simple outlines they created and thought it would make a great idea. I'm always very interested in how shapes can create the image of something without drawing lots of detail - I love lino prints and graphic art so this was my ceramic version" Emma Bossons.



162/5 | Open Edition

TIMELESS

Designer: Emma Bossons FRSA

Harebells and dandelions grow wild in Britain's hedgerows during the hazy summer months. These hedgerows create the borderline between farmers' fields and the open road. Emma has settled on an unusual monochrome colourway as this design is all about fine tubing lines creating the drama.



3/5 | Open Edition

PUZZLEWOOD TRIO

Designer: Emma Bossons FRSA

Acorns, Forest and Feather are an entire brainchild of Emma's, who even designed the brand-new jug shape, as well as the designs themselves which are inspired by Puzzlewood, located in the Forest of Dean.

Acorns

JU9 | Open Edition



Forest

JU9 | Open Edition



Feather

JU9 | Open Edition



GRAMINA

Designer: Emma Bossons FRSA

Gramina is loosely based on a meadow with grasses and leaves at the base and stylised flowers at the top. Flashes of silver glazing and aquatic blues have been added to create an eye catching design.



444/9 | Numbered Edition

TENGU

Designer: Vicky Lovatt



101/7

CL1

226/7

769/4

198/3

FLAMINGOS

Designer: Nicola Slaney

A modern shape created by Nicola herself, with parallel straight sides, 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.



161/11 | Open Edition

WOODLAND

Designer: Emma Bossons FRSA

A brand-new bell-shaped vase, haloed with a square neck is the canvas for a woodland design from Emma. The tree branches and birds have been simplified into crescents for shades of ebony and plum to sit within. For that luxurious touch, Emma has completed her design with opulent gold lusted squares.



266/8 | Limited Edition 30

HOUNDSTOOTH

Designer: Emma Bossons FRSA

A tessellation of abstract houndstooth checks are wrapped around this vase. Gradually the patterns metamorphose from simple forms into the silhouettes of dogs themselves. Charcoal, black and Celosia orange flood the interlocking shapes to reinvent one of the twentieth century's most iconic patterns.



9/9 | Limited Edition 30

BEJEWELLED

Designer: Emma Bossons FRSA

Emma aimed to create a new twist on a classic fruit, the pomegranate, which was first used by William Moorcroft in his early designs. Stepping away from realistic colours and forms, she enjoyed letting her mind's eye create graphic forms.



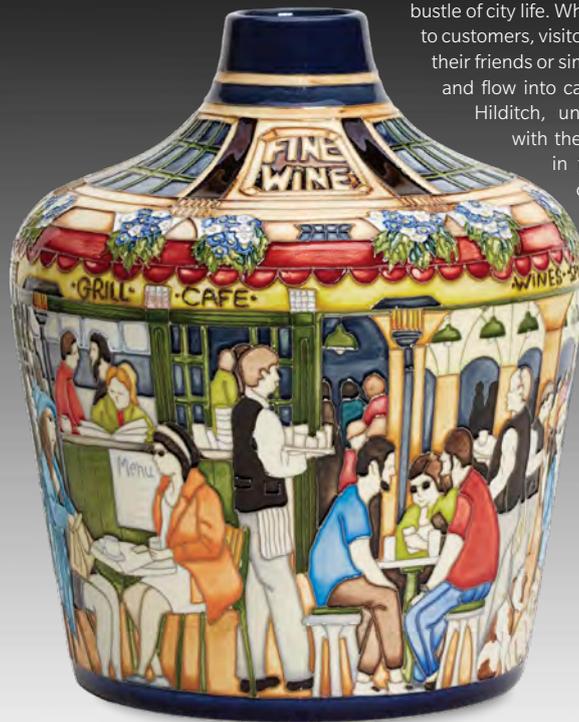
192/7 | Limited Edition 30

PEOPLE WATCHING

Designer: Paul Hilditch



164/9 | Limited Edition 25



Back of vase

This London bar shows the sleepy side of the hustle and bustle of city life. Whilst waitresses carry trays and chat to customers, visitors pour over papers, catch up with their friends or simply watch the characters that ebb and flow into café life. From his mind's eye, Paul Hilditch, unfolds a multitude of characters with the upmost detail, some are clothed in fashionable Fulham attire, whilst others simply stare across the road at the boutiques and flurry of activity, purposefully stepping aside from the rat race to enjoy the relaxing atmosphere.

THE RHS CHELSEA PLANT OF THE YEAR COLLECTION

Designers: Emma Bossons FRSA and Nicola Slaney

The RHS Chelsea Plant Of The Year Award was launched in 2010 to promote the continuing work of breeders and nurseries in producing improved and exciting new plants. The Moorcroft design team considered all of the 20 shortlisted plants, including the finalists and winner of the RHS Chelsea Plant Of The Year 2019 Award, *Sedum takesimense* ATLANTIS ('Nonsitnal'), and wove elements of some of these ground-breaking plants into a collection to showcase their beauty.

© The Royal Horticultural Society 2020.
 Manufactured under licence granted by
 the Royal Horticultural Society.
 Registered Charity No 222879/SC038262.
 rhs.org.uk

Fireworks
 PLQ3 | Numbered Edition



Jessica De Rothschild
 769/6 | Limited Edition 40



Atlantis
 402/4 | Limited Edition 25



Eustacia Vye®
 159/8
 Limited Edition 40



Lemon Sorbet
 JU7 | Limited Edition 50



Kokonoe
 780/4 | Numbered Edition



Firebird
 99/11 | Limited Edition 50

SNOW SONG

Senior Designer: Rachel Bishop BA (Hons)



APOLLO 11

Designer: Vicky Lovatt



GLBS | Limited Edition 15

Apollo 11 launched from Cape Kennedy on July 16, 1969, carrying Commander Neil Armstrong, Command Module Pilot Michael Collins and Lunar Module Pilot Edwin "Buzz" Aldrin. Vicky invites you to join the moon landing mission on a flight path mapped out over a globe shape itself. Careful brush strokes reveal the moon's craters. The blast and smoke were phenomenal - Apollo 11's flight path took the spacecraft into Earth's orbit only 11 minutes after launch.



Aerial View

RSPB SUCCESS STORIES

Designers: Alicia Amison, Emma Bossons FRSA, Kerry Goodwin and Vicky Lovatt

The RSPB's nature reserves provide homes to around 16,500 species, of which more than 3,000 are of conservation concern. The RSPB has worked tirelessly to save many species from extinction and for 2020 Moorcroft's designers celebrate a number of the RSPB's success stories as the charity continues its vision to give nature a home. RSPB reserves only cover 0.6% of the UK's land surface but they support more than 10% of the UK's breeding population of 32 bird species and a selection of these are highlighted in this new collection of designs, together with other threatened species.

Night Herons

JU4 | Limited Edition 30



Emblem of Nature

80/9 | Limited Edition 50



Mediterranean Gulls

165/7 | Limited Edition 35



Cranes on Parade

PLQ2 | Numbered Edition

Roseate Terns

189/8 | Limited Edition 40



Sand Lizard

780/4 | Numbered Edition



Spotted Rock-Rose

198/5 | Limited Edition 40



Twinflower

65/4 | Numbered Edition

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.

SKOMER ISLAND

Designer: Helen Dale



PLQ13 | Numbered Edition

Helen's puffins have a comical appearance that is heightened by their red and black eye-markings and bright orange legs. With half of the UK population at only a few sites, it is a Red List species, according to the RSPB. Helen's design is a cacophony of movement, underwater chaos, bubbles and colour as puffins scramble and dive to catch tasty morsels. The birds are frequent visitors to Skomer Island, less than a mile off the beautiful Pembrokeshire coast.

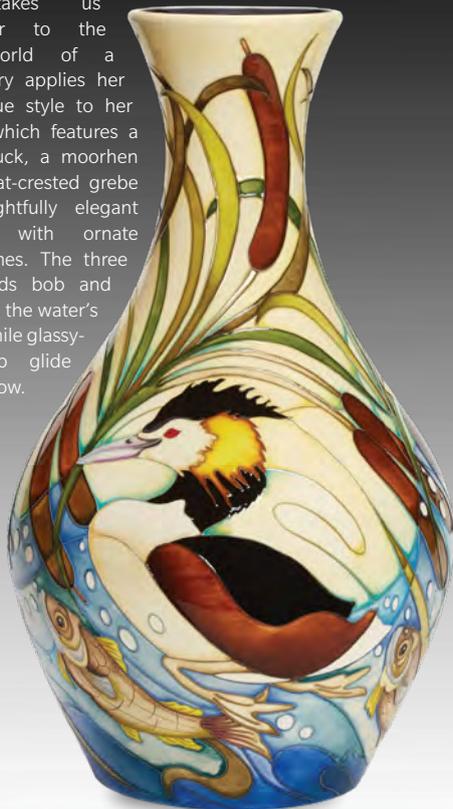


73/18 | Numbered Edition

GREAT CRESTED GREBE

Designer: Kerry Goodwin

Kerry takes us underwater to the secret world of a pond. Kerry applies her own unique style to her linework which features a mallard duck, a moorhen and a great-crested grebe – a delightfully elegant waterbird with ornate head plumes. The three happy birds bob and drift across the water's surface, while glassy-eyed carp glide silently below.



Great-Crested Grebe Panel



Mallard Duck Panel



Moorhen Panel

372/16 | Numbered Edition

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. They are seen posturing happily on the simplest of Moorcroft plaques.



PLQ3 | 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, and nesting among reeds.



PLQ13 | Numbered Edition

KING OF THE FISHERS & SWING BY

Senior Designer: Rachel Bishop BA (Hons)



PLQ11 | Numbered Editions

FROM DUSK TO DAWN

Designer: Emma Bossons FRSA

Fascinated by the rhythmical flicker of Pied Wagtails, Emma created a simple study of these sprightly black and white birds. When not standing and frantically wagging its tail up and down, the Pied Wagtail can be seen dashing in search of food. It can be heard singing during its flight, and at dusk they will gather to form large roosts in city centres. 'I found some really lovely images of Pied Wagtails either nesting or perching in groups in city trees. From there, I was inspired to draw them huddling together in their family groups' Emma explained.



PLQ2 | Numbered Edition

ANNA LILY

Designer: Nicola Slaney



SEA CHAMPION

Designer: Alicia Amison

Through the window of an old iron gate's lattice work, sea champions erupt in a wave of white heads, fluttering daintily like hundreds of petticoats in the salty air. The richly detailed garden gate embodies the principles of the Arts and Crafts movement with its understated design and hand forged sweeping and asymmetric curves.



PLQ2 | Limited Edition 30

BRAMBLE REVISITED

Designer: Alicia Amison



QUEENS CHOICE

Designer: Emma Bossons FRSA



COLOURS OF NATURE

Designer: Emma Bossons FRSA

Rhododendrons bloom in spring and when they do, they signal a tipping point in the year when nature's colours ratchet up a notch. Emma captures the opulence of coral and peach petals which herald the dawn of a new floral year and tucked in among the rhododendrons are rows of delicate bluebells.



65/16 | Numbered Edition

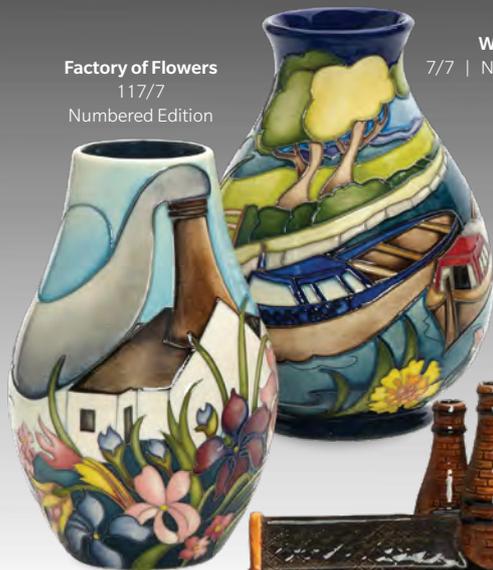
HISTORY IN THE MAKING

Designers: Rachel Bishop BA (Hons), Emma Bossons FRSA, Kerry Goodwin, Vicky Lovatt, Nicola Slaney and Rob Tabbenor

Moorcroft's factory was an interesting blend of functionalism combined with the studio philosophy of William Morris and the Arts and Crafts movement. It was the first truly modern factory building in the Potteries and the first to provide one floor production. A third bottle oven was added in 1919 and it is this bottle oven that still stands proudly above the Moorcroft factory today. In this collection we celebrate the bottle oven itself and some of the wonderful pieces that have emerged over the past 100 years.

Kaleidoscope of Colour
PLQ 3 | Numbered Edition

Factory of Flowers
117/7
Numbered Edition



Waterways
7/7 | Numbered Edition



Peace Anemone
372/5
Limited Edition 40



Arundina
95/10 | Limited Edition 50

The 1919 Factory
Model | Open Edition

Eventide Revisited
162/5 | Numbered Edition

HIDDEN HEART & TALWIN

Designer: Nicola Slaney



PLQ10



87/9



JU7



CL1



162/5



364/8

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

FROM DARKNESS TO LIGHT

Designer: Vicky Lovatt

A collection of botanical designs juxtaposing darkness against light, with a restrained colour palette of purple, black, white and greens used to create drama and effect a mood of night moving into day – of darkness diminishing and light prevailing.

Silver Lace
CL6 | Open Edition



Silver Lace
03/4 | Open Edition



Penny Black
520/5 | Numbered Edition



Hera's Beauty
84/12 | Numbered Edition



Ghost Train
300/13
Numbered Edition

Black Barlow
137/12 | Numbered Edition



Onyx
121/10 | Numbered Edition



Heddewigii
125/4 | Numbered Edition

WILLIAM DE MORGAN COLLECTION

Designer: Nicola Slaney



Carnation

Mirror | Open Edition



Cornflower

Mirror | Open Edition



Forgot-me-not

Mirror | Open Edition



Tulip

Mirror | Open Edition

To celebrate the 180th anniversary of the birth of English potter, tile designer and novelist, William De Morgan, Moorcroft have created some remarkable tributes to this pioneer of Victorian design. De Morgan's ceramic designs of strange beasts propelled him into the Arts and Crafts movement. The first president of the London Mathematical Society, De Morgan inherited a very structured mind. He is to be applauded for resurrecting 16th Century Iznik style Islamic tiles into digestible images for the Victorian hearth – allowing intense cobalt blues and Arabesque imagery into the home.

WILLIAM DE MORGAN COLLECTION

Designers: Emma Bossons FRSA and Nicola Slaney

Enchantment
PLQ 8 | Limited Edition 40



Tulip



Carnation



Forget-me-not



Cornflower



PLQ6 | Open Editions

Iznik
49/13 | Limited Edition 50



Chrysanthemum (Sage)
374/9 | Limited Edition 30



Chrysanthemum
374/9 | Limited Edition 30



Enchantment
393/7 | Limited Edition 25

PEACOCKS & DRAGONS

Designer: Nicola Slaney

Morris believed that everybody has the right to a beautiful house, and also that the objects within it should be beautiful. Nicola was inspired by the fabric adorning an armchair at Kelmscott Manor which featured peacocks and dragons. Her creation transports the incredible interwoven detail of the fabric with symmetrical ribbons of foliage and mythical beasts so it comes alive into the world of Moorcroft pottery.



80/16 | Numbered Edition

ARTS & CRAFTS

Senior Designer: Rachel Bishop BA (Hons)

Arts & Crafts encapsulates everything that Rachel excels in: garnet-red poppies, butterscotch carnations and a wealth of green and blue foliage. Rachel continues to delight enthusiasts with the spirit of Morris forever in her heart.



PLQ13 | Numbered Edition

ACANTHUS REBORN

Designer: Emma Bossons FRSA

Acanthus wallpaper was printed for Morris's company by the London firm Jeffrey & Co., who specialised in high quality wallpapers. Morris believed that a large pattern worked well in a small room and was more restful to look at than a small one. It required thirty wood blocks to print the full repeat, and used fifteen subtly different colours - more than any previous design by Morris.



364/12 | Numbered Edition

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.



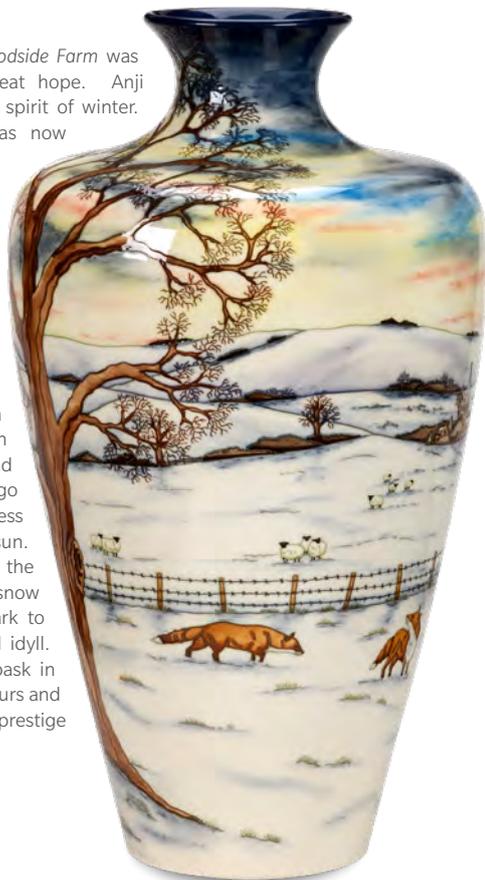
PLQ11 | Open Edition

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



W. Moorcroft Ltd., Sandbach Road, Burslem, Stoke-on-Trent, Staffordshire ST6 2DQ, England.
Telephone: +44 (0)1782 820500 Email: enquiries@moorcroft.com
www.moorcroft.com