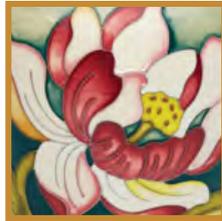


MOORCROFT



— SPRING 2021 —

THE ART OF ADVERSITY

Designers: Kerry Goodwin and Nicola Slaney

None of us at Moorcroft would have known how the world as we knew it would change, so quickly and so dramatically. When the UK's Prime Minister instructed every one of us to stay at home in 'lockdown', our designers were still turning over new images in their minds. Little did they know that those thoughts would translate into The Art of Adversity Collection featuring designs, each with its own unique and symbolic meaning. Some champion hope, renewal, resilience, or rebirth, but all are created to showcase the fact that Moorcroft will overcome adversity in whatever form it takes and design and colour will always triumph in times of trouble.

Across the world, the lotus is recognised for its unswerving resilience and ability to survive and thrive. These are qualities much in demand in these uncertain times. Small wonder that Kerry chose this flower. The more difficult the circumstances, the more the Lotus flower covers its world with vibrant colour. It is an ultimate symbol of regeneration and rebirth. In the darkest of times, its bright colours bring cheer and hope to us all. Bring cheer and hope translate into A World of Colour.



A World of Colour
769/6 | Limited Edition 20

Kerry has been gathering up her thoughts to make us all smile and Bird Bath is the outcome. The reason is not difficult to see. A family of quarrelsome tree sparrows squabble over breakfast, and it made us smile. During lockdown many of us have been entertained by the birds in our gardens. In Bird Bath a belligerent blue tit battles with a stubborn blackbird, encouraged by a vociferous great tit and young thrush, while water flies in all directions. It is a scene of friendly chaos, as if the birds themselves have just emerged from a long hibernation.



Bird Bath
914/6 | Limited Edition 30

Under a clear blue Spring sky, bare blackthorn hedgerows light up with a petalled display of pure white. As summer days spilled into autumn, dark blue berries ripened slowly on blackthorn trees and bushes. In The Language of Flowers, the Blackthorn symbolises difficulty, and is a most apt addition to our collection, in what has been a most difficult time for us all.



Blackthorn
3/5 | Limited Edition 25

Moorcroft has, once more, shown to the world its resilience in extreme adversity. Survival is almost impossible to analyse, but a common factor, over more than a century, is one single word - love. Love has many symbols but there are a handful which are both familiar and universal. One of these is the rainbow. More than once a rainbow has arched itself over the Moorcroft factory as if embracing and protecting something very precious indeed. For many years, it has been for Moorcroft, a symbol of love, hope, strength, loyalty and colourful beauty all rolled into one.



Rainbow Magic
PLQ6 | Open Edition

Few tropical flowers are as delicate as plumeria. Unusually this fragrant plant must be heated to over 500 degrees Fahrenheit before it will catch alight, and so it is often given as a gift to someone who has had the strength to withstand many challenges and survived. Moorcroft itself has endured a year like no other, but the famous art pottery company battles on in difficult circumstances, just like plumeria. Nicky's flowers alternate between a rich purple variety and a pale cream one, both of which have golden centres, radiating warmth and hope.



Plumeria
869/4 | Open Edition

THE ART OF ADVERSITY

Designers: Rachel Bishop BA (Hons), Kerry Goodwin and Nicola Slaney

Iris was the name of the Greek goddess of the rainbow. For the Greeks, a rainbow's arc was most often seen spanning the distance between cloud and sea, and so the goddess was believed to replenish the rain-clouds with water from the sea. Nicola's design has soft mauve tinted blue irises framing her landscape scene. She cleverly draws your eye to the distant hills, framed through tree branches, above which a colourful rainbow brightens the sky. Here rainbows and irises come together, each bringing a kaleidoscope of colour into our lives.



Rainbow Lake
117/7 | Limited Edition 20

Almost two centuries ago, the people of Kashmir had long since learned that wool from their goats made wonderful shawls and other soft, comfortable knitwear. The goats became fashionable presents for the rich and famous to both give and receive - with some shipped to North Wales. The goats thrived on a diet of good Welsh bracken, gorse and coarse grass found in abundance on the rocky slopes of the Great Orme, just outside Llandudno. The goats rarely came near the town and most townfolk had long since tired of clambering up a mountain of rock and gravel to see them. That blissful coexistence held good until the Coronavirus lockdown. The goats were curious and began to explore. Soon, they discovered the empty streets and Botanical Gardens, and while Llandudno's residents stayed inside their homes, they roamed freely. Kerry has captured this moment in history, to remind us how nature reclaimed much of our world when we took a step backward, and quietly watched from our windows.



Llandudno Goats
120/9 | Limited Edition 20

Reverse

The pastel shades that Rachel has used for Kismet fit well with her passion for Moorcroft's Florianware era. Rachel would be the first to admit that her choice of colour was intended to reflect our vintage heritage. She is there to tell us that survival has come about because of the strong design foundations first built into the art pottery's work by its founding father, William Moorcroft and how out of the past comes the future. We can now enjoy our Florianware past at one and the same time with Kismet.



Kismet
80/9 | Numbered Edition

Koi symbolise overcoming adversity. Legend says a huge school of golden koi gained strength swimming against a strong current in the Yellow River. When they reached a waterfall, a few tried to leap over the top of it, until one, a black koi, succeeded. Though many tried, only the few who refused to give up, succeeded. This prestigious vase shows a single black koi which has successfully made the leap over the waterfall, while another, in the foreground, is just about to leap, as it changes from gold to black, mid leap. Those koi that gave up their battle and swam back, turned from gold to blue, and these koi can be seen amongst the swirling foam of the waterfall.



Legend of the Fall
82/16 | Limited Edition 15

The dandelion flower is both cursed and loved in equal measure, but whatever its detractors may say, all would admit that it is a survivor. Chop its root and it will reproduce itself; blow its clock seeds into the wind and they will fly back at you, billowing into a cloud and ready to land and regenerate in their new resting place; its leaves are sharp and pointed like a lion's teeth whilst its bright yellow flowers herald arrival and rebirth. For more than a hundred years, Moorcroft has shown itself to have the qualities of a strong and beautiful survivor just like the dandelion.



The Survivor
121/10 | Limited Edition 20

MINIATURES OF THE MONTH

Designer: Kerry Goodwin



Helleborus | 370/2



Welcome Colour | 198/2



Primula | 49/2



White Rays | 158/2



Heart to Heart | 65/2



Flag Iris | 98/2



Sun Worshipper | 7/2



Tiger Daylily | 3/2



Sambucus | 576/2



Hedgerow Medley | 10/2



Winterset | 92/2



Christmas Crown | 23/2

LOVE BIRDS

Designer: Emma Bossons FRSA

In Emma's imagination there are multiple images which can symbolise love. Emma's flowers have deep crimson, heart-shaped petals and a centre full of the sweetest nectar imaginable. To these flowers come her hummingbirds, their brightly-coloured wings beating more than thirty times every second and their long beaks poised ready to take out the sweet nectar. In many parts of the world, the hummingbirds themselves are special and from time immemorial, synonymous with love.



65/4 | Limited Edition 30

PLOW LIGHT

Designer: Nicola Slaney

Plough Sunday is an English celebration of a new agricultural year. In the old days, villagers collected alms, before gathering at church for the Blessing of the Plough. Today, Plough Sunday is still seen as a way of celebrating farming and the work of farmers. Plough Monday was the day for the farmers to return to work – although no work was done on this day. Dressed in clean white smocks, they dragged a plough through the village and collected money for the "plow light" that was kept burning in the church all year. In this plaque, sloping, verdant fields are framed by the yellow ploughman's spikenard flowers. A small dry-stone wall, with a wooden stile, leads your eye to a well-worn path through the fields up to a distant hill where stands a small village church with the plough light still flickering inside.



PLQ3 | Numbered Edition

MOTHER'S CHOICE

Senior Designer: Rachel Bishop BA (Hons)

When senior designer, Rachel Bishop set about designing a special vase to celebrate Mother's Day this year, she had a whole world of flowers to choose from. After much thought and consideration, Rachel selected the oriental lily. Amazingly, Rachel managed to discover a variety called Mother's Choice - a fragrant, pure white lily with dark stamens.



80/6 | Numbered Edition

EMBLEMS OF SPRING

Senior Designer: Rachel Bishop BA (Hons)

Daffodils and snowdrops are emblematic plants in Britain because they are amongst the first plants to flower in late winter and early spring. One brings a brilliant flash of white, low down by our feet. The other brings a cacophony of colour with orange, bright yellow, and soft golden flowers bursting for joy, with a bright blast of their colourful trumpets, heralding spring's arrival.



72/6 | Numbered Edition

JEWELS OF ASHWOOD

Designer: Emma Bossons FRSA

Few people can have given more of their life to the world of flowers than John Massey of the nationally celebrated Ashwood Nurseries. Attached to Ashwood Nurseries is John's, equally celebrated garden. Question John a little closer and you will find that he has a favourite cluster of flowers included in which are cyclamen and snowdrops. With John very firmly in mind, Emma brought to life these two flowers from the nurseryman's garden, snowdrops and his beloved cyclamen.



3/5 | Numbered Edition

RUBY'S GOLD

Senior Designer: Rachel Bishop BA (Hons)

Snowdrops often have fascinating names. Ruby's Gold is just such a plant, with a bright yellow flash of colour amongst a sea of white petal drops. Unusually this small vase has an early spring butterfly fluttering amongst the snowdrop's petals - a rare sight but certainly a very welcome one.



226/5 | Numbered Edition

OLD WORLD WONDER

Designer: Nicola Slaney

Muscari, or grape hyacinth as they are also known, originated in the Old World. Colours vary from pale blue to very dark blue, almost black. Muscari are amongst the earliest garden flowers to bloom in the spring. Naturally found in woodlands and meadows, they are now also found in our garden borders, rock gardens and patio containers bringing colour and interest.



198/5 | Limited Edition 25

TÊTE-À-TÊTE

Designer: Vicky Lovatt

Narcissus 'Tête-à-tête' is one of the most popular dwarf daffodil varieties available. Standing at only a few centimetres high, its small size makes it ideal for planting in patio containers or at the front of the border. The deep golden yellow flowers appear in early spring, with each stem bearing up to three blooms. In her design, Vicky sweetly places two blooms face to face as if they were serenading each other in an operatic duet, or quite literally a tête-à-tête, a quiet conversation.



200/5 | Limited Edition 35

HIDDEN HEART & TALWIN

Designer: Nicola Slaney



L226/12

BELLA ROSA

Designer: Kerry Goodwin

Kerry comes from Irish stock and her grandmother, Roseanna, was a famous Dublin flower seller who would walk the streets with her barrow in much the same way as the young lady of Ireland's most famous ballad, Molly Malone. Against a background of soft yellow, white roses are flushed with raspberry-pink. The variety that Kerry chose is called 'Mother's Love'. The flower weaves its way around every inch of the vase not unlike the warmth of a mother's love. According to Victorians, the white rose indicates love, and indeed nothing is more pure than a mother's love.



200/8 | Limited Edition 40

CALIFORNIA POPPY

Designer: Nicola Slaney

The California poppy is a flowering plant native to the United States and Mexico. It became the official state flower of California, known as the Golden State, in 1903. This is apt as other names for the poppy include golden poppy, California sunlight or cup of gold due to its showy cup-shaped flowers in brilliant shades of red, orange and yellow.



OPENING NIGHT

Designer: Paul Hilditch

Queen Victoria was devastated by the premature death of her beloved Prince Albert in 1861 and entered an extended period of mourning, but unusually, in the history of memorials, it was a creative period of mourning. The Queen was determined to add art and history to the memory of her Consort. Out of this emerged the Natural History Museum and the Victoria and Albert Museum.

In his lifetime, Prince Albert had a passion for fine music, one of many passions that he shared with his Queen. On the 20th May 1867, on the former site of Gore House at the centre of Kensington's Gore Estate, Queen Victoria laid the foundation stone of The Royal Albert Hall. This was no small project and it was not until the 29th March 1871 that London celebrated the opening night. Queen Victoria herself was too overcome with emotion to deliver a speech and that task fell to the young Prince Edward.

At the time of the laying of the foundation stone, and to the accompaniment of a 21-gun salute, Queen Victoria had made known her wish that The Royal Albert Hall would be used in the promotion of 'Arts and Sciences'. Moorcroft celebrates the 150th anniversary of this world famous building with a remarkable plaque featuring its opening night – a marriage of Britain's finest art and architecture.



PLQ1 | Limited Edition 10

BELLAHOUSTON

Designer: Emma Bossons FRSA



117/7

198/5

41/4

RM2/4

914/3

A DIAMOND ROSE

Designer: Emma Bossons FRSA

On 21st April 2021, Queen Elizabeth II becomes the world's very first monarch to celebrate a 95th birthday – a remarkable accomplishment which will be commemorated across the United Kingdom, Commonwealth, and further afield. A *Diamond Rose* is a design fitting of its name, as diamonds symbolise being unconquerable and enduring, just two qualities that Queen Elizabeth II has shown throughout her reign.



122/8 | Limited Edition 50

AMAZON QUEEN

Designer: Emma Bossons FRSA

We should all be proud that Emma has already dedicated 25 years of her working life to Moorcroft. In that time, she was elected as the youngest-ever Fellow of the Royal Society of Arts, featured on a Royal Mail first day cover and has crossed the globe promoting the art pottery that she loves so much. From her colourful and soaring imagination, Moorcroft has received designs of exotic flowers, trees, animals, birds and, in an almost revolutionary leap forward for Moorcroft, even insects.

Glorious frangipani flowers, purple and orange tropical hibiscus and Blue Morpho butterflies can outshine even the finest flowers that her mind can ever create. Indeed, Emma's Blue Morpho butterflies fly amongst some of the most beautiful and radiant flowers that ever graced this world and Emma's Amazon Queen vase commands centre stage, on this, the Moorcroft designer's 25th anniversary.



81/18 | Limited Edition 15

MEADOW COLLECTION

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

Iffley Meadow
138/12
Limited Edition 30



Meadow White
81/10 | Limited Edition 25

Gatekeeper Butterfly
PLQ3 | Numbered Edition



Meadow Medley
65/9 | Limited Edition 15



Brean Down
87/6 | Numbered Edition

THE POLLINATORS

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.



159/10 | Numbered Edition



PLQ10 | Numbered Edition



365/12 | Numbered Edition



JU7
Numbered Edition

ARGENTEUIL

Senior Designer: Rachel Bishops BA (Hons)

While dreaming of summer meadows, Rachel turned her attention to one of the most well-known and popular meadow plants, the wild poppy. Rachel's love of poppies is so great that she not only has created a vase but also a matching framed plaque. Inspired by artist Claude Monet's poppy field paintings on a summer's day, Rachel's design even sees small meadow ladybirds tucked away within her design.



PLQ3 | Numbered Edition

75/10 | Limited Edition 35

A LAND AT PEACE

Designer: Nicola Slaney

Windmills are icons of the region and were once a focal point in every community providing employment and producing vital flour, to feed the British population. Nicola's design is a reflection of a time of peace and calm featuring remembrance red poppies amongst sprays of corn in luscious green fields - a vision of a land at peace.



PLQ11 | Numbered Edition

M1/6 | Limited Edition 25

PAIX

Senior Designer: Emma Bossons FRSA

In the Commonwealth, poppies represent soldiers who lost their lives. The French equivalent, le bleuet, or cornflower, is less well known. Today both flowers represent peace - or paix in French. Emma's bouquet comprises bright red poppies, vibrant blue cornflowers, some of which fade to mauve in the distance, and sheaves of harvest corn.



PLQ8 | Numbered Edition

3/8 | Numbered Edition

65/6 | Numbered Edition

226/12 | Numbered Edition

393/10 | Numbered Edition

FOREVER ENGLAND

Designer: Vicky Lovatt



YELLOW SHRINE

Senior Designer: Rachel Bishop BA (Hons)



ANNA LILY

Designer: Nicola Slaney



HISTORY IN THE MAKING

Designers: Rachel Bishop BA (Hons), Emma Bossons FRSA, Kerry Goodwin, 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.



Factory of Flowers
117/7
Numbered Edition



Eventide Revisited
162/5 | Numbered Edition



Kaleidoscope of Colour
PLQ 3 | Numbered Edition



Swallows Over Burslem
265/7 | Numbered Edition



Waterways
7/7 | Numbered Edition



The 1919 Factory Model | Open Edition

QUEENS CHOICE

Designer: Emma Bossons FRSA



769/8

5/13

46/7

35/7

780/4

4/5

869/4

TENGU

Designer: Vicky Lovatt



370/6

CL1

3/5

769/4

198/3

BRAMBLING

Designer: Alicia Amison

It is 10 years since *Bramble Revisited* first appeared, and so for this anniversary year Alicia has revisited her original design and embellished it with birds, bees and butterflies. For Alicia's design, her bramblings are enjoying the arrival of autumn, when the heady days of the summer heat are fading and the fruits of autumn are taking over the hedgerows. Two bramblings are captured on this vase, together with a beautiful coloured Peacock butterfly, a number of bees seeking the last nectar they can find, and a tiny mouse is tucked away at the base.



81/18 | Limited Edition 10

DEMORGAN

Designers: Emma Bossons FRSA and Nicola Slaney



Folklore Legend
769/6 | Limited Edition 25

Married Life
372/9 | Limited Edition 25

Creatures of the Night
29/8 | Limited Edition 25

Persian Bouquet
11/6 | Limited Edition 20

Merton Abbey Owl
3/5 | Limited Edition 30

ERISKAY PONIES

Designer: Vicky Lovatt

If you head North-West of Glasgow, you can travel by boat to the remote Hebridean Island of Eriskay. It was on this wild, bleak terrain that in 1745 Bonnie Prince Charlie first landed in Scotland. Almost two centuries later, silver-grey ponies were seen heaving and pulling a heavy cargo of whisky barrels from the wrecked ship, SS Politician. From that incident, the story 'Whisky Galore' was born. Today, the Eriskay ponies are a critically endangered species, with only 400 left worldwide, but that is an improvement on the 1970's when the extinction bell was tolling. Vicky shows us Eriskay with all of its rocky grandeur although on the reverse we are treated to a beach and an altogether gentler landscape. Her Eriskay ponies graze on tough grass among the rocks, their manes swishing in a strong, Hebridean wind.



869/9 | Limited Edition 20

Reverse



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