

MOORCROFT



—2017—

LONDON

Designer: Paul Hilditch

Every once in a while, Moorcroft create a vase that is magical. Paul Hilditch'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's 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, exciting people and everyday quirks.



Reverse shown



101/18 | Numbered Edition

LONDINIUM

Designer: Nicola Slaney



102/7

CL1

198/5

401/5

RM2/4

JU2

965

DELPHINIUM

Designer: Kerry Goodwin

Derived from the Latin for dolphin, the fragile delphinium, naturally twist and curl in the wind. Expertly, the Moorcroft designer uses deeply lobed leaves to create tiny, green ripples in curvaceous waves stirring from the base of the vase and surfacing at the neck.



365/20



JU3



121/14



93/8



159/10



75/8



PLQ3



139/12

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.

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, suggestive imagery is clever – Epstein tables and iconic cloud back chairs hold ladies looking out of arched Deco windows at 'Chrysler' style buildings. In the same way, greyhounds sit elegantly on striking black and white Deco tiled floors, mimicking the streamlined form of their mistresses. Art Deco design is characterised by strong lines and patterns, highly-defined shapes, and blocks of solid colours. This limited edition is not simply in the Deco style – it is a window into another time and place, and as such, holds the hallowed hallmark of Paul's work.



262/18 | Numbered Edition

BRAMBLE REVISTED

Designer: Alicia Amison



CHINA COLLECTION

Influences from all over China's rich and fruitful land have collided to form a wonderful collection of oriental-themed designs. From the humble Narcissus (known in the Chinese language as the 'water goddess') to the extravagant camellia, whose leaves and leaf buds can be used to make tea. In addition, we see chrysanthemums which originated in China, representing nobility and elegance in traditional Chinese culture. Not all of the pieces in this collection have been inspired by flowers, for indeed the fourth and final design, which has been developed over many months, focuses on a family of adorable Giant Pandas busily stripping the bamboo shoots for all their worth.

Four individual designers have created designs as unique as themselves.



Nobility

Senior Designer: Rachel Bishop
PLQ7 (above) and 41/4 (right)
Limited Editions: 50



Sichuan Giant Pandas

Designer: Vicky Lovatt
365/15 | Limited Edition: 75

Water Goddess

Designer: Emma Bossons FRSA
99/8 | Limited Edition: 50



Camellia

Designer: Nicola Slaney
03/7 | Limited Edition: 50

BLUE GERANIUM

Designer: Kerry Goodwin

With arresting blue hazes and intricate patterns of veining, shoots of geranium flowers wait their turn to burst into life, lapping up the sun and scattering a spray of colour into the border. This design in particular, Kerry described as 'Floriantesque', but with all new designs from Moorcroft, there is almost invariably a touch of ingenuity and freshness. The stamens have been tubelined in white as if laden with pollen and the blue of the petals is a bright, electric blue, that would have been unfathomable to William Moorcroft and his clientele. Whenever a piece pays homage to the past, Kerry cannot help but add a little taste of today.



72/6 | Numbered Edition

CENTIFOLIA

Designer: Paul Hilditch

Horticulturally speaking pink roses are a popular classic, their origins traceable to China's Imperial Gardens around 5,000 years ago. Paul's design harnesses the pink Rosa Centifolia into a crisp and exquisitely detailed form with folds of silky petals layered neatly together.



84/12 | Limited Edition: 75

PEGGY'S FARM

Designer: Emma Bossons FRSA

It has been almost a decade since Emma brought us *Peggy's House*, a design which she described herself as one her all-time favourites. What a pleasure it is to see that Peggy has upped-sticks and retired to the countryside. Emma now summons *Peggy's Farm* for us to admire. At *Peggy's Farm*, a chimney works on overdrive, churning wisps of wood smoke into the fresh air. Those wisps meet the tangled branches of richly-coloured trees evoking a magical atmosphere hidden deep within a serene rural landscape.

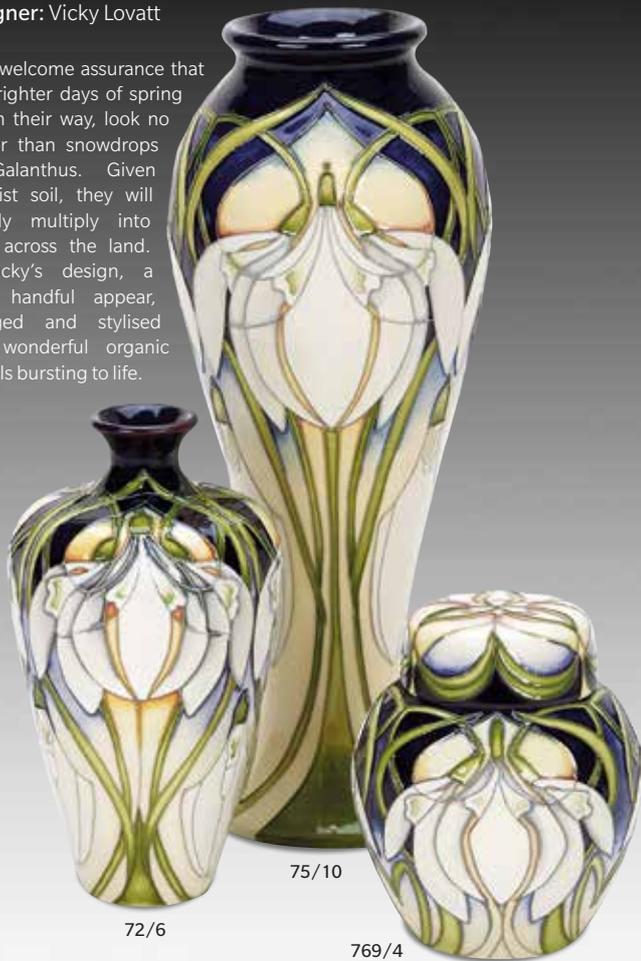


769/8 | Limited Edition: 50

GALANTHUS

Designer: Vicky Lovatt

For a welcome assurance that the brighter days of spring are on their way, look no further than snowdrops or Galanthus. Given a moist soil, they will happily multiply into drifts across the land. In Vicky's design, a mere handful appear, enlarged and stylised with wonderful organic tendrils bursting to life.



72/6

75/10

769/4

SLEEPING BEAUTY

Designer: Nicola Slaney

High above the Clyde in Helensburgh, 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.



PLQ2 | Numbered Edition

WEDDING GIFT

Designer: Helen Dale

Helen beguiles us with a romantic fantasy scene. By the wrought-iron gates of some enchanted building steeped in legend, where lovers declare their vows to each other, a flight of doves takes to the air, escaping their ornate gilded cages. The release of doves is synonymous for many with wedding days, as a symbol of the freedom of true love.



364/8 | Limited Edition: 30

CHOCOLATE COSMOS

Senior Designer: Rachel Bishop



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, it has been gently blushed with silver lustre gilding, giving the vase that eye-catching shine that invites us all in.



117/9 | Numbered Edition

DAISY THE CAT

Senior Designer: Rachel Bishop



PLQ11

PHOEBE SUMMER

Senior Designer: Rachel Bishop

Rachel aimed to create a twist on a vision of oxeye daisies using black tubing and select colours for a contemporary look. The name 'Phoebe Summer' was derived from English folk music which influenced her during the creation of the design.



7/7

3/5

402/4

102/3

965

201/4

780/4

TUSCAN TREES

Designer: Paul Hilditch

Paul has captured the spirit of Italy through a trilogy of sleepy Italian valley scenes. Sweeping roads curl across the rolling Tuscan hillsides, with tall cypress trees and neatly planted fields of scorched hay, sunflowers and vineyards, where rich shades of ochres and gold dazzle against irregular-shaped terraced hills. As terracotta roofs burst out against the natural stone of traditional farmhouses and village clusters, lakes stir with fresh blues against the vibrant golds and Chianti-coloured leaves of ancient trees. As a lone bell tower rings out over three unique panoramas, you experience, the spirit of Italy.



576/9 | Limited Edition: 30

RUBY RED

Designer: Emma Bossons FRSA



101/7

PLQ3

CL1

7/5

769/4

80/6

780/4

EMPEROR MOTH

Designer: Vicky Lovatt

Vicky takes an avid interest in wildlife species found closest to home. During her searching, she came across an image of an Emperor moth (*saturnia pavonia*) and a dramatic, stylised design was born. The moth, with its prominent eye spots and grey wings, made the perfect subject to spin into a geometrical web of midnight colours; black, cobalt and purple all set on a sage ground colour. The designer has even included gentle blushes of pink which can be seen on the tips of its two beautiful wings.



121/10 | Limited Edition: 50

BELLAHOUSTON

Designer: Emma Bossons FRSA

Inspired by the works of Charles Rennie Mackintosh, Emma takes on his famous roses for a glorious geometrical arrangement in deep pinks and purples, with black tubelining echoing Mackintosh's original linework. Bellahouston Park is the location of Mackintosh's 'House for an Art Lover' in Glasgow.



75/10

65/6

200/8

402/4

03/4

SECOND NATURE

Year on year it has always been a pleasure to continue the support which Moorcroft gives to the RSPB. The focus of the UK's largest nature conservation charity is on conserving wildlife for future generations and restoring and protecting natural habitats. It did not come as a surprise therefore that the BBC took its programme, Springwatch, to Minsmere, the RSPB's fabulous nature reserve on the Suffolk coast, and no wonder the Moorcroft Design Studio followed suit and did so with this collection to support the RSPB in its work.



Basket of Wrens
Designer: Kerry Goodwin
7/3 | Limited Edition: 40



Moonlit Badgers
Designer: Vicky Lovatt
226/7 | Limited Edition: 50



Into the Wild
Designer: Kerry Goodwin
158/6 | Limited Edition: 30



The Lodge
Designer: Kerry Goodwin
216/8 | Limited Edition: 25



Swing By
Senior Designer: Rachel Bishop
PLQ11 | Numbered Edition



The Welcome Guest
Designer: Emma Bossons FRSA
125/4 | Limited Edition: 50

THE COUNTRYSIDE COLLECTION

Designer: Kerry Goodwin



For a designer who takes great pleasure in spectating and observing the continual flurry of activity in the British countryside, there can be no better place to take to a sketch pad. It is here that Kerry can pass the hours, watching shire horses at county shows up and down the British Isles, or silently observe darting swifts, weighing just a few grams, swoop through the sky.

Animals, wild, domesticated and cultivated, reside together in our diverse countryside, all for us to enjoy when we take the time to stop, listen and look at the world around us.



Swifts

102/7 | Limited Edition: 40



Limousin Pigs

3/5 | Limited Edition: 50

Limousin Bulls
PLQ2
Limited Edition: 30



The Showground
(both sides shown)

101/12 | Limited Edition: 50



Cheviot Sheep

869/6 | Limited Edition: 40

FREJYA

Designer: Vicky Lovatt

From Nordic mythology, Frejya is said to be the goddess of love, beauty and gold. Along with a chariot of cats and a boar by her side, Frejya wears an enchanted cloak of falcon feathers. Vicky felt that Frejya was a fitting name for her design of two magnificent Gyrfalcons, who both proudly parade their own silvery feather cloaks. Gyrfalcons are more typically found in Greenland and the Arctic Circle and are even spotted occasionally in northern Scotland; a favourite geographical location for Vicky. These two majestic birds reflect her adoration of their beauty and prowess, as they soar across the glacial landscape.



JU5 | Limited Edition: 75



Reverse shown

WINNALL MOORS

Designer: Helen Dale



PLQ2 | Limited Edition: 75

Each day otters pass through the wetland haven of Winnall Moor. Pawprints make a pathway along the banks of the River Itchen, noted as one of the world's premier chalk streams for fly fishing. Of course, where there are otters, there are usually fish! In Helen's design, there is no need to look for clues. Her family of Moorcroft otters frolic by the water's edge, in the shade of a willow tree.

PREPARING TO SCRAMBLE

Designer: Paul Hilditch



PLQ 1 | Numbered Edition

Designer Paul Hilditch chose to work with the Spitfire, probably the most famous and most respected aircraft of all time, with good reason to single out the mechanics and the engineers as the heroes. The Spitfire 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 115 Congleton Road, Butt Lane, Kidsgrove, Stoke-on-Trent from where he attended Hanley Grammar School. By 1919, he had become Chief Designer at Supermarine Aviation in Southampton, later acquired by Vickers. 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



IN FLANDERS FIELD

Senior Designer : Rachel Bishop

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

LEST WE FORGET

Designer: Kerry Goodwin

Kerry Goodwin can pick a subject and no matter how sensitive or profound the theme, can relay a meaningful thing of beauty. *Lest We Forget* is a design which directly pulls from the mud-swathed trenches, the brutal weapons of destruction and barren, scarred landscape. But 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, insects 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 name of the design comes from the masterful poetry of Rudyard Kipling who, in the same year that William Moorcroft first started designing, wrote 'Recessional'.



9/9 | Numbered Edition



Reverse shown



101/18 | Numbered Edition

TREFOIL

Designer: Nicola Slaney

Clover or Trefoil, coming from the Latin for 'three' and 'leaf', grow in close correlation and they are most efficiently pollinated by bumblebees. Honeybees can also pollinate clover, and beekeepers are often in heavy demand from farmers with clover pastures.



WHO AM I?

Designer: Vicky Lovatt

A crater-speckled moon floats across a winged man, whose identity remains a mystery. Who is he? To each of us he will represent someone different, and the vase will hold a different meaning in every home it is displayed.



TALWIN

Designer: Nicola Slaney

In 2015 Nicola released a small range of striking designs inspired by the works of Victorian graphic artist, Talwin Morris. Her vision encompassed symbols and colours interwoven with the Glasgow style.

Talwin 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, producing many designs that could be printed in different colourways across series such as the Red Letter Library and Library of Famous Books. 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's design has its roots in the front cover of 'Select Poems of Robert Burns'. Two doves mirror each other in birdsong, framing a bouquet of Glasgow roses invented by Macintosh himself. Nicola selected many elements from this subculture of book cover art so the lines, arrows, hearts, leaves and dashes can be seen throughout. She had a deliberate colour scheme in mind before she designed *Talwin*, knowing that blacks, reds and pinks are synonymous with the style she was trying to recreate. As ever with Moorcroft designers, in all their work they bring their own personal flare and we also see the very delicate greens and blues which Nicola is so often drawn to quite naturally herself. It is an absolute pleasure to see how Nicola continues to channel her devotion to, what she describes as, 'one of my absolute favourite Moorcroft influences.'



Mirror | Open Edition

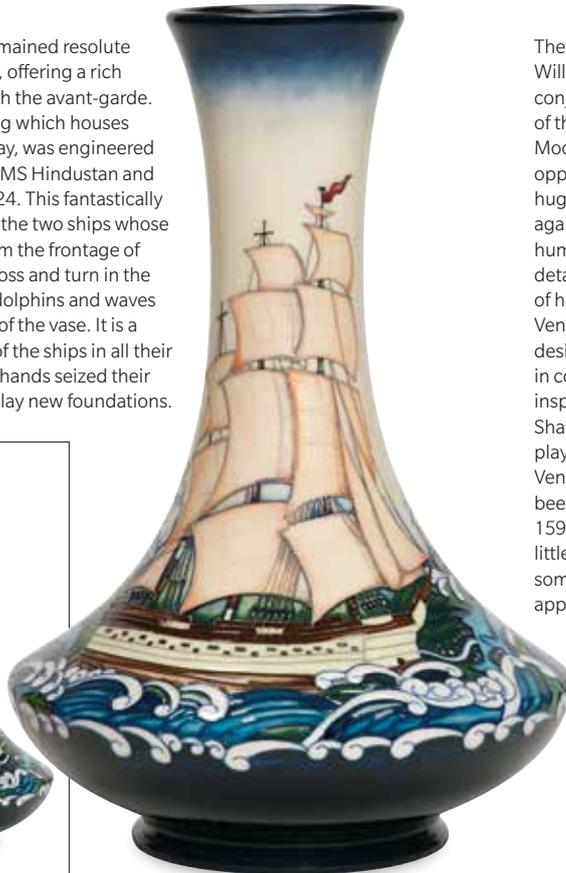
LAUNCHING LIBERTY

Designer: Paul Hilditch

Liberty of London has remained resolute in their pursuit of quality, offering a rich heritage softly mixed with the avant-garde. The Tudor revival building which houses the great emporium today, was engineered to incorporate parts of HMS Hindustan and HMS Impregnable in 1924. This fantastically detailed design features the two ships whose wreckage went on to form the frontage of Liberty & Co. The ships toss and turn in the tumultuous seas, while dolphins and waves dance on the underside of the vase. It is a truly spectacular vision of the ships in all their glory before resourceful hands seized their dismantled wreckage to lay new foundations.



Reverse shown



62/11 | Numbered Edition

MERCHANTS OF VENICE

Designer: Paul Hilditch

The year after we marked 400 years of William Shakespeare in 2016, imagery conjured from the prose and poetry of the great Bard still seeps into Moorcroft designers' art at each new opportunity. In the familiar style of his hugely successful designs, Paul once again creates a story surrounding humans and history, with minute detail preserved in every corner of his work. Merchants of Venice in Paul's awesome design are businessmen in conversation, yet inspiration is drawn from Shakespeare's immortal play, the Merchant of Venice, believed to have been written between 1596 and 1599. Just a little design twist, and something totally new appears.



117/12 | Limited Edition: 50

PARADISE FOUND

Designer: Vicky Lovatt



REDWING

Designer: Vicky Lovatt

Inspired by the rowan tree that grows beside the Moorcroft factory bearing prolific amounts of berries each year, Vicky uses the brightness of these red rowan berries and a piercing blue sky to crown the dark, mottled-browns of a redwing bird. This is one of her ways of mastering the art of incorporating nature into her work.



PEACOCK PARADE

Designer: Nicola Slaney

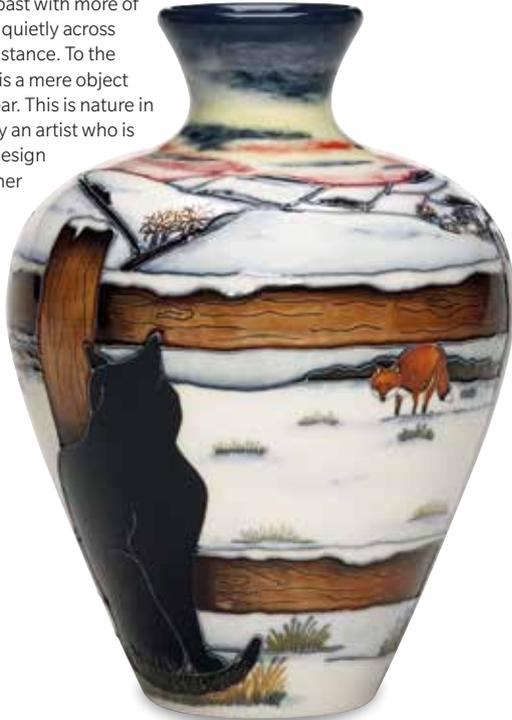


WHO GOES THERE

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 air is cold, and the scream of a distant vixen shatters the silence. 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. This is nature in the wild, drawn by an artist who is in control of her design and confident in her subject matter.



03/7 | Numbered Edition

WOODSIDE FARM

Designer: Anji Davenport

In 2000 Angela Davenport's *Woodside Farm* was launched with great hope. For the first time, a countryside range designed with the innate emotions of a farmer's daughter, Angela Davenport, captured the very spirit of winter. Angela returns with a prestige offering to excite the senses. *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, and the walker can enjoy his wanderings amongst the sharpened colours of the tubelining. 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.



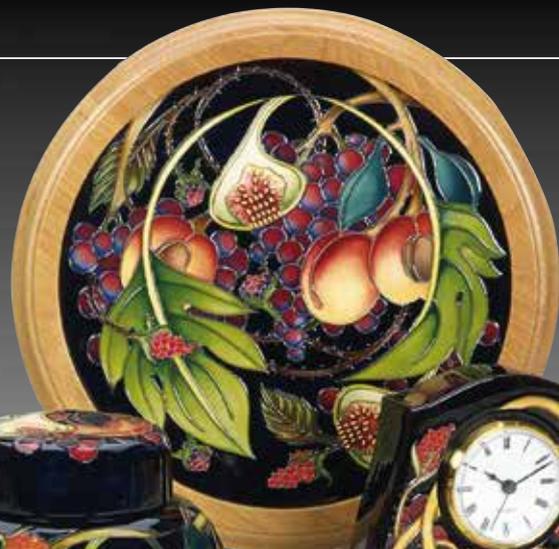
72/20 | Numbered Edition

QUEENS CHOICE

Designer: Emma Bossons FRSA



243/6



PLQ18



769/8



CL3



914/4



372/5



80/6



216/8



7/10



869/6



780/4



152/3



33/3



Jardinière | Numbered Edition

COLIBRIS

Designer: Emma Bossons FRSA

A bouquet of hummingbirds flit between the design as your eyes fly like hummingbirds backwards, forwards, straight up and down, changing direction in a flash. With a hint of mischievous design, it is only the bright red spikes of the stylised callistemon flowers that fan like hummingbirds wings. The hummingbirds flash and dart in explosions of liquid colour to turn each panel into a remarkable work of art, yet miraculously, all three panels merge into a breath-taking performance of electric movement. Taken as a whole, each image on each panel melds into its neighbour's territory with a surprising symmetry of colour, form and movement.



Triptych | Numbered Edition

COURTSHIP DANCE

Designer: Helen Dale

In the admired colour palette of Japanese print works, *Courtship Dance* gathers the most sacred of Japanese visions, the snow-capped Mount Fuji under a sakura moon, and clothes the artwork with red-crowned cranes, as they dance and fly into the heavens. Inspired by Discovery Channel's *Winged Planet*, Helen Dale watched in awe as one of the most intricate of courtship dances began. Framing Lake Kawaguchi, one of the five lakes at the foot of Mount Fuji, are the palest of pink cherry blossom, with the white and red crowns of the courting cranes under the shadowy purple hues of the mysterious mountains. A spectacular beauty unfolds around the vase. Moorcroft captures the holy grail of Japanese icons in a breathtakingly lucid form.



393/10 | Limited Edition: 75

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 groundbreaking 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

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. His celebration of such unadorned natural grace makes a wonderfully appealing design, which could only ever be granted as a lucky talisman.



158/6 | Numbered Edition

TREE SPARROWS

Designer: Kerry Goodwin



PLQ3 | Numbered Edition

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, can hardly be said to come from the regal world of peacocks, yet here they are, posturing happily on the simplest of Moorcroft plaques. These seven sparrows is a design lining itself up to become a great piece of Moorcroft.

OFF TO MARKET

Designer: Paul Hilditch



4/10 | Limited Edition: 50

Inspired by a time now almost forgotten, when the agricultural landscape formed the backbone of country-dwellers' existence, Paul invites us into a nostalgic, bustling market scene. In his mind, the rhythmical lines of a nursery rhyme might well have been playing, 'To market, to market to buy a penny bun, home again, home again, market is done. To market, to market, to buy a fat pig, home again, home again, jiggety-jig.' Thankfully the Farmers' Market is making a resurgence in the United Kingdom, with consumers hankering for a taste of good quality, local and handmade produce. Paul brings a taste of that wholesome way of life into the world of detailed ceramic art.

TIMES GONE BY

Designer: Paul Hilditch

A city's gate becomes the docking port for the imagination. You 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. Quaint, steep pitched roofs with overhangs and dormers allow the romanticism of 'Merrie Olde England' to engulf you. 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 Hilditch masterpiece of Moorcroft design and tubelining.



Reverse shown



364/20 | Numbered Edition

ANNA LILY

Designer: Nicola Slaney



393/5



159/8



23/8



576/6



7/3



198/3



32/5



226/7



102/5



CL1



75/8



246/11



226/9



122/8



46/4



780/4



RM2/4



7/5



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