



A WILLIAM MORRIS COLLECTION

William Morris is one of Britain's most celebrated designers. A key figure in the Arts & Crafts Movement, he championed a principle of handmade production. Itself a lone survivor from the Arts and Crafts movement, Moorcroft has kept the spirit of Morris's work alive. We are delighted to present a collection dedicated to this remarkable man, inspired by his wallpapers, textiles, carpets, embroideries, tapestries and tiles.

MOORCROFT

ACANTHUS REBORN

Designer: Emma Bossons FRSA
Shape: 364/20 **Height:** 51cms
Numbered Edition

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.



PEACOCKS & DRAGONS

Designer: Nicola Slaney

Shape: 80/16

Height: 40cms

Numbered Edition

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.



DEARLE

Designer: Emma Bossons FRSA

Shape: 914/6

Height: 15cms

Limited Edition 40

Morris & Co.'s chief designer, John Henry Dearle, was trained by Morris and contributed immensely to tapestry design at the company. 'Golden Lily' by Morris was designed as early as 1870, and was produced between 1880-1917 as a hand-printed woodblock paper. It is likely that Morris designed this pattern, and it was finished by Dearle.



WATCHFUL EYE

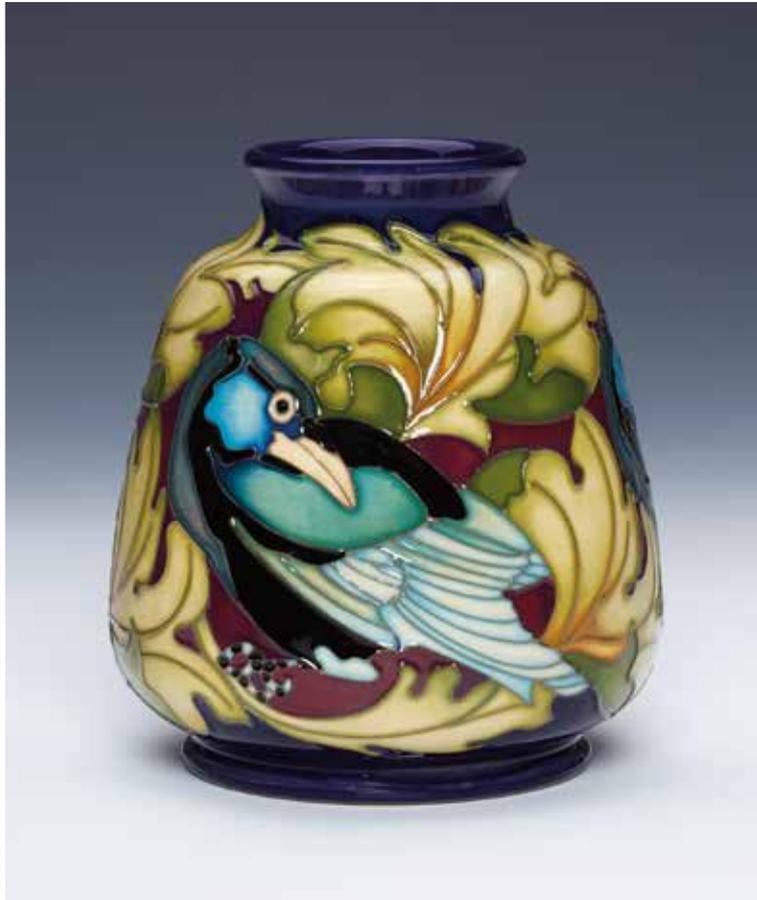
Designer: Kerry Goodwin

Shape: 198/5

Height: 12.5cms

Limited Edition 25

Featuring swirling leaves, watchful birds, rose-filled trellises and fruit tree branches, the designs of Morris have a unique timeless quality. In this design, Kerry stylises a raven with delicious colours of black, inky-blue and peacock blue. Its beady eyes instantly jump out from within the design which is made up of tapestry-style foliage and a deep berry-purple backdrop.



THE GREEN ROOM FIREPLACE TRIO

Designer: Kerry Goodwin
Open Editions

(1) Kelmscott Artichoke

Shape: 769/4 Height: 10cms

(2) Kelmscott Sunflower

Shape: 372/5 Height: 12.5cms

(3) Kelmscott Swans

Shape: 914/2 Height: 5cms

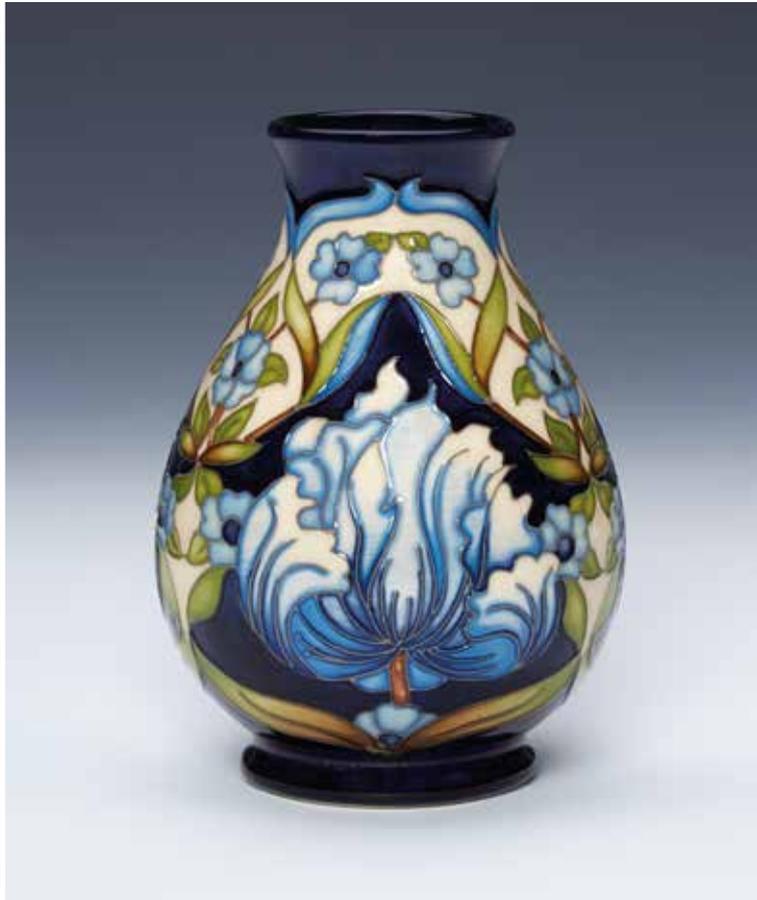
William De Morgan was a lifelong friend of Morris, and worked with him at Morris, Marshall, Faulkner and Co. in 1863, overseeing the manufacture of tiles. Early tiles could have been designed and painted by several staff, including Morris, Webb, Rossetti, Burne-Jones, De Morgan and Kate and Lucy Faulkner. Four tiles line the Green Room fireplace at Kelmscott Manor and three of these are Artichoke, a variation of Kelmscott swans, and Morris Sunflower.



FOREVER PIMPERNEL

Designer: Rachel Bishop BA (Hons)
Shape: 7/5 **Height:** 12.5cms
Limited Edition 50

Morris's 'Pimpernel' wallpaper, created around 1876, features a symmetrical pattern of entwined foliage and plants. Such designs showed how Morris's interest in Japanese design led to him simplifying his designs and colour palette. Only plants coming from the East, or which would adapt to an Eastern style such as chrysanthemums, jasmines or willow branches were chosen by him.



KENNET

Designer: Kerry Goodwin

Shape: 265/7

Height: 17.5cms

Limited Edition 25

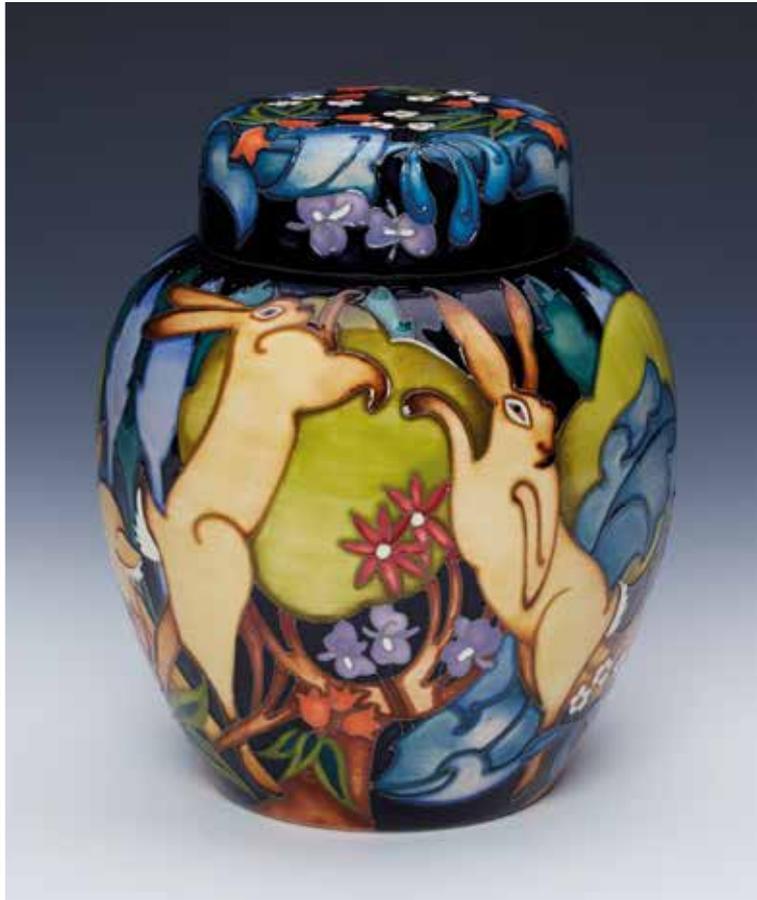
Kennet was produced at Merton Abbey using a technique of printing onto a dyed indigo cloth using a bleaching agent which removed the ground colour and at the same time printed reds, greens and yellows in its place. Kerry saw the fabric in one of Kelmscott Manor's bedrooms and used elements from the design. Brilliant turquoise-blue floods the background, whilst stylised flowers roam free.



THE FOREST

Designer: Emma Bossons FRSA
Shape: 769/8 **Height:** 20cms
Limited Edition 20

Morris used birds and animals in his early tapestries as a forebearer to his later carpet patterns. The Forest tapestry was woven by Morris & Co.'s three most senior weavers under the guidance of Morris himself. Emma has adapted the slender form of the tapestry sitting hare as a sprightly pair of creatures, sitting in the air, while using earthy tones synonymous with Morris designs.



KELMSCOTT MANOR

Designer: Helen Dale

Shape: PLQ8

Dimensions: 28cms x 28cms

Limited Edition 30

Kelmscott Manor was the Cotswold retreat of Morris, who first saw it in 1871. He was so delighted by this 'loveliest haunt of ancient peace', he signed a joint lease for the property with his friend and colleague Dante Gabriel Rossetti, the Pre-Raphaelite artist. Morris loved the house as a work of true craftsmanship, in harmony with the village and surrounding countryside and it was a constant source of inspiration for him.



WILLIAMS PEAR

Designer: Emma Bossons FRSA
Shape: 82/16 **Height:** 40cms
Limited Edition 30

Morris was a prolific poet, and his first books of poetry, *The Defence of Guinevere* (1858) and *The Earthly Paradise* (1868-70), enjoyed considerable popular success. The Williams' bon chrétien pear, a commonly grown variety of pear in most countries, is also known as the Bartlett pear or the Williams pear, making it ideal for Emma's design of an Arts and Crafts pear orchard, inspired by Morris's poetry.



ARTS & CRAFTS

Designer: Rachel Bishop BA (Hons)

Shape: PLQ 13

Dimensions: 36cms x 47cms

Numbered Edition

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.

To discover more information about each of the designs in this collection please visit www.moorcroft.com and when you select the piece of your choice the full details about the design inspiration behind each will be revealed.

**W. Moorcroft Ltd., Sandbach Road, Burslem,
Stoke-on-Trent, Staffordshire ST6 2DQ, England.**

Telephone: +44 (0)1782 820515

Email: enquiries@moorcroft.com

www.moorcroft.com

