

# MOORCROFT



— 2021 CATALOGUE —

# 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

# 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

# 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.



Spring Panel | 80/16 | Numbered Edition



Summer Panel



Autumn Panel



Winter Panel

# CONFETTI

Designer: Emma Bossons FRSA



# 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

# MINIATURES OF THE MONTH

Designer: Kerry Goodwin





## 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

# AMOUR

Senior Designer: Rachel Bishop BA (Hons)

Forget-me-nots represent true love and giving someone this flower means you truly love and respect this person and that you will never forget them in your thoughts. These sentiments lead Rachel to put four such tiny turquoise flowers, within two love hearts, as a eternal reminder of the heartfelt message these spring flowers hold.



PLQ14  
Numbered Edition

Loving Cup | Numbered Edition

# CHARM

Designer: Kerry Goodwin

Legend suggests that the first bird seen by an unmarried person on St Valentine's Day is an omen of a future partner's character. Those who happen to see a goldfinch first of all will find themselves betrothed to person of means. Here a charm of goldfinches sit amongst thistle branches, waiting to be seen.



PLQ8 | Numbered Edition

102/7 | Limited Edition 30

# 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

# LOVED UP

Senior Designer: Rachel Bishop BA (Hons)

Swirls of tubelined calligraphy spell out the word 'love' within a white heart. The outline of the heart acts as a frame for delicate vines of forget-me-nots to clamber and flourish. The perennial forget-me-not flower, a flower closely associated with the remembrance of loved ones, spreads easily, freely self-seeding for more of the wildflower to grow and blooms in shady spots where the tiny seeds may fall.



PLQ7 | Numbered Edition

780/4 | 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



**Heddewigii**  
125/4 | Numbered Edition

**Onyx**  
121/10 | Numbered Edition



# HIDDEN HEART & TALWIN

Designer: Nicola Slaney



**PLQ10**  
Numbered Edition

364/8

80/9

87/9

162/5



L226/12

# LONE HIGHWAY

Designer: Nicola Slaney



The Lone Cypress is a Monterey cypress tree in Pebble Beach, California. Standing on a granite hillside off the 17-Mile Drive, the tree is a Western icon, and has been called one of the most photographed trees in North America. Nicola and her family spent hours on the highway in search of this iconic landmark and her design captures the warm tones of California's sun, with the tree clinging to its wave-lashed granite pedestal.

PLQ15 | Numbered Edition

# 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.



80/6

PLQ1 | Limited Edition 10

# 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 – a marriage of Britain's finest art and architecture.



PLQ1 | Limited Edition 10

# BELLAHOUSTON

Designer: Emma Bossons FRSA



117/7

198/5

41/4

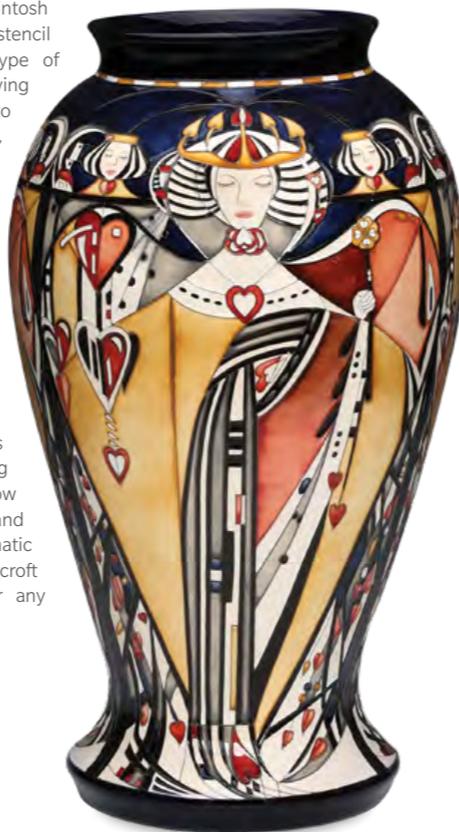
RM2/4

914/3

# 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 willowy female forms wisp their way to the heavens, with heads crowned in dotted halos.



64/20 | Numbered Edition

# MACKINTOSH COLLECTION

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



Millside  
PLQ3  
Numbered Edition

The Willow Ladies  
JU3 | Numbered Edition

Buchanan  
159/10  
Numbered Edition

Millside  
121/10  
Numbered Edition

Kingsborough Gardens  
102/7 | Numbered Edition

Swansong  
JU7 | Numbered Edition

# RENNIE ROSE

Senior Designer: Rachel Bishop BA (Hons)



CL6

80/9

99/8

7/5

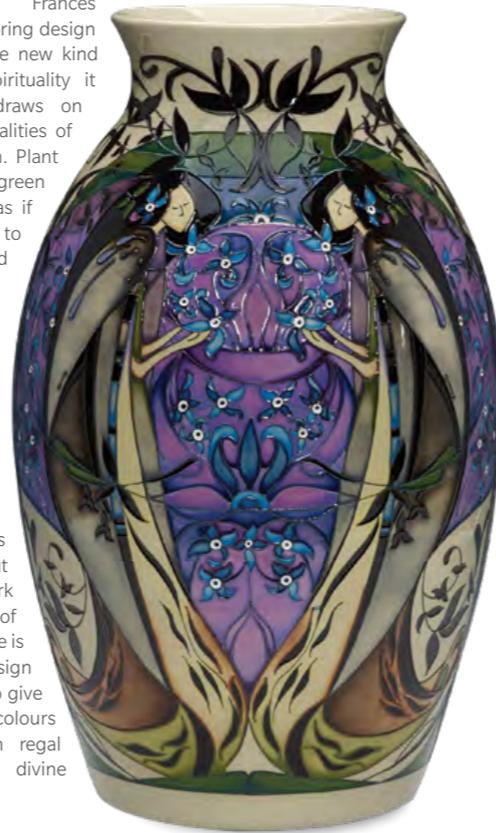
JU7

769/4

# SPRING

Designer: Nicola Slaney

Inspired by Frances MacDonal's Spring design of 1897 and the new kind of symbolic spirituality it held, Nicola draws on the ethereal qualities of the female form. Plant roots and soft green leaves rise up as if under a spell to curve around the angles of the vase. The ladies appear to glide as if tree wisps from a supernatural realm and delicate spring flowers float like surreal blue butterflies gliding in an out of the long, dark silhouetted hair of the ladies. Purple is used in this design of indulgence to give the figures colours associated with regal titles and the divine feminine form.



73/18 | Numbered Edition

# 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

# 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

# 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

## 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

## KING OF THE FISHERS & SWING BY

**Senior Designer:** Rachel Bishop BA (Hons)



PLQ11 | Numbered Editions

## 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

## 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.

# 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

# SWEETNESS

**Designer:** Nicloa Slaney



122/8

101/7

780/4

33/3

CL1

06/5

PLQ10

72/9

# 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

# 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

# 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

# FOREVER ENGLAND

Designer: Vicky Lovatt



75/10

CL3

83/8

80/6

M1/3

# 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

# 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 redesign with four Rolls-Royce Merlin engines, and the result was the famous Lancaster. Paul's epic design see these incredible planes as they return safely to their base.

# 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

# ANEMONE WILD SWAN

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

# YELLOW SHRINE

Senior Designer: Rachel Bishop BA (Hons)



80/6

104/6

965

CL1

JU7

117/5

# ANNA LILY

Designer: Nicola Slaney



# TENGU

Designer: Vicky Lovatt



# 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.



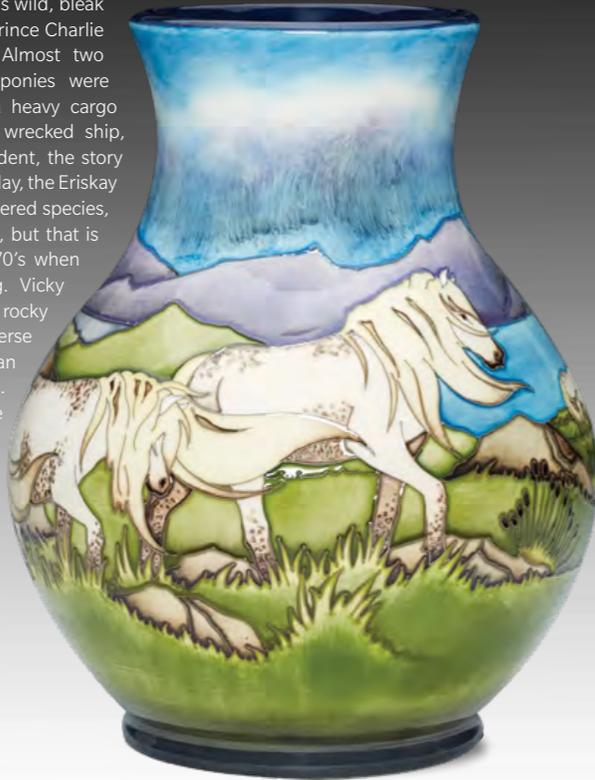
117/7 | Numbered Edition

Reverse

# 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

# 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 Charlie 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

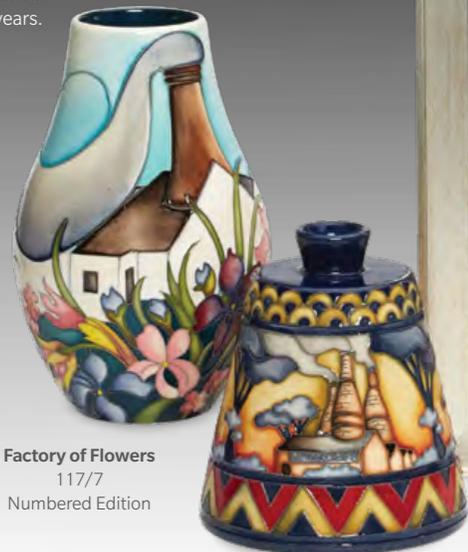


Reverse

# 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



**Swallows Over Burslem**  
265/7 | Numbered Edition



**Waterways**  
7/7 | Numbered Edition



**The 1919 Factory**  
Model | Open Edition

**Kaleidoscope of Colour**  
PLQ 3 | Numbered Edition

# 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.

# QUEENS CHOICE

**Designer:** Emma Bossons FRSA



769/8

35/7

780/4

5/13

46/7

4/5

869/4

# 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

Back of Vase

# BRAMBLE REVISITED

Designer: Alicia Amison



CL1

81/18

192/7

780/4

7/2

RM2/4

33/3

# CRANES ON PARADE

Designer: Emma Bossons FRSA

Common Cranes became extinct in the UK in the 1600s, but a small number started breeding again in Norfolk in the 1970s. To help increase the population, the RSPB and partners re-introduced just under 100 birds to the Somerset Levels as part of the Great Crane Project.

Emma features a flock of cranes in all their glory, with each feather intricately tubelined. Standing proudly like soldiers on parade, this flock preen and pose for us to enjoy forever more.



PLQ2 Plaque



# FIREWORKS

Designer: Nicola Slaney

*Agapanthus 'Fireworks' ('Mdb001')* is an evergreen perennial boasting large umbels of bicour flowers displaying white flaring petal tips which make it perfect for a Moorcroft design. Nicola injects drama with a regal indigo colour palette which creates a spectacular Moorcroft firework display.



PLQ3 | Numbered Edition

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# WILLIAM DE MORGAN COLLECTION

Designers: Emma Bossons FRSA and Nicola Slaney



**Carnation**

Mirror | Open Edition



**Cornflower**

Mirror | Open Edition



**Forgot-me-not**

Mirror | Open Edition



**Tulip**

Mirror | Open Edition

To celebrate the work 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.

# 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

**Tulip**

**Carnation**

**Forget-me-not**

**Cornflower**

PLQ6 | Open Editions

## 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.



364/20 | 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.



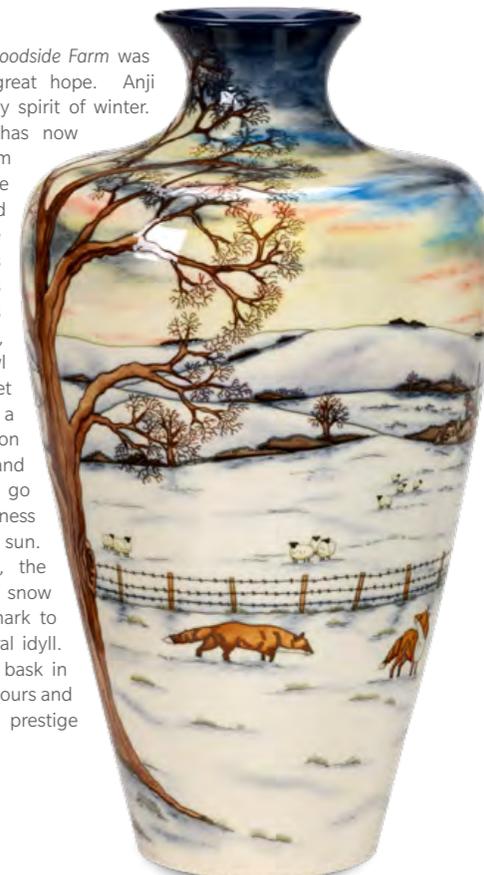
PLQ11 | Open Edition

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

# 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

# SNOW SONG

**Senior Designer:** Rachel Bishop BA (Hons)



M1/6

41/4

769/6

CL1

780/4



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