MOORCROFT







—— SPRING 2022 ——

THE SUCCESSION COLLECTION

For the Platinum Jubilee

Of the hundreds of countries, realms and states which have hosted a royal tour for HM Queen Elizabeth II, there is perhaps no other location more momentous than Kenya. For Queen Elizabeth, Treetops and Sagana lodges were to be a relaxing, wildlifewatching stop in Kenya during what was set to be a long tour of Australia and New Zealand. But destiny had other plans.

On February 6, 1952, George VI died in his sleep, making his heir apparent and elder daughter, Elizabeth, Queen of the United Kingdom and Commonwealth. This Collection holds scenes from the natural world where the crown of one of our greatest and longest serving monarchs began to shimmer under the heat of the African sun.



The Queen's gown is of ivory brocade woven with gold and turquoise thread and with turquoise velvet neckline. She is also wearing the sash and Star of the Order of the Garter, the necklace which was given her as a wedding present by the Nizam of Hyderabad. Her circlet of diamonds and pearls, worn by Queens of England since Queen Victoria, is arranged in a pattern of cross pattee and the rose, shamrock and thistle.



TREETOPS VIEW

Designer: Emma Bossons FRSA

On February 5th 1952, Princess Elizabeth, then 25, spent the afternoon with her cine-camera capturing a herd of rhinos from her elevated vantage point above the Treetops waterhole in Aberdare National Park. That night, as she slept cradled in a fig tree, she actually ascended to her throne. This is a dramatic Moorcroft design. A lone rhino calf sits as two others sup at the waterhole while fig trees rise like cumulonimbus clouds lifting Treetops towards the distant outline of Mount Kenya, known across the world as the mountain of brightness.





SAGANA LODGE

Designer: Emma Bossons FRSA

In 1947 when Princess Flizabeth and Prince Phillip married. Sagana Lodge was given to them as a gift from the people of Kenya. Beside a trout stream, it was at Sagana Lodge, that the news of King George VI's death was broken to HM Oueen Elizabeth by, Prince Philip. The lodge is located at the point where the Sagana and other rivers all meander their way towards Tana River. The river meanders down among pineapple palms, past the most-humble of Royal residences, a bungalow with a low sloping roof, superbly situated under the foothills of Mount Kenva itself.

In Emma's Sagana Lodge design, history comes alive. Mount Kenva soars above fig-trees: Lilac-Breasted Roller Birds and a Forest King Butterfly adorned with flashes of Royal Blue, can be seen among the gardens of Sagana Lodge.

The Lilac-Breasted Roller Bird is the national bird of Kenva. They look wistfully in each direction, as if in deep contemplation. This living rainbow bird nestled in roses fused with orange (for admiration) and pink (for love), brings a depth of colour and grace hitherto unknown in Moorcroft art. Kenya is home to over 900 species of butterfly. At Sagana lodge, The Queen will probably have noticed Forest-King Charaxes - fluttering over delicate pink orchids.

Undoubtedly, her father, King George VI would have been proud of his daughter. Her crown will have brought with it a fair, yet heavy burden. By its very nature, succession cannot ever see a father's pride until that day is spent.



Back of vase



JUBILEE

Senior Designer: Rachel Bishop

When Prince Philip married Princess Elizabeth more than 70 years ago, he gave up everything for the woman he loved. He abandoned his Danish and Greek royal titles, and even his surname to become Britain's longest serving consort. As such, senior designer Rachel Bishop felt that it was just that the flower named Clematis Prince Phillip, should stand as a design in itself. Each petal holds gently-waving edges, coloured mauvey-blue with a pink-red bar through the middle and all meeting in a central crown of brown-tipped stamens, set against a pure ivory ground. The rich colours of the petals wave like flags in jubilation as they celebrate the Queen's Platinum lubilee.



A FLORAL BOW

Senior Designer: Nicola Slaney



Of all the designs created for the Platinum Jubilee celebration, A Floral Bow is undoubtedly the most personal. As such. it has been moved into the hallowed ground of a significant Moorcroft design. The Lily-of-the-valley is one of the most delicate flowers of all. Nicola Slaney's bell-shaped blooms, capture Her Majesty's early years with the single flower gently bending to one side with its bells on a flowering stalk offering a floral bow, to represent the thousands of bows the young Princess Elizabeth would receive as Her Maiesty, Oueen Elizabeth Il over the coming years bows of respect, affection, loyalty and love.

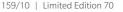






6/12 | Limited Edition 20





THE ASHWOOD COLLECTION

Designers: Emma Bossons FRSA, Kerry Goodwin and Nicola Slaney

More than 50 years ago, John Massey MBE wanted to buy some seeds of African Violets, but with no cash, he put himself to work to grow beans and earn the money



9/9 | Limited Edition 25

Salvia Amistad





Auriculas



MINIATURESOF THEMONTH

Designer: Vicky Lovatt



January Chanonry Point | 198/2





Feburuary Tideline | 869/2



March Spring Scilla | 98/2



BACHELOR'S BUTTONS

Designer: Nicola Slaney

In the Middle Ages small flowers were carried in a man's pocket or under a girl's apron as a guide to success in love. If they remained fresh, the owner would gain their heart's desire; if they withered, all would be lost and so "Tis in his buttons' came to mean 'he will be successful'.

The name 'Bachelor's Buttons' has been loosely applied to several small, many petalled cottage-garden flowers, among them the Centaurea cyanus, commonly known as the cornflower. Nicola Slaney's vase shows bright, colourful cornflowers, whose turquoise petals are shaded with dark blue and purple near the centre. Packed full of colour to brighten any man's pocket!



ETERNAL LOVE

Designer: Emma Bossoms FRSA

Many flowers have hidden meanings, and the red tulip is no exception. Similar to the red rose, the red tulip is often associated with love. Its meanings include eternal love, undying love or perfect love.

Tulips originated in Persia and Turkey and from here, they were brought to Europe in the 16th century. Today, the Netherlands is famous for its tulip fields, where the symbolic meaning of red tulips is that the person 'is on fire with love'. Designer Emma Bossons was certainly fired up to create a Valentine's design this year, filled with hidden meanings of love.



EMBRACE

Designer: Nicola Slaney

Gladioli flowers are a great gift for Mother's Day, as they mean faithfulness. The flower represents a mother's lifetime commitment to her children, and this symbolism is strengthened in the colour of the flowers. And so, it is with this Moorcroft design, Embrace. Designer Nicola Slaney harnesses the fusions of amaranthine-purple, symbolising grace and beauty, and scarlet-red blooms for passionate support, between clouds

of candyfloss-pink sepals and petals for love. The blooms close towards the neck of the vase into delicate, tight-lipped, pastel-buds – representing a mother's embrace.



Senior Designer: Rachel Bishop

Rachel's love of Arts and Crafts imagery shines through in this design duo. The different elements hint at the floral motifs of John Dearle wallpaper, the black tracery of a Philip Webb window and the linework of Archibald Knox's pewter ware. However, as a whole, this design radiates with Rachel's

own perfunctory style and colour, and showcases her love for all things encompassed within the Arts and Crafts movement.



265/7 | Limited Edition 20



STONEHENGE

Designer: Vicky Lovatt

Shrouded in folklore and legend, Stonehenge soars into the Wiltshire skyline as perhaps the world's most awe-inspiring ancient stone circle. On the 21st June, the summer solstice reveals a particular mystery within the stones. At dawn, thousands of people come from all corners of the world to descend on the rock-forged monument, all turning northeast to catch the summer solstice sunrise glide perfectly above the stones. Evocatively, the sun rises behind the Heel Stone in the north-east part of the horizon and its first rays shine into the heart of Stonehenge. And so, it is with Vicky's design. Through the use of myriad colours, ceramic alchemy places us firmly in the shoes of prehistoric people, and we can absorb the phenomenal experience of the solar alignment at Stonehenge as the Summer Triangle of the Vega, Deneb and Altair glisten in the night sky in a cosmic display of wonder.





165/7 | Numbered Edition

Back of vase

CONTRABAND

Designer: Paul Hilditch

As the moon ripples over the sea, a sailing ship glides towards a darkened cove. Through a canopy of trees, you glimpse the smugglers, with swords and knives at the ready in leather scabbards. Is the vessel holding friends or foes as well as casks of brandy, tea and tobacco? Paul's design brilliance allows us to be the silent witness to the unfurling scene. This could be the infamous Piskey's Cove, where John Carter "The King of Prussia" landed his smuggled goods. Can you hear the desperate, hushed, voices of the smugglers as they disappear silently into the night's shadows to hide their stolen loot? With their hoard safely secured in hidden caves that would remain dry on a neap tide, we follow their pernicious plan. The design is completed with the smugglers carrying and scraping their casks on cobbled streets, as they offload their contraband.







158/8 | Numbered Edition



CHEERFULNESS

Designer: Vicky Lovatt

Cheerfulness, inspired by the multiple-headed daffodil that holds the same name, is captured by Vicky Lovatt in clusters of bright, golden yellow. Each flower has delicately edged petals and a puff of slightly darker yellow in the centre, contrasting stunningly against the fine, slender line of their elegant leaves which weave their way up the plaque. In truth, the design is the perfect treat for Easter – where ruffled bonnets nod their cheerful golden yellow heads, to create one of the finest daffodil designs in the flower's illustrious Moorcroft design history.



CHINA-MARKS

Designer: Vicky Lovatt

On the banks of an old farmland pond in Norfolk, the seeds of grass-poly have remained dormant in the mud, like a 'time capsule' for over a century. When willows were recently pulled out to restore the pond, this disturbed the soil and let in light, allowing the seeds to germinate. Vicky revives the delicate wildflowers in jubilant shoots on her design, appearing almost joyous to see the light of day again after so long. Joining in the carnival, China-marks, with their delicately-patterned white patches and streaks, scatter throughout. These moths are unusual in that their larvae are entirely aquatic, feeding on water plants, hence their placement in this pondside scene.



BRAZILIAN MOONFLOWER

Designer: Vicky Lovatt

In 2021, a rare Amazonian cactus planted at Cambridge University Botanic Garden, attracted interest from around the world as it started to bloom. The team believed their moonflower Selenicereus wittii was the first to flower in the UK. Intrigued by the story, Vicky decided to investigate the flower further. In her design, the Moonflower sits in its native Brazilian flooded rainforest accompanied by a hawk moth, Cluentius Sphinx, one of only two species of moth that pollinate the flowers in their natural habitat. The flower clings to Igapó trees, which cleverly border Vicky's three-panel design which features



SWEET TRACK SECRETS

Senior Designer:

Rachel Bishop

Lesser water plantain, not recorded in Somerset since 1914, was recently spotted by the Somerset Rare Plants Group near the ancient man-made Sweet Track on the Somerset Levels. The Sweet Track, whose location is kept secret, is an ancient timber trackway that runs between Shapwick and Westhav. In Rachel's design. she trails lesser water plantain from the secret trackway up into a deep evening sky. Visitors to the flowers come in the form of two garden tiger moths. This night-flying moth has a chocolate-brown, furry body, brown-and white-patterned forewings, and bright red hindwings. The combination of precious flora and fauna makes for a stunning vision captured in clay.



SNOWDROP SENSATION

Designers: Rachel Bishop, Emma Bossons FRSA, Kerry Goodwin and Vicky Lovatt



33/3 | Numbered Edition



Snow Moon PLQ4 | Limited Edition 30

A JAR OF NUTHATCHES

Designer: Paul Hilditch

A lone nuthatch with short tail, and large head, points its beak into the air as he perches on the bulbous finial of a wrought iron gate. Behind him, a straight path and manicured hedge leads to the frontal facade of a sleepy red bricked house. Above, streaked silver birch twist and curl as if defying the clean architectural lines, and curiously mimic the black-capped and white breasted markings of the Nuthatch. Below, a little mouse can be seen scurrying into a thicket of ripe, plump blackberries.

In Paul's inimitable style, the detail in this design is alluring. Journey away from the path leading directly to the entrance and towards the rear of the property, where an orangery lies in the distance, past an ornamental birdbath. A Jar of Nuthatches take centre stage as they peck into the blackberry thicket, balancing on the wrought iron rail heads. This time, Paul positions his birds to ensure that their nut-brown plumage is given prominence, echoing the hues within the bricks of the house itself.











BACK DANE TRUST COLLECTION

Moorcroft designers Kerry Goodwin and Emma Bossons FRSA have always enjoyed being in nature and the calmness gained from the natural world. Their designs for Moorcroft are testament to that. Designs created through immersion in nature grow organically out of reverence and love. Fortunately for Moorcroft, when this is combined with their world-class talent, the outcome is often spectacular. As chance would have it, the designers were asked to create designs for the Back Dane Trust, a small volunteer-run charity that owns a converted farmhouse, Back Dane, in the Peak District National Park. It is situated in an area of outstanding beauty at the edge of Cheshire, Staffordshire and Derbyshire. For them, it was a very special place and they could see why it has become a sanctuary for many. As they toured the farm, woodland area, wildflower meadows and strolled down to the River Dane, they knew that the Arts and Crafts pottery had itself found a home.

The Trust describes its purpose as providing 'educational and recreational facilities for those in need, or those who are disadvantaged in some way.'

They welcome and support charitable groups wanting to host respite breaks. Inner city children, refugees, young carers, children and adults with learning difficulties have all been supported. Children can enjoy outdoor play, fun and adventure at Back Dane. With its own nature trail, deciduous woodland, riverside area, wildflower meadow, fire pit and sensory garden, nature is allowed to unfold and heal.

Back Dane's diverse natural habitat, which encourages a rich variety of wildlife from buttercups, wood anemones and bluebells in the meadows and pied flycatchers taking up residence in the bird boxes made and erected by children, offers a treasure trove of design inspiration. While funds for each piece sold within the Back Dane Collection, will help the Trust in its work, Moorcroft also believes that these pieces of art pottery, each as individually and beautifully created as those that enjoy Back Dane, will offer you a sanctuary through the natural world.

WILDFLOWER

MEDLEY

Designer:

Emma Bossons FRSA

Golden buttercups in bud and bloom pepper wildflower meadows like little drops of sunshine. Also to be found are wood anemones which grow in dappled shade in ancient woodlands. Like colourful bursts from a supernova, nodding bluebells complete the Back Dane wildflower medley in shades of deep-violet.



PLQ6 1. Buttercup 2. Wood Anemone 3. Bluebell BACK DANE

Designer: Kerry Goodwin

Kerry's vision of Back Dane bowled the trustees over. The rustic farm house, with picket fence and Staffordshire dry stone wall, is seated at the heart of the design. set against the sweeping views of the Peak District and Staffordshire moorlands. Criss-crossed by dry stone walls, the landscape folds of purple heather evoke feelings of peace and serenity, and steep limestone plateaus, heathy moorland and soft, rolling hills all cascade into colours and curves of burgundy, browns and vast spectral colours of green. Kerry has taken vou into Back Dane, and whilst your eyes observe, you cannot help but







Back of vase



PIEDWAGTAIL

Designer: Kerry Goodwin

The Pied Wagtail is a firm favourite to visitors to the farm. Not unlike the children, this is an active little creature, complete with long-tail and black and white bird plumage. When not standing and frantically wagging their tails up and down, they can be seen dashing about across the farm and over to the River Dane, and this is just where Kerry's pair are set in clay, feeding on both water level and aerial invertebrates. In winter, the pied wagtails stay close to home, feeding on seeds left out near their Back Dane birdhouse.

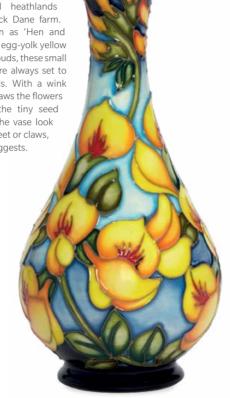


200/5 | Numbered Edition

BIRDS FOOT TREFOIL

Designer: Kerry Goodwin





80/6 | Numbered Edition

WHEREFOXESDARE

Designer: Emma Bossons FRSA

The red fox is an almost surreal sight to behold, with their large ears, narrow nuzzle and vibrant red coats complete with exquisitely shaped faces. Where Foxes Dare holds a solitary fox traversing his way through the moonlit Back Dane wood, and casting a shadow under the mighty oaks. Mirrored by a vixen, as if frozen in another world, her vibrant orange coat and bushy tail curves like the boughs of the trees that shelter her three young cubs. Not only are these mysterious creatures a beautiful vision, this skulk represents provision and protection, as the dog fox seeks out food for his young family and the vixen guards her cubs. To nurture their young, they must go Where Foxes Dare.



4/5 | Numbered Edition





REDSTARTS

Designer: Emma Bossons FRSA

Through arches of apple blossom, a pair of breeding male redstarts look smart, with slate grey upper parts, black faces and wings all suited up with an orange rump and chest. One bird looks hastily over his shoulder as his red tail feathers dip like a rudder into the brilliant white and salmon pinks of the apple blossom. Curiously, the other male looks directly at you, as if he is about to 'bob' in a robin-like manner at your intrusion into his quiet place. The final avian window is held by a female redstart, with her own chest plumage pale in comparison, as she prepares to flit from branch to branch.







9/9 | Numbered Edition



Side 3

BRAMBLE REVISITED

Designer: Alicia Amison



PINK COSMOS

Designer: Emma Bossons FRSA

Compact and floriferous, pink cosmos, sit prettily in the borders of Emma's cottage garden in Staffordshire. For an interesting angle, Emma colourises the petals only, leaving the buds, stems and leaves to contrast in their own monochrome layer.



BALANCING BRANCH

Designer: Kerry Goodwin

Tree Sparrows proved to be one of the most popular Moorcroft plaque designs of all time. Fortuitously, a second flutter has landed on a branch, this time, in a festival of colour under the harbinger of spring itself, cherry blossom. Cherry blossom holds universal appeal, symbolizing a time of renewal, the fleeting nature of existence and beauty, as well as the essence of the moment. Kerry's composition, holds no less than five plump blue tits, complete with their vividly bright blue and mustard-yellow plumage, as they nudge into each other or simply stare into the surreal and sacred moment itself on their balancing branch.



PLQ3 | Numbered Edition

LAKE DISTRICT COLLECTION

Designers: Rachel Bishop, Emma Bossons FRSA. Kerry Goodwin and Nicola Slaney

The Lake District National Park is the largest of the 13 National Parks in England and Wales. Created as one of Britain's first National Parks in 1951, its role is to conserve and enhance the natural beauty, wildlife and culture of this iconic English landscape, not just residents and visitors today but for future generations

The National Park contains England's highest mountain, Scafell Pike. Packed within the park are numerous other peaks and fells, over 400 lakes and tarns, around 50 dales, six national nature reserves, and more than 100 sites of special scientific interest. It is no surprise then, that the Lake District attracts an estimated 15 million visitors a year. In this collection Moorcroft designers celebrate the landscape, flora and fauna of the unique place that is the Lake District.



CUMBRIAN CALM

Designer: Kerry Goodwin

Inspired by Moorcroft events in the Lake District, Kerry decided to create her own lakeside landscape complete with battered-wooden jetty and sailing boats, where the sunlight floods in streams of light to dance in ripples on the water and clouds puff proudly with rouge faces and golden ambers as they drift into soaring Larch trees that wave their own billowing green sails towards the lake from their elegant spindles.

Completely intertwined with nature, you are quickly absorbed into a soothing world. Here in the calm of the magnificent Cumbrian landscape you can sit on the jetty with feet dangling into the cool depths of the lake and watch the sun set over the surrounding fells or jump into one of the wooden rowing boats with notepad in hand and allow your own imagination to be charged with creativity in much the same way as John Ruskin, William Wordsworth and Samuel Coleridge were inspired centuries before.



398/14 | Limited Edition 25



LAKELAND FELLS

Designers: Alicia Amison

Ringed by magnificent fells and shoreside woods. Derwentwater is the third largest of the Cumbrian lakes, and stretches for 3 miles between the lake head market town of Keswick in the north and Borrowdale in the south Looming above the lake is Skiddaw, the sixth-highest mountain in England, which dominates the skyline in this part of the northern lakes and also is the backdrop for Alicia Amison's design.

Regular motor launches leave from Keswick all year round, dropping off and picking up passengers at jetties around the lake, one of which can be seen slowly moving across the water on one side of this vase. If you disembark to take a leisurely walk along the tree-lined shore, you can admire native flora such as bright yellow gorse and lowlying swathes of pink and purple heather together with abundant bilberry bushes.

In this part of the Lake District, Herdwick sheep can be found in the dry stonewall protected fields. This breed of heritage sheep, native to the Lake District and North West of England, was much admired by author Beatrix Potter, who championed their survival. Herdwicks are born black and turn grey as they grow older, and a mother and her lamb can be discovered feeding in the Lakeland fields, watched over by a Herdwick ram.











JAPANESE ANEMONES

Designer: Amber Johnson

With her home garden Stoke-on-Trent literally overrun with Japanese Anemones, Amber considered the flowers as a possible subject for a design. Her garden's Japanese Anemones were utterly beautiful, and through month after month, they seemed to multiply and spread everywhere. The shapely stems and sage green and pink flowers reminded her of French designer, Alphonse Mucha and his sensuous line work that had a movement all of its own. Amber discovered the 84/12 Moorcroft shape and 'incredibly elegant' was her instant conclusion as it complimented the height of her Japanese Anemones to perfection.













SOOTY ALBATROSS

Designer: Kerry Goodwin

One of the most distinctive of albatrosses. known for their dark 'burglar' facemask and aerial grace, Kerry's Sooty Albatross sits with her bill tucked under her dusky. chocolate-brown wings observing her brood of soot-colour fledglings from her broken white eye-ring. As the wild grass curls around the nest, you are drawn to the seascape from a crow's nest perspective, and you begin to tumble hundreds of feet over the sheer, jagged cliff edge and down to the tranquil sea below. Overhead, a male soars over the island with long, narrow wings, and wedge-shaped tail. Interestingly, as you circle the vase, you find two further sooty albatrosses nestled among Antarctic flora and you begin to hear the shrieks from the crowded cliff face as you are absorbed into the world of the Sooty Albatross.



9/12 | Limited Edition 20

Back of vase

ROCKHOPPER

Designer: Kerry Goodwin

As the name suggests, rockhopper penguins are named for their behaviour on land. Captured in three charismatic poses, this Moorcroft rockhopper first peeps cheekily behind to himself, with wings pinned to his chest and flattened, flippers pulled together, he prepares to move. A showman, sporting striking bright yellow eyebrows with clown-like long, yellow feathers extending off the sides of the head, he first straddles the rock. As he lifts up his wings, and allows his head feathers to toss wildly like seaweed in the foam the second pose is complete. Finally, he turns to reveal his profile, complete with wings clasped behind his back, and eyes glinting.









AMBER EYES

Designer: Vicky Lovatt

Cheetahs have come to occupy a curious place in the human imagination. Beautiful and exotic, sports car fast yet famously docile, the darlings of filmmakers and advertisers the world over. they are as much media stars as they are denizens of the wild. But Vicky is a devout wildlife enthusiast, so her art comes from a place of genuine adoration and affection. Emphasising their slender feline shape, she places cheetahs in a mirrored pattern, elongating their forms to cover the vase. Surrounding patterns hint a natural environment the Giant African baobab tree, mountain tops and palm leaves. This stunning design, suitable for a modern interior, captures a moment of calm framed softly in teal, blue and ochre, before the world's fastest land mammal takes off into the night.



FLOWER SELLER COLLECTION

Designer: Kerry Goodwin

A young, slender woman, is captured with her hair displayed neatly to expose the elegant form of her neck. In all its youthful perfection, the lady's face is turned from your view, as she peers into the crowd before her and at the tall, elegant buildings in Dublin's fair city. All eyes are on Roseanna and not simply the flowers she sells.

On the reverse of the vase, captured under a street lamp, Roseanna appears cloaked in black and with a hunched-over posture from years of pushing her flower barrow. The old flower seller appears to be giving a final salute to the flowers, her gaze towards the flurry of



The Flower Seller 101/12 | Limited Edition 25



Back of vase



Tulpis For You JU7 | Numbered Edition











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