

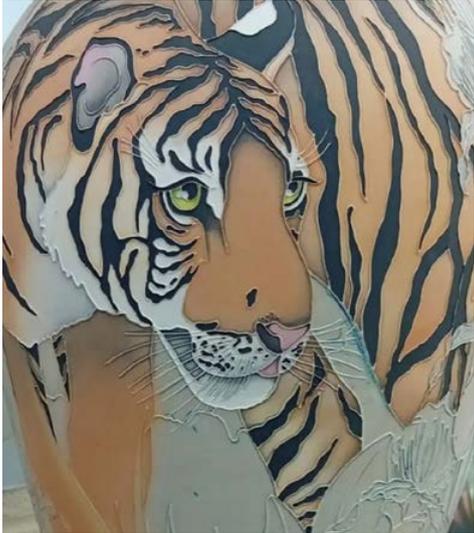
MOORCROFT



— SPRING 2024 —

BURNING BRIGHT

Designer: Vicky Lovatt



Burning Bright being painted

In the forest of the night, an ethereal amber flame from the 'Land of Fire' blazes within deep jungle greens; a Sumatran tiger prowls, observes and drinks in the spirit of poet William Blake's *The Tyger* in this unsurpassed prestige vase. As its name suggests, this tiger subspecies is found only on the Indonesian island of Sumatra, the sixth-largest island in the world. Today, all the world's tigers are divided into just two subspecies and one, *Panthera tigris sondaica*, holds the Sumatran tiger as the only survivor with the Javan and Balinese populations extinct.

Notwithstanding the mesmerizing creature with perfect definitions and extraordinary beauty, the Sumatran tiger is also a formable survivor. The design name comes from the mysterious, elusiveness of her tiger as it hides with fur like a burning flame running through the jungle. Vicky brings us what we seek – to know *Tyger*; gentle and vulnerable; fierce and untameable, protecting the cub, often to the point of death, requiring water to drink, and of course, watching in pensive stillness in the forest of the night.



ACANTHUS

Designer: Kerry Goodwin

William Morris designed a number of wallpapers all with repeating patterns based on natural forms. Undoubtedly, the most famous of these was *Acanthus*, issued in two colour combinations - one in shades of green and the other in predominantly reddish-brown tones. Kerry re-visits the Arts & Crafts flagship leaf with the ideas emanating from Morris in her mind - that a large, repeat pattern was actually more restful to look at than a small one.

Acanthus pours out the purity, sensuousness and naturalistic inspiration found in Arts & Crafts design as intertwined acanthus leaves in shades of blue and green, set against a sophisticated dark blue ground, calm the soul.



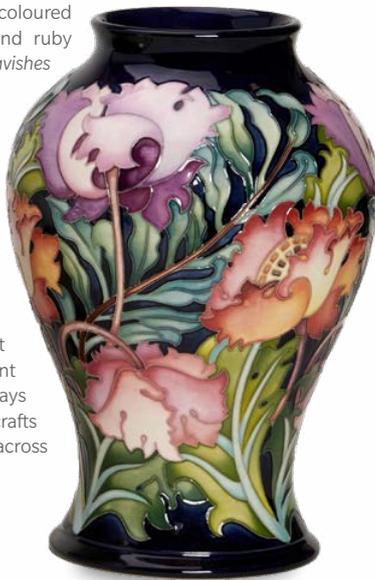
JU3 | Limited Edition 15

RAVISHES OF COLOUR

Designer: Emma Bossons FRSA

Captivated by an 1860 William Morris pattern, simply called *Poppy*, Emma considered the artwork's fluidity and colour hues to be utterly mesmerising. Emma commented that she found "the drawings far more interesting than the finished pieces of fabric or wallpaper created from it. We are so lucky that these pieces of artistry still exist." Morris had been a pioneer in silk dyeing and prints of silk, from his association with Thomas Wardle in Leek, Staffordshire and Emma felt that Moorcroft's painters would be able to perfectly achieve a blend of peach-coloured poppies, calamine-pink and ruby ragged petals to create *Ravishes of Colour*.

As she angled her pencil deftly around the shape, just as Morris had done a century before in one dimensional form, to create a living wreath of foliage to cushion her poppies, the skills of the Arts & Crafts Movement were reborn in a different idiom. In truth, it was always Morris's dream for crafts people to share their skills across the Applied Arts.



65/9 | Limited Edition 15

MILLEFLEURS

Designer: Emma Bossons FRSA

Between 1912-1914, Arts and Crafts designer John Henry Dearle created Millefleurs which was made at the Merton Abbey Works from Jacquard woven wool. Millefleurs is a pattern of flowers and leaves used in tapestry, porcelain or in other decorative items and so it is a most apt name for Emma's trio of small fine art pottery vases. Each vase depicts a bouquet of tiny flowers in one of the primary colours, blue, red and yellow. The flowers are set against a jet-black background to create a sense of drama.



06/5 | Open Edition

M1/3 | Open Edition

55/2 | Open Edition

PERSIAN

Designer: Emma Bossons FRSA

In 1904, John Henry Dearle created his *Persian* wallpaper. He incorporated into the complex symmetrical pattern a variety of flowers in shades of blue, green and pink on a pale ground. The paper was produced by Morris & Co, the famous Arts and Crafts manufacturer. Emma too wanted her design to be set against an ivory ground to simulate the format that Dearle used, allowing the surface pattern to speak for itself. A large pink flower unfurls its petals

centre stage, while smaller blue and yellow flowers band together for great effect, and onion shaped striped plants support the base of the design. A tubeliner's agility is greatly tested with myriad tiny leaves being interwoven amongst the fantastical flowers and plants of Emma's imagination.



PLQ20 | Numbered Edition

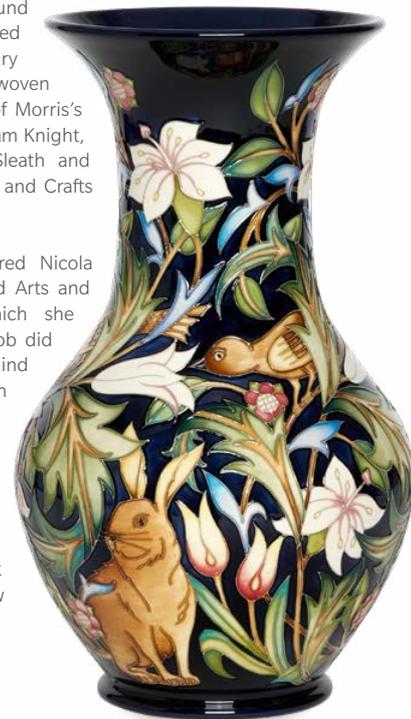
393/10 | Limited Edition 10

THE WOODLAND ROAD

Designer: Nicola Slaney

The Forest tapestry made in 1887, is among the finest of the collaborative works produced by Morris & Company. The birds and animals were designed by Philip Webb, which William Morris incorporated into the background of swirling acanthus. In the foreground the floral details were added by designer James Henry Dearle. The tapestry was woven at Merton Abbey by three of Morris's most experienced staff: William Knight, John Martin and William Sleath and was shown at the 1890 Arts and Crafts Exhibition.

This famous tapestry inspired Nicola to create her own woodland Arts and Crafts masterpiece, in which she includes a hare, just as Webb did over 137 years ago, behind which is a hidden overgrown road. Webb's black raven has been transformed into a cheerful brown feathered bird, while the flowers of choice for Nicola are white lilies and pink flushed tulips – all set against a classic dark blue background to show them off to perfection.



49/13 | Numbered Edition

CITY OF FLOWERS

Designer: Kerry Goodwin

For 2024, the iconic Moorcroft *Town of Flowers* design has come into dramatic, new, design territory. Now a Gothic city from the mid-12th century emerges, a time far before the frenzied Tulipmania of the late 16th-century that found its way into *Town of Flowers*. Kerry utilizes the favoured colour palette of her original design, but this time the Gothic architecture is spied through the boughs of ancient apple trees which hang over the houses within a city wall. The designer's burgundy, maroon and mauve tulips have morphed into a tapestry of flowers befitting of Arthurian legend and three different panels allow you to gaze up to towers and turrets steeped in history, complete with elaborate tracery and Lancet-style windows, whispering tales from centuries long ago.



159/18 | Numbered Edition

PEREGRINATION

Designer: Emma Bossons FRSA

Complete with almost surreal globe-shaped blooms comprised of hundreds of densely packed individual flowers, this ornamental onion has become the darling of all garden shows. Alliums are a curious blend of dainty and bold and with *Peregrination* holding an abundance of tiny flowers and seeds ranging from violet to a purple so deep it is almost black, and flushed pink to deep scarlet florets, Emma has challenged Moorcroft tubeliners and painters alike.

Shrouded in halos of mysterious purple, the spherical flower clusters, swaying and nodding in a gentle breeze as orange tipped butterflies open and close their wings, add a three-dimensionality to a Moorcroft plaque in a way that has never been witnessed before. Indeed, when these global sensations are coloured to perfection, with long leaves bending over in shades of apple green to cabbage yellow and tipped red, and standing on sturdy, completely vertical stems, it appears that Moorcroft's colour palette has taken on a world of new dimensions.



PLQ17 | Limited Edition 15

WILD CARROT MEADOW

Designer: Nicola Slaney

Nicola's vision was to create her very own wildflower meadow. To do this she chose cowslip, meadow sage, oxeye daisies, wild grasses and wild carrot too. While the bright yellow cowslips and clouds of white wild carrot, also known as bishop's lace, vie for space around the base of the vase, the meadow sage shoots above them with its vibrant blueish-purple petals bringing a splash of colour to the summer meadow. The large oxeye-daisies are in full bloom with their golden centres appealing to the bees that frequent the wild meadow looking for a rich source of nectar. There is a great sense of movement amongst the meadow plants, as the summer breeze makes the sway, enhancing the feeling that *Wild Carrot Meadow* is full of life and vitality.

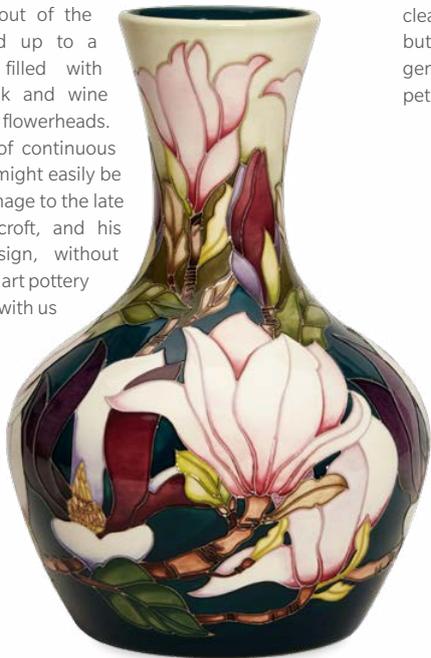


365/20 | Limited Edition 15

CURVES OF BEAUTY

Designer: Emma Bossons FRSA

Loved by all fortunate enough to own a Moorcroft *Magnolia* design, *Curves of Beauty* takes this lovely flower forward to another level in terms of clear line work and rich colour. From almost regal dark shades framing the base, Emma leads your eyes gently out of the darkness and up to a cream rim filled with opening, pink and wine coloured flowerheads. It is a story of continuous renewal and might easily be seen as a homage to the late Walter Moorcroft, and his *Magnolia* design, without whom the old art pottery would not be with us today.



2/10 | Limited Edition 15

GREEN HAIRSTREAKS

Designer: Vicky Lovatt

Vicky's imagination takes off into realms of colour with juicy wine bilberries put into the mix. One of her favourite butterflies, the Green Hairstreak, takes centre stage. In fact, there are two of them, facing each other in a mirror image of each other. Often found in woodland clearings or in grassland, heathland or moorland, Vicky's butterflies have paused for a moment and have settled gently on aptly named Butterfly Orchids whose white petals are faintly shaded at the centre in pale green.

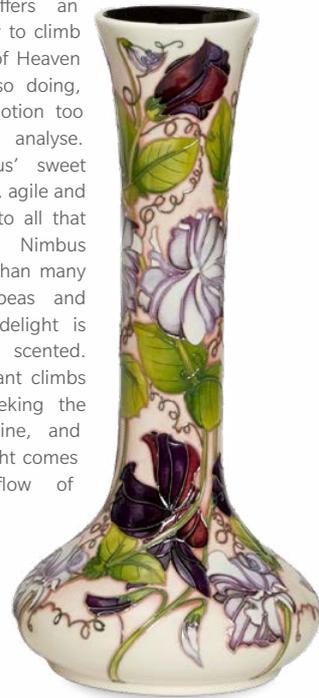


117/7 | Limited Edition 15

CLIMBING TO HEAVEN

Designer: Vicky Lovatt

Sweet peas first appeared at Moorcroft in 1991 on the annual Club vase and today they remain an inspiration within the Design Studio. For a fascinated onlooker, the flower offers an apparent ability to climb to the realms of Heaven itself and by so doing, delivers an emotion too complex to analyse. Vicky's 'Nimbus' sweet peas are strong, agile and ready to cling to all that is good in life. Nimbus flowers earlier than many other sweet peas and to everyone's delight is also fragrantly scented. This elegant plant climbs to Heaven, seeking the summer sunshine, and with that thought comes a constant flow of happiness.



99/11 | Limited Edition 10

HEIRLOOM TULIPS

Designer: Emma Bossons FRSA

From the exquisite palace gardens of Ottoman sultans, to Rembrandt's tulips which were all the rage during the Dutch Tulipmania of the 1630s, heirloom tulips could once be found in the landscaped gardens of many stately homes. Their broken colours and streaked petals made them rare and highly sought after. Tulips in the finest colours are found in this jug. Their scalloped petals are truly eye-catching with broken colours of bright lip-stick reds against pale faced petals and others holding streaks in the petals of soft candyfloss, buttercream and deep maroon or even carrying multi-toned red and orange petals. Anyone who knows anything about Moorcroft artistry will appreciate the sheer prowess required to decorate such a colourful limited edition that will, no doubt, be handed down from one generation to the next.



JU4 | Limited Edition 15

PAINTED LADIES

Designer: Nicola Slaney

In June, clouds of painted lady butterflies arrive on the summer breeze. They travel from Africa to the Arctic and back again, the longest migration of any butterfly, in their endless search for a perfect breeding ground. When they arrive in the UK it is not too warm and there is plenty of plants for them to enjoy. The male perches somewhere that a female is likely to pass by and a courtship dance plays out with up to eight butterflies fluttering in circles around each other in between thistles or asters, their flowers of choice.



PLQ18 | Limited Edition 15

THE MOORCROFT ROBIN

Designer: Emma Bossons FRSA

The Moorcroft robin is dressed to dazzle. He has no need to open his beak and sing a loud, lovely trill, merely to show off. Agreed by the Moorcroft Board of Directors to be one of the finest robin to appear under Moorcroft glaze, *The Moorcroft Robin* is found nestled in a thicket of plentiful berries and utterly vibrant forest-greens against his scarlet breast. To paint this vase requires the skilled artistry of no less than twelve different colours which bring in a charge of light and shade of such intensity that will, without doubt, cause many a tweet for years to come.

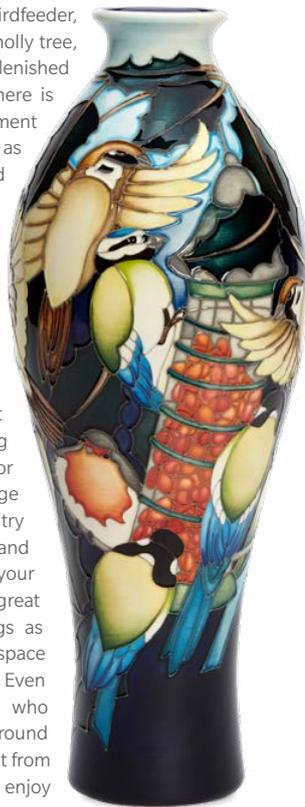


198/5 | Limited Edition 20

BIRDFEEDERS

Designer: Emma Bossons FRSA

It's feeding time! An empty garden birdfeeder, hanging from a holly tree, has just been replenished with nuts and there is much excitement in the garden as Blue Tits and Great Tits take turns balancing precariously on the swinging birdfeeder. It is no easy feat, vying for your coveted feeding position whilst always keeping an eye open for any other large birds that may try and swoop in and knock you off your perch. There is a great flapping of wings as the battle for space commences. Even a lone Robin, who normally is a ground feeder, tries to eat from the birdfeeder to enjoy this winter feast.

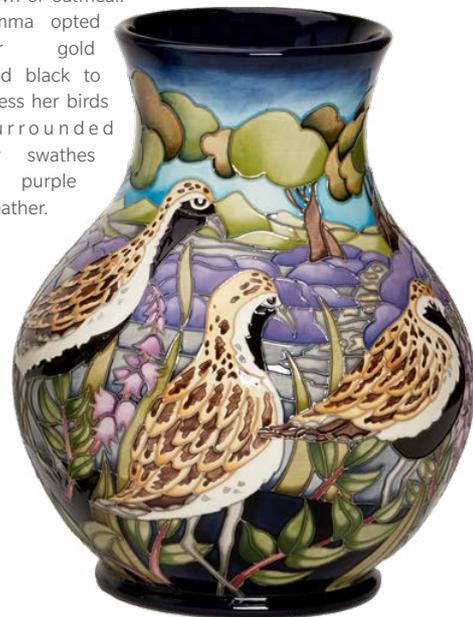


42/12 | Limited Edition 15

GOLDEN PLOVERS

Designer: Emma Bossons FRSA

For Emma, time spent in the Yorkshire counties is never wasted. On the sweeping moors, Emma kept a watchful eye open for her favoured Golden Plovers. They are unmistakable with short bursts of running, striking gold and black summer plumage and a flight call which is almost harsh. In winter the fierce black part of the plumage is replaced by a gentler, fawn or oatmeal. Emma opted for gold and black to dress her birds surrounded by swathes of purple heather.



869/9 | Limited Edition 10

AVIAN FANTASTIA

Designer: Emma Bossons FRSA

Emma has created a vision of no less than eight birds covering six species in a single prestige vase. *Avian Fantasia* holds the holy grail of garden birds, cleverly choreographed to take full advantage of their surroundings. A tiny Jenny Wren is the hardest to find with her understated, pale chestnut brown feathers camouflaged among faded catkins with her short, cocked tail, almost mistakable for one. While a chirpy Robin is readily identifiable under a cheerful feast of rowan berries.

In truth, the Wren is often heard before it is seen, and has probably given her scolding 'tik-tik-tik-tik' alarm call to the colourful Great Tits as well as the Bullfinches that have also spied bright-red rowan berries above them.

Discover an endearing trio of Long-Tailed Tits, easily recognisable with their distinctive blush, black and white colouring, as they balance under fans of rowan leaves, surveying the avian gathering. Cleverly, Emma captures their tails, which are bigger than their rotund little bodies, and stick out like branches to make fascinating finds.

Yet it is a blackbird that has been granted the honour of carrying the worm in his yellow beak – as if to say, all can play a part in *Avian Fantasia*.



46/20 | Limited Edition 10

ROCOCO

Senior Designer: Rachel Bishop

18th Century Rococo, a design style begun in France, is seen as the final expression of the Baroque movement. A style that rebelled against the classical form, it was exceptionally ornamental and theatrical. Harnessing natural forms, the acanthus leaf (*Acanthus mollis*), or rather a heavily stylised version of it, was also a signature motif. Rococo showcases a designer at the top of her field, using deeply lobed blue acanthus leaves as if you are standing in a multi-dimensional hall of mirrors, where flower spikes of ostentatious scarlet and cinnamon create a natural sunburst.

If that was not enough, the statuesque acanthus stems are pummelled and pulled into ornamentation not unlike the British Rococo woodcarving which emanated from cabinet makers Matthias Lock and Henry Copland in 1742.



93/20 | Limited Edition 5

ARCADIA

Designer: Nicola Slaney

Nicola was unlikely to leave the Arcadia National Park in Maine without pausing somewhere on the mountain road to enjoy the majestic closeness of a clifftop lighthouse guarded by what she saw as a naturally shaped Moorcroft tree. Seagulls swoop, dive and clamour together enjoying both sea and sunshine whilst an Atlantic Puffin wonders what to do next. Behind it is a white fir cone - the state symbol of Maine.



81/14 | Limited Edition 15

MARTHA'S VINEYARD

Designer: Nicola Slaney

Martha's Vineyard has natural beauty and the name carries with it instant familiarity. Born as a community to the south of Cape Cod, Massachusetts, the sea is a sheltered haven for expensive yachts and fishing boats alike. Some of the houses have an aura all of their own and each nestles into the coastal water's edge as if they had been there since time immemorial. Nicola now had the inspired images necessary to complete her New England design for all Moorcroft collectors to enjoy.



JU3 | Limited Edition 20

Reverse of vase

THE WARMTH OF VERMONT

Designer: Nicola Slaney

A church stands as the centre of tranquillity in a landscape alive with symbols of Vermont. It looks down across a gentle hillside onto a shy and secretive Hermit Thrush hiding in a clump of red clover. Both the thrush and the clover are respected symbols of Vermont, as are the apples hanging in a bunch directly above the church spire. It is a design of completeness as well as peacefulness.



365/15 | Limited Edition 10

THE GLASGOW INSTITUTE

Designer: Nicola Slaney

Nicola's design takes its inspiration from a poster for The Glasgow Institute of Fine Arts c.1895 created by sisters Margaret and Frances Macdonald and Frances's husband James Herbert MacNair. These three artists together with Margaret's husband Charles Rennie Mackintosh made up 'The Four' - who together made an important contribution to the development and recognition of a distinctive 'Glasgow Style'.

The original poster's muted colours of black, orange and khaki have been transformed by Nicola into a dramatic colour palette of greens, white, black and purple. Stylised round roses in shades of pink and red appear in the top corners of the design. Below two figures, their hair flowing, stand silently in contemplation. Such androgynous representations of the female form were criticised at the time, though today Nicola's modern interpretation of the figures in her plaque, draws nothing more than sheer admiration.



PLQ23 | Numbered Edition

A BALANCE OF COLOUR

Designer: Kerry Goodwin

Nothing is more beautiful than a flamboyant camellia with bright yellow stamens set against a ruffled bonnet of flamenco-red. Thought by many to symbolise passion, a romantic love or deep desire, this flower certainly won Kerry over with its rich and vibrant colour palette which has balanced to perfection. Kerry adds interest with a lemon-yellow beetle, complete with round jet-black spots of its wing cases, carefully balancing its body as it crawls across the leafy foliage.



121/10 | Limited Edition 20

ALL OF A FLUTTER

Designer: Kerry Goodwin

With magnificent colour contrasts, a viola complete with striking black ink coloured markings on soft lemon and coral petals, and an attractive dark-maroon petal, opens seductively in the foreground. Overhead, a closed viola bud is about to hold the fragile form of a cabbage-white butterfly who will gently land and balance precariously like a gymnast over a balance beam.



PLQ5 | Open Edition

WAVES OF MOTION

Designer: Kerry Goodwin

In an undulating wave motion, crawling caterpillars curl around the contours of a stem and add delight and structure to the coloured iris above them as she waves her rich plum-purple petals, mottled with yellow and white. The plants green stems sway elegantly in the soft breeze, creating a wave effect of their very own.



137/12 | Limited Edition 20

THE WINEMAKERS

Designer: Vicky Lovatt

With rosehips ripening late summer to autumn, and hedges gleaming with black jasper jewels, bilberries and blackberries, the idea of a boutique wine for Moorcroft began to enter Vicky's mind. Fresh elderflowers are gathered for elderflower wine in the peak of summer when the pollen is most aromatic.

The Winemakers is an Indian Summer in a design; a rich colour palette for the flowery nose. Yet there is an added twist from the summer solstice; a time where everything is lush and green, the air is perfumed with the scent of summer flowers, and there a sprinkle of the autumn hues to come within sweet honeysuckle blossoms.



365/15 | Limited Edition 10

SIERRA

Designer: Vicky Lovatt

It is thought that the Romans brought daffodils to Britain from the Iberian Peninsula, predominately Portugal and Spain, where the largest variety of daffodil species were found. Today, the Sierra de Guadarrama mountains alone are home to many varieties of wild daffodils.

Whilst this is a plant steeped in history, Vicky's daffodils have a modern feel to them. Shooting upwards behind four golden daffodil heads, with their frilled trumpets, are three dark green shards. An unusual dark tubing slip adds to the sense of modernity, whilst also creating a stained-glass window effect in clay.



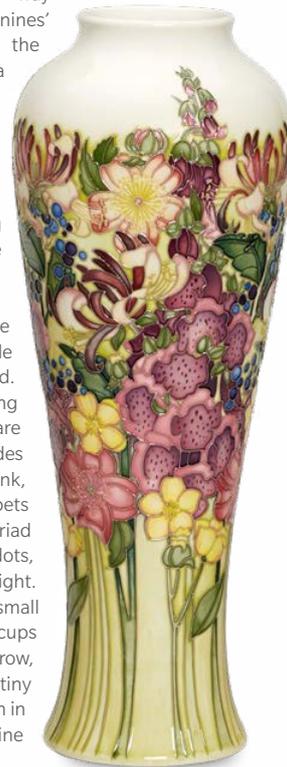
PLQ3 | Numbered Edition

CHURNET HEDGEROW

Designer: Vicky Lovatt

Weaving its lazy way through the Pennines' hills and valleys, the Churnet Valley is a place that Vicky often visits to enjoy the scenery and hedgerow flowers to be found in abundance along the picturesque route.

Wild honeysuckle and roses scramble in the background. While boldly shooting up towards the sun are foxgloves in shades of pale and deep pink, their central trumpets dotted with myriad free hand painted dots, taking the limelight. Nearer the base small golden buttercups brighten the hedgerow, while higher up tiny wine bilberries ripen in the summer sunshine for all to enjoy.



121/14 | Limited Edition 10

THE FRUITFUL VALE

Designer: Kerry Goodwin



Blackbird

PLQ2 | Numbered Edition



Bullfinches

PLQ2 | Numbered Edition



Green Woodpecker

PLQ2 | Numbered Edition

THE FRUITFUL VALE

Designer: Kerry Goodwin

This design features three different panels of birds. The first sees two little bullfinches nestled into an array of fruit. Bullfinches, often seen in pairs, can be quite easily overlooked in summer as they are fairly unobtrusive and quiet in behaviour. Nevertheless, Kerry propels these delightful birds centre stage. In the second panel, a boldly-patterned Green Woodpecker, proudly perched on two apples, holds its chisel-like bill up towards the summer sun and one is left to anticipate whether he intends to peck into the tempting pears or 'drum' away at a tree trunk as part of a breeding display. Finally, the trio are joined by a lone Blackbird who likes nothing better than to thrive by eating fruit. This Blackbird pecks among plump red grapes, burgundy-coloured plums, and curvaceous pears and apples.



SHOREHAM

Designer: Vicky Lovatt

Vicky stated that the setting of this design is a family favourite, adding that “the beautiful lavender fields are located near my brother’s house in Kent and have a special place in my heart.” Our finest creative work always comes from the heart. Shoreham utilizes the larger area at the base of this jug to create an Impressionist vision that, like lavender itself, reduces stress and induces a restful state. The jewel of the Darent Valley holds dark blue ‘Folgate’ and ‘Super Blue’ lavender and your eye moves through a purple haze dotted with careful tubelined seeds towards acre upon acre of neat lavender rows and a Tudor farmhouse.



JU6 | Limited Edition 15

MUG TUPS

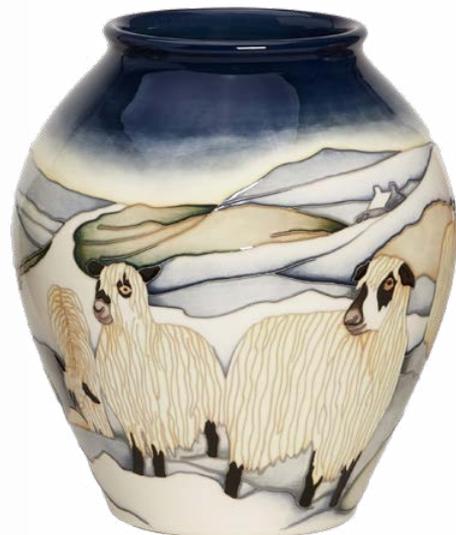
Designer: Kery Goodwin

Not since the *Llandudno Goats*, has Kerry used the curious characteristics of farm animals to raise a smile. The Teeswater sheep breed is native to Teesdale, County Durham, and are known affectionately by farmers as “Mug Tups” because of their facial colour. Due to Wensleydale sheep becoming more popular for breeding the Teeswater declined, until by the 1920s the breed was nearly extinct.

As well as their striking markings, it was the lustrous, white ringlets, not unlike Kerry’s darker ringlets, of this rare breed that captured her heart. Kerry takes this curious Longwool herd into the bleak basalt and limestone moorlands of Teesdale. Humorously, and unaware of the drama of their own panda-like faces, the sheep turn and stare at a tractor abandoned in the rough and high-gradient terrain, its trailer laden with bales of hay, as if bemused by its awkward parking. Softly, a flurry of snow covers the Pennines with pristine white to create the perfect backdrop for these *Mug Tups*.



4/8 | Limited Edition 20



Reverse of vase

THE FARMER

Designer: Kerry Goodwin

Farmer Phil loves his cattle and above all his bright blue tractor. Aptly the Moorcroft milk bottle shape has become host to a nostalgic farmhouse surrounded by classic Moorcroft trees. It is a scene in which the farmer's farmyard friends hold centre stage. You can find Daisy, the Holstein Friesian cow, now being treated to a snack before milking and the farmer's beloved tractor, its engine ticking over gently, waiting for its next job. Phil is hard at work, his hat firmly in place and set to hide his jet-black hair, and won't rest until the sun starts to set.



MLK | Limited Edition 20

DOWN ON THE FARM

Designer: Kerry Goodwin

A cartload of food is paradise for farmer Molly's Gloucestershire Old Spots pigs. No slimming is required for her grunting and nuzzling friends, soon to be running headlong towards a genuine feast the moment Molly leaves her contented, well-fed geese behind her. After the drift of pigs have been fed it will be time to take the washing in, that has been drying on the washing line, before the sun goes down and another busy day down on the farm comes to an end.



MLK | Limited Edition 20

THE TOUR

Designer: Paul Hilditch

2024 is the 10-year anniversary of the popular Grand Depart of the Tour de France in Yorkshire and this design comes in time to celebrate the occasion. From the perspective of a spectator, the high-octane spirit and excitement of the sprint race is captured as clusters of cyclists in contrasting colours tour across the Yorkshire Dales National Park. As they cycle through the wide-open dales, criss-crossed with rivers and dry-stone walls and bridges, with the exposed moors looming above and beyond, the adrenalin can be felt as you circle the vase. Head down, shoulders bent, the serious cyclists focus only on the narrow road in front. It is for the Moorcroft spectator to appreciate the ancient villages, farmsteads and terraced rows of lead-miners stone cottages or indeed the pro-cyclists' garments and bikes tailored to achieve maximum aerodynamics.



189/8 | Limited Edition 10



Reverse of vase

THE BLUEBELL COLLECTION

Designers: Rachel Bishop, Paul Hilditch & Nicola Slaney

Bluebells often appear first in the South of England, where it is a little warmer than the rest of the UK. While the first bluebells flower in late March, most flowering usually happens through April. There is no set date for this mystery save for the fact that from our youth these carpets of blue form part of our spring memories.



The Colour Blue
576/9
Numbered
Ed

The Love of Bluebells
99/8 | Limited Edition 25

Childhood Hours
CL1 | Limited Edition 25

DUBLIN'S FAIR CITY

Designer: Kerry Goodwin

Home to so much historical architecture and countless literary legends, Dublin's Fair City blends old world-vibes with friendly, down-to-earth charm and even holds children playing by the quay. Kerry's grandmother, a Dublin flower seller, pushed her barrow in the 2022 design, *The Flower Seller*. Now Kerry takes us on a city walk, with fellow Dubliners of her mother Kathleen's generation, as adults stride around the vase itself discussing 'that yung wan up the road' and children greet with a loud, reciprocal 'Howaya' in their little caps.

The sprawling campus of Trinity College, Dublin Castle and Christ Church Cathedral can be explored.

Christchurch, the oldest building in continuous use in the entire city, has a story that begins almost a thousand years ago when a Viking king erected the first church. The landmarks are viewed across the River Liffey with Ha'penny Bridge straddling part of the vase. Constructed in 1816, people were then charged ha'penny to cross.



6/9 | Limited Edition 10

Reverse of vase

A GRAND DAY OUT COLLECTION

Designer: Kerry Goodwin

A *Grand Day Out* sees a nostalgic collection of four retro carnival animal designs: elephants parade trunk-to-trunk; seals twist and turn, balancing balls on their noses under the watchful eye of the greatest showman; monkeys swing in wild abandonment on party balloons and pandas frolic playfully. The carnival of animals join a monochrome carousel with each design in the round forming what is one of the most extraordinary collections in recent years.

At the height of the Golden Age of Carousels (1890s-1920s), somewhere between 2,000 and 3,000 hand-carved, hand-painted merry-go-rounds were spinning around the United States. A *Grand Day Out* sees a curious group of much loved, star-spangled carnival animals brought to life in the style of Gustav Dentzel, known as “Hobby Horse” Bill, who pioneered the modern carousel in America in the 1860s.

Dentzel’s animals and horses have been described as confident, dignified, graceful and even regal, but there is an underlying gentleness about them. And so it is with this collection from a designer well known for creating a menagerie of humorous animal characters during her long Moorcroft design career.



Carousel Monkeys
121/14
Numbered Edition

Carousel Elephants
576/9 | Numbered Edition

Carousel Pandas
80/9 | Numbered Edition

Carousel Seals
70/11 | Numbered Edition

HOMAGE

Senior Designer: Rachel Bishop

Rachel's love of Arts and Crafts imagery shines through in this design. The different elements hint at the floral motifs of John Henry 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 style and colour and showcases her love for all things encompassed within the Arts and Crafts movement.

THE POLLINATORS

Senior Designer: Rachel Bishop

"The Pollinators focuses on a variety of flowers that attract bees. We can all perhaps plant a little more sympathetically and encourage bees, as well as having beautiful, colourful gardens. Bees are present all year round and need flowers from all seasons." - Rachel Bishop.

Bramble, clover, poppy and rosebay willow herb are some of the colourful garden favourites that Rachel chose to use.



158/6
Open Edition

72/6 | Open Edition

355/5 | Open Edition

139/12 | Numbered Edition

MILLSIDE

Senior Designer: Rachel Bishop

In 1914, Charles Rennie Mackintosh moved to Millside, in the village of Walberswick on the Suffolk coast where there was a small artists' colony. He devoted himself to watercolour painting and produced some of the finest flower studies of his career. Here he could wander the quiet country lanes and grow plants in his small garden and enjoy watching nature come alive. Flowers such as tulips reoccurred in his art and continued in his later textile designs. It was these floral motifs that inspired Rachel.

Her stylised tulips and lattice work have a jewel like quality, enhanced by the clever use of coloured tubelining slip.



163/9
Numbered Edition

JU7 | Numbered Edition

159/6 | Numbered Edition



W. Moorcroft Ltd., Sandbach Road, Burslem, Stoke-on-Trent, Staffordshire ST6 2DQ, England.
Telephone: +44 (0)1782 820500 Email: enquiries@moorcroft.com
www.moorcroft.com