## Eventide Winter

Designer:Vicky Lovatt

Seldom can a group of four small pieces have provoked more comment within Moorcroft than Eventide Winter. Classic trees in the style of William Moorcroft, designed by Vicky Lovatt, climb out of a landscape hewn out of Pennine rock while a stark line of woodland runs down a snow hillside. covered against an evening sky. The colours of the sky are the classic of **Eventide**. colours one of the most celebrated Moorcroft designs ever to have introduced. been Each piece **Eventide Winter** is a numbered edition.

80/6 (height 6"/15cm)

35/3 (height 3"/7.5cm)

eight 7"/17.5cm)

JU2 (height 4"/10cm)

Briony Time Designer: Nicola Slaney

It is not the first time that Briony has been the subject of a Moorcroft design, and neither will it be the last. Colourful cream-coloured berries. blossom and curling leaves make Briony Time a festive piece to put into a Moorcroft collection during the art pottery's centennial year. Flowers and fruit are an essential part of the Moorcroft legacy. To reflect the fact, each piece of Briony Time comes as a limited edition of 100 pieces.



Designer: Paul Hilditch

A plant of many names, including the Cape Gooseberry, Chinese Lantern and Winter Cherry, are just three of those used across the globe. At Moorcroft, Paul Hilditch's design assumed the title of Winter Lantern to reflect the red, lantern-shaped husks protecting the fruit of the plant. With many medicinal qualities, the plant even has its own festival in Japan each year. Winter Lantern has been drawn on the 365/16 shape (height 16"/40cm) to reflect the majestic stature of the plant. Taking its place in The Winter Legacy Collection, Winter Lantern comes as a limited edition of 50 pieces.

Registered in April 1913 in England under registered number 128500 Registered Office: Sandbach Road, Burslem, Stoke-on-Trent, Staffordshire ST6 2DQ

Winter Lantern

All limited and numbered editions will carry the signatures of their designer under glaze.









The first firing of the new Moorcroft bottle oven in August 1913 would have been an occasion of great jubilation and happiness, but it was the full before many storms. William's new work was selling out as fast as it emerged into a whole new collectors' world. Put simply, production of those early designs was simply not enough to satisfy surging demand. Nothing has changed today. On its own, The Second Legacy Collection was simply not enough to provide all those who wanted one with a centennial token. As a result, The Winter Legacy **Collection** was born, within which the Moorcroft Designers have called upon the colours of winter.



## Winter Trees Designer: William Moorcroft



## Golden Bough Designer: Rachel Bishop

From founding father, William Moorcroft, comes a traditional landscape of snow and frost in contemporary colours. This landscape design was destined to reappear right through to the early years of the Second World War. It also formed the basis of the famous 'black landscapes' which William called on at times of great sorrow, including the First World War itself. However, Winter Trees is not a black landscape but a pure white, snow-covered landscape, clean, crisp and beautiful. As a wholly appropriate reappearance of an historic Moorcroft design reflecting winter, Winter Trees is a limited edition of 100 pieces on the 25/9 shape (height 9"/22.5cm). Moorcroft landscapes are timeless. With this vase, William Moorcroft makes his almost final centennial appearance before fading away again into the sepiatinted annals of history.

The reds, greens and whites of a pair of small candlesticks need little introduction, but together the pair form an eye-catching centre piece for any Winter table, whether today or a hundred years ago. Golden **Bough** on the 98/3 shape (height 3"/7.5cm) promise a lifetime's use in the home or an admirable present for relatives and friends. Designed by Rachel Bishop, Golden Bough shows pure white mistletoe berries set against a festive background, the colour of mulled wine and entwined with dark green leaves. This pair of colourful centennial candlesticks can be purchased singly if required.





## Band of Daisies Designer: Rachel Bishop

Sometimes it is a cause of great happiness to find that a new design has come from the depths of the designer's own imagination. So it was with **December Dawn**, on a Moorcroft lidded box, from Paul Hilditch showing clear blue winter skies, snow covered trees, fields and hills with distant cottages and a church, all of them calling from the horizon. In the foreground on the lid, are the pale blooms of the December Dawn hellebore. The design is everything a glimpse of winter should be – crisp white snow, a sense of community inspired by a distant village and the warmth of a living plant now so familiar in Moorcroft art. **December Dawn** is designed on the 125/6 lidded box (diameter 6"/15cm) and comes as a limited edition of 100 pieces.



Back in August 2013, Band of Daisies entered the world of Moorcroft as an attractive and popular set of lamps, but it had never been the intention of Senior Designer, Rachel Bishop, to let matters rest there. By changing her daisies from white to red, she made them fit for winter with a single change of colour. Designed on the 46/10 vase (height 10"/25cm), Band of Daisies comes as a limited edition of 50 pieces.

