

CONFETTI

Designer: Emma Bossons FRSA
Height: 20cms

Numbered Edition
Shape: 200/8

A Spring Festival collection will always be presented in such a way that it lifts our spirit out of the cold depths of winter and into a new era of warm spring renewal. Emma picks a sprig of pink cherry blossom to tempt us. Its shaded pink petals, warm flower centres and almost rose-coloured buds combine to make a novel design on a popular shape. The vase is one which never fails, with its elegant, curvaceous and colourful attractions. In *Confetti* the white ground colour adds a freshness to this experienced designer's springtime treat of clustered cherry blossom and the hint of sweet fruit to come.



GOOD MORNING

Designer: Nicola Slaney

Open Editions



The big surprise in the 2018 Spring Festival Collection is an incredible selection of shapes, some old and familiar and others less so, all depicting cockerels with all their flair, posturing and vanity. There are pieces in *Good Morning* to suit every taste, from a quirky barrel mug to Moorcroft's first ever egg holder! This is very much a collector's dream - pieces assembled in attractive colours on an ivory ground colour to provide interest at many levels. Roll on Spring, if *Good Morning* is anything to go by!

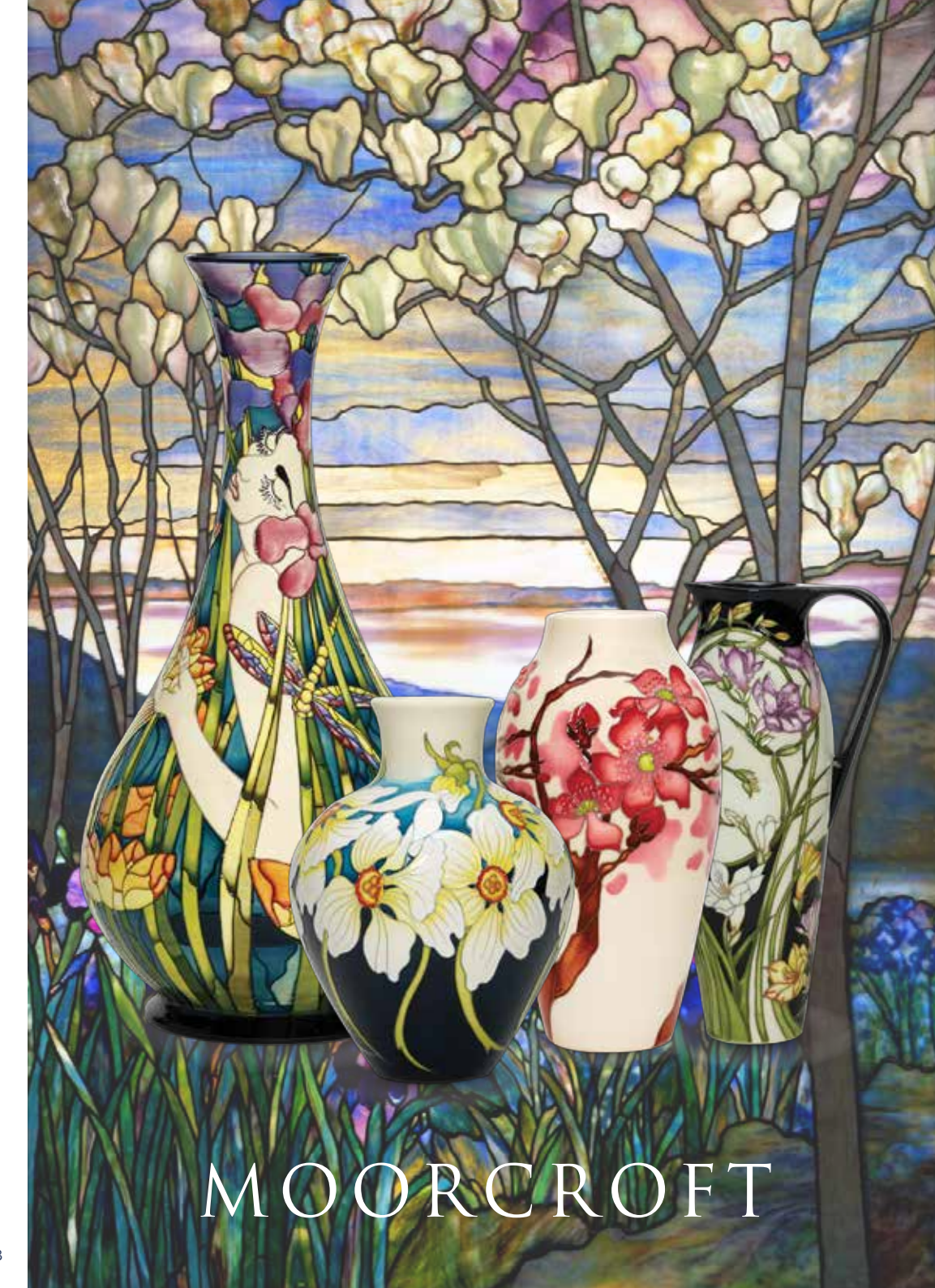


FREESIAN CHARM

Designer: Paul Hilditch
Height: 22.5cms

Limited Edition: 20
Shape: JU5

It is said that a good collection will often reserve something really special to close the presentation. These days, Paul Hilditch, can justifiably pause and acknowledge that his design work is riding the crest of a wave. Some might assert that Paul can capture the past like no other and, yet as a designer, he appears to avoid the simple charm of flowers. Not so! Paul enjoys floral designs as much as anyone else. Certainly, they are rarer - more like comparing a Penny Red stamp with a Penny Black, but when they come, their simplicity can take your breath away. From 1899 to 1906, William Moorcroft selected freesias as a design subject which sat comfortably with his Avant Garde Florian style. Paul has followed suit, but in a contemporary idiom. White, yellow and pink freesias blooms wind and bend their colourful way on a jug shape which did not even exist in William's time! Slender leaves encircle the flowers, containing them in a framework with a backcloth of pure white, whilst a dark blue ground colour sets off the designer's imagery to perfection. The result is a piece of Moorcroft spanning more than a century and delivering in the process, a fine addition to any home. With *Freesian Charm* Paul has surpassed himself in the floral idiom this time around.



MOORCROFT

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03/18

SPRING FESTIVAL COLLECTION 2018

Spring flowers first appeared on a list of Moorcroft designs in 1935 with the inaugural pieces attractively decorated on a pure white ground. A year later, a new and rather more complex *Spring Flowers* design appeared in which the ground colour had mutated from pure white to a cloudier, moss green. The 1930s *Spring Flowers* designs apart, what we would now describe as being the true flowers of Spring were seemingly rejected by the old guard in charge of design at Moorcroft up to 1986, so much so that, old Florianware apart, only two daffodil/narcissi designs had seemingly emerged right up to 1986. All of that has long since changed, so much so that Moorcroft has enough designs emerging from its kilns to put on a confident Spring Festival show each year, as the cold winter months pass us by and the warmer days gradually turn into Spring.



SPRING DANCERS

Designer: Kerry Goodwin
Height: 17.5cms

Limited Edition: 75
Shape: 03/7



Spring Dancers features the narcissi Actaea, a popular English variety of daffodil that is both highly scented and also a great naturaliser. The latter quality ensures that it provides endless pleasure for many years after planting. Kerry's design features broad white overlapping petals and a canary-yellow eye, edged with fiery red. Stems elegantly bow and sway to form a continuous band of soft-yellow flowers around her chosen vase. The backdrop for Kerry's daffodil melts from a vibrant sky blue to a deeper tone of Moorcroft blue, making a sumptuous canvas for her dainty flowers.

LADY OF THE LAKE

Designer: Kerry Goodwin
Height: 50cms

Limited Edition: 10
Shape: 80/20

In response to a significant clamour from Club members a very special prestige vase makes its debut at the Spring Festival this year. *Lady of the Lake* drifts in languid elegance through bullrushes and waterlilies, her head held back to allow a colourful dragonfly to drift silently past. The lady's hair could easily have been inspired by Alphonse Mucha and the waterlilies by Tiffany. It is a study of colour, linework and movement, all of which come together to pay homage to Kerry's beautiful and elegant *Lady of the Lake*.



HOME TO ROOST

Designer: Kerry Goodwin
Height: 17.5cms

Limited Edition: 30
Shape: 7/7



Set against a landscape of whitewashed cottages and colourful trees, Kerry's birds suggest that if their brains were made of gunpowder, there would be an insufficient quantity to ruffle their head feathers. A more serious comment comes from the archives of wisdom which suggest that if something is designed to make you smile, then it is good. *Home to Roost* is designed to make you smile.