

I'm human





William Moorcroft joined James Macintyre & Co. Ltd. as a designer in 1897 and became responsible for the company's art pottery studio just a year later. He created designs for the Aurelian Ware range with its distinctive red, blue, and gold patterns, as well as the Florian Ware range with hand-painted designs. Moorcroft won a gold medal at the St. Louis International Exhibition in 1904 and had his pieces personalized with his signature or initials. In 1913, he left Macintyre & Co. Ltd. to start his own factory nearby. The company gained funding from Liberty, which continued to exert control until 1962. Moorcroft's reputation grew when he was appointed Potter to HM The Queen in 1928. After William's death in 1945, his son Walter took over the company and continued to contribute to its designs. In the 1980s, Moorcroft faced financial difficulties due to rising costs, but it remained a successful business under various owners. In 1993, the Edwards family took control of the company, followed by young designer Rachel Bishop in the same year. The Moorcroft Design Studio was formed in 1997 with eight designers, including Bishop, and celebrated its centenary that year. Today, Moorcroft produces art pottery with its distinctive design style, selling more than it did during its previous heyday in the mid-1920s. William Moorcroft's designs are still highly prized by collectors and can fetch high prices at auctions around the world. To H.M. The Queen, an honour was bestowed upon William with pride by his company. In 1945, Walter Moorcroft assumed sole responsibility for design, further developing his distinctive style in the 1950s. He introduced many exotic flowers into Moorcroft designs, bringing a vibrant touch to the studio's output. Following WWII, colour began to play a more prominent role in Moorcroft's work, offering a welcome respite from the sombre mood of war. The introduction of new designers, including Sally Tuffin and Phillip Richardson, brought fresh ideas and patterns to the table. In 1993, Rachel Bishop took the reins, creating stunning designs that enhanced the company's international reputation. The Moorcroft Design Studio was established in 1997, solidifying the brand's position as a leader in ceramic design. Today, five world-class designers work together to push the boundaries of art and design. Her Majesty, Queen Elizabeth II, has long been a supporter of Moorcroft, regularly adding new designs to the Royal Collection. Moorcroft's commitment to excellence is reflected in its collaborations with high-profile individuals, including Leonard A Lauder and former US Presidents. The company's enduring reputation is a testament to its dedication to quality and artistic skill. Moorcroft's Journey to Global Success The Moorcroft family sold the majority of their shares in 1984, and after several shareholder changes, the company is now controlled by the Edwards family since 1993. The early years were challenging for Moorcroft, with trading difficulties in 1979. However, Maureen & Hugh Edwards rescued the company in 1986, and Sally Tuffin became Art Director, producing successful designs under her maiden name. In 1992, Sally & Richard Dennis withdrew from the company, which they had run since then. The Edwards family has maintained sole ownership since 1993, emphasizing the importance of design. Over the past nine years, Moorcroft's international profile has grown significantly, with notable sales at Christies and Sotheby's New York. The Victoria & Albert museum has acquired significant pieces for its permanent collection. In 1993, Rachel Bishop joined as the fourth designer in nearly a century. Her success led to the formation of the Moorcroft Design Studio in 1997, comprising eight designers with Rachel at the head. Today, the studio features young and talented designers, with an average age of under 27. Ambition, innovation, and high standards are essential for membership. The company's legacy is built on its history, from William Moorcroft's early achievements to its current global success. Inform William that his department will be closing on June 30th, 1913. In the same year, William received the Diploma of Honour at Ghent and Brussels for 1913. He also purchased a site for his own factory as part of a joint venture with Liberty & Co in 1913. Moreover, William married Florence Lovibond on April 30th, and they moved to Glendair in Trentham. In 1914, their daughter Beatrice was born on July 28th. In 1915, Moorcroft attended its first trade fair at the British Industries Fair, which became an annual event with Queen Mary visiting their stand each year. On February 12th, 1917, Walter Moorcroft was born. The company attended the War Memorials Exhibition at the Victoria & Albert Museum in 1919 and had a special flambe kiln built that same year. In 1924, Edward Maufe designed the stand at the British Empire Exhibition at Wembley, while in 1925, they participated in the Exposition des Arts Decoratifs in Paris. Tragedy struck in June 1926 when Florence died of pneumonia. However, William received the Royal Warrant and introduced a mark with 'Potter To HM The Queen' in 1928. He went on to win the Grand Prix award at the Antwerp International Exhibition in 1930 and a diploma of honour at the Milan Fair in 1933. Walter finished school and started working at the Moorcroft pottery in 1935, while the Duchess of Gloucester purchased Walter's lily flower bowl at the British Industries Fair in 1937. William John S Moorcroft was born on March 29th, 1938. In 1945, William suffered a severe stroke and died on October 14th, with Walter assuming control of the Moorcroft Pottery after his death. The Royal Warrant was transferred to Walter that same year. The company had an unmanned stand at the British Industries Fair in 1947, with only Walter attending when Queen Mary arrived. In 1950, Walter introduced the Columbine design on an octagonal ashtray, while Moorcroft Blue was exhibited at the Festival of Britain in 1951. The last British Industries Fair which Walter attended as a Royal Warrant holder took place in 1953. Walter's wife Molly died suddenly in October 1956, and the first glost kiln was demolished to be replaced with an electric kiln. The first International Spring Fair held at Blackpool also took place that year. In 1959, Walter married Elisabeth Kirby Thomas on February 14th. Liberty sold their shares to Walter, making Moorcroft Pottery Ltd independent in 1960. John Moorcroft joined the firm and assumed responsibility for sales and exhibitions in 1962. Powder blue production ended after 50 years in 1963, while hand throwing came to an end with Ted Burdon's retirement in 1965. Walter's first trade mission to Canada & the USA took place in 1968, where he appointed Ebeling & Reuss as distributors. He also produced the coral hibiscus pattern during this trip. The last flambe firing followed the loss of the chemical atmosphere in the kiln after switching to natural gas in 1970. Walter's trade mission to the USA, from Atlantic City to California, took place in 1971, with a break in Bermuda producing the Bermuda Lily design. Flambe kilns were demolished that same year, and the Moorcroft shop opened on November 24th, run by Gill Moorcroft on the site of the flambe kilns. The Moorcroft exhibition to commemorate William's birth was held at the V&A and toured the UK in 1972. The William & Walter Moorcroft Exhibition organized by Richard Dennis took place in 1973 at the Fine Art Society. • 1984 – Walter approaches the Roper family about merging with or buying moorcroft and John Moorcroft becomes managing director. • 1986 – The Roper family fails to change the business to mass production, and John Moorcroft persuades a collector and art dealer to buy shares. • 1987 – Walter retires but remains a consultant, designing five limited editions. • 1987 – The Moorcroft Collectors Club launches, and Liberties re-stocks with a special exhibition. • 1988 – The factory celebrates 75 years of production and wins an award for the bottle oven. • 1989 – A museum opens on June 7th, featuring Walter's redrawing of the anemone range. • 1991 – A mosaic is unveiled using pottery shards discovered during construction. • 1992 – The Dennis couple becomes sole owners after Richard and Sally leave. • 1992 – Rachel Bishop is commissioned to create designs. • 1993 – The factory expands with a workforce increase, and Rachel Bishop becomes full-time designer. • 1994 – Foxglove is launched at the Tokyo trade show. • 1994 – Moorcroft buys Okra Glass Studios. • 1996 – Gill Moorcroft retires after 25 years. • 1997 – Centenary celebrations honor Williams' appointment as Macintyres designer. • 1997 – A historic bottle oven requires £200,000 in restoration costs. • 1998 – Cobridge Stoneware PLC is established and Moorcroft acquires Kngsley Enamels.

What is moorcroft pottery made of. Is moorcroft pottery always signed. Is moorcroft pottery a good investment. What is the most expensive moorcroft pottery. Is moorcroft pottery still made. Is moorcroft pottery valuable.