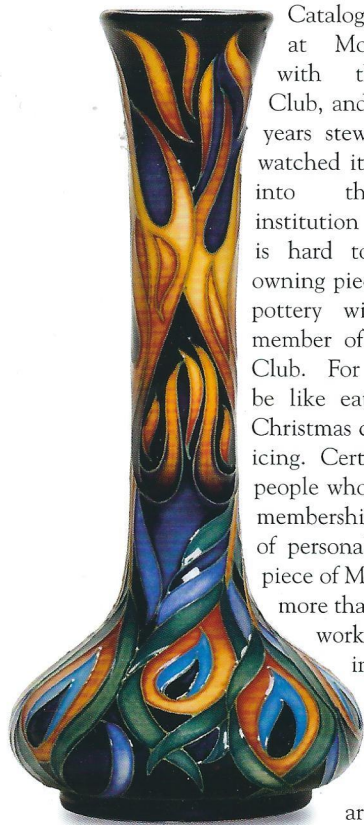




Moorcroft Collectors' Club 25th Anniversary Catalogue

introduction

by Elise Adams



Nothing at Moorcroft has ever pleased me more than to be asked to write an introduction to our Collectors' Club 25th Anniversary Catalogue. My career at Moorcroft started with the Collectors' Club, and over my fifteen years stewardship, I have watched it grow graciously into the worldwide institution it is today. It is hard to ever imagine owning pieces of Moorcroft pottery without being a member of the Collectors' Club. For me it would be like eating a delicious Christmas cake without the icing. Certainly, there are people who may discourage membership for a variety of personal reasons, but a piece of Moorcroft is much more than a hand-crafted work of art. It comes into a home with its own history and heritage, its own values, design and artwork, and, as

Fraser Street prefers to say, with its own stories and dreams. Knowledge about Moorcroft does not have to come from the art pottery itself. The world is full of learned articles, papers, magazines and books, while television and radio all have their part to play. Above all, there is the internet, that huge mine of information with so many rich seams waiting to be tapped.

As I write, I am still on my maternity leave, but to return to the frontline of Moorcroft operations with the creation of a celebratory Collectors' Club catalogue was something I simply could not resist. 2012 would be a year in which the Collectors' Club annual vase would continue, linked once more to a miniature renewal vase. Together they make a very special 25th Anniversary pair. The first, *Flames of the Phoenix*, comes from senior designer, Rachel Bishop, and the second, *Made in Burslem* from the latest elected member of the Moorcroft Design Studio, Vicky Lovatt.

Before turning over the pages of what is likely to become a one-off catalogue, perhaps collectable in its own right in years to come, first please take a long hard look at the cover across which, front and back, you will find every single annual Club piece ever produced in the first 25 years of the Club's existence. After that, you can enjoy turning over the pages one by one at your leisure. Our Star Award pieces have been 'retired' for the time being to give ample room for a collection

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which is not only unique but also widely available to all Collectors' Club members regardless of their length of membership. Flowers, fish, birds, fruit (horse chestnut), and animals are all there with design styles represented which have been lifted from every era in the 114 years of Moorcroft history. There are large pieces and small pieces, limited editions and numbered editions, - every one of them a feast for the eye, the brain and even the soul.

As was the case with the hugely-popular Circles of Life Collection, every piece in the 25th Anniversary Collectors' Club Collection will have its own special backstamp (see page corner) and for the year 2012 only, the annual Collectors' Club vase will also carry the same special backstamp. However, because the 2012 annual renewal vase is a miniature, its base is too small to carry the celebratory backstamp. Best of all, each limited and numbered edition in the Collectors' Club Collection will carry the signature of the designer.

All numbered and open editions will be available to order until 31st December 2012, while the limited editions will only be available for as long as it takes Club members worldwide to buy them. In the case of some of the smaller editions, this may only be a matter of weeks after the Collection has been launched! The Collectors' Club Collection is available to order directly

from the Moorcroft Collectors' Club in Stoke-on-Trent, from James Macintyre & Co in Leeds, and from Talents of Windsor. Overseas collectors can also acquire pieces from our overseas retailers' stores (full details posted on our website at www.moorcroft.com)

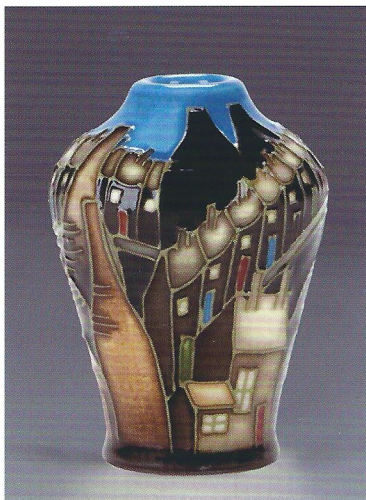
For The Collectors' Club 25th Anniversary, the Moorcroft Design Studio has delivered a minor miracle to Club members, and it only remains for me to say that you should all enjoy yourselves. Once again I have unleashed my old friend, Fraser Street, to write up the stories behind each piece. If my incoming post is anything to go by, many, many collectors enjoyed this unusual step in the Circles of Life Collection and the 2012 Second Chance Collection.

Elise Adams
January 2012



MADE IN BURSLEM

Designer: Vicky Lovatt



Your very own Collectors' Club is now 25 years old! That fact on its own gives us all a reason to celebrate and perhaps an even better reason for collectors to renew their Club membership in 2012. Most of all, it is an occasion which gives everyone a brief moment to pause and think. For those who carry the Moorcroft mantle, it is time to acknowledge, with gratitude, that Moorcroft is still here because Club members themselves have supported our art through good years and bad years. In return, we hope that over the past 25 years we have been able to offer some of the finest pieces of Moorcroft ever to have been designed and made. At the same time, those privileged to work at Moorcroft have been able to develop friendships which many of us acknowledge will last for a lifetime.

In the beginning, Burslem was a panorama of chimneys and smoke. Small red-brick, back-to-back houses sheltered a closed community who lived and worked in The Potteries. With more than 2000 bottle ovens spread out across

Burslem and Cobridge, whole families lived as a community together in an ever-present atmosphere of sulphur and smoke. In some of these families, the traditions of ceramic art were 10 generations deep, and it was from this unique environment that Moorcroft itself emerged. In the miniature 576/2 vase, designer Vicky Lovatt has captured the landscape of small terraced houses which weave their red-brick way around the towering old bottle ovens of Burslem. Unusually, a decision was made to call the 2012 Club renewal vase *Made in Burslem* – the first impressed mark ever used by Moorcroft following its move 99 years ago to the Works in Sandbach Road. The piece is only 2 1/5cm high and will be available throughout 2012 as an Open Edition for Moorcroft Collectors' Club members to acquire on the occasion of renewal of their Club membership throughout this milestone 25th Anniversary year.