

SA1066304

A Macintyre & Co. Flamminian ware designed by William Moorcroft, made for Liberty & Co.

Price

GBP 600

| USD \$812 | EUR 702

Item Reference: SA1066304

Date of manufacture: 1910

Description

Flamminian ware red twin handled biscuit box, made for Liberty & Co. designed by William Moorcroft, Macintyre & Co. The base marked 'Made for / Liberty & Co. / Rd No. 452777', and with incised signature 'W. Moorcroft'. This Flamminian ware biscuit box is glazed red and its body decorated with two heart-shaped foliate roundels expressed as a raised slip outline. This fashionable aesthetic was inspired by East Asian monochrome ceramic wares and celadon glazes that had found popularity among European and American advocates of Japonisme and Art Nouveau. The biscuit box was designed by William Moorcroft (1872-1945) and manufactured in 1905 by James Macintyre & Co, Burslem, Stoke-on-Trent for retail at Liberty & Co. Ltd. William Moorcroft was born in Burslem, Staffordshire and attended the Burslem School of Art. In 1898, a year after completing his education at the National Art Training School at South Kensington, he found employment with James Macintyre & Co. Ltd. He explored decorative techniques that combined coloured glazes and slip-trailing while developing the Florian tableware and ornamental range. A more restrained use of slip-trailed decoration is a fea...

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