

Emma Bridgewater

PRINTS & WALLPAPERS



By Sanderson



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Drawn primarily from existing Emma Bridgewater patterns, the fabrics and wallpapers are a perfect reflection of the warm-hearted, cheerfully informal style that's made Emma's pottery a favourite in British kitchens for nearly 30 years.

Of the decision to work with Sanderson and to launch this collection, Emma says 'Fabrics and wallpaper seemed a natural step for us, because putting patterns on things is what we're all about. We thought it would be fun to take our designs out of the kitchen and into the rest of the house.'

The collection consists of ten prints and seven versatile wallpapers. Featured are iconic patterns such as Figs, Hellebore and Polka Dot, to name but a few, together with one exciting statement design, The Dresser, created bespoke for this range. It is digitally printed and conjures up Emma's much loved dresser at home.

Both studios have worked closely together to capture the hand crafted essence of the pottery and print mark of the sponge ware*. The colour palette takes its inspiration from the original colours of the ceramic range. In addition to this, further colourways have been developed for all rooms in the home. All fabrics are suitable for curtains and upholstery and are printed on natural unbleached cotton; chosen to reflect the colour of the earthenware clay used in the pottery. The wallpapers are 'paste the wall' for ease of hanging.

This range of predominantly mid-scale, fun and versatile patterns in easy to combine colour sets, makes it simple to create welcoming interiors for all of the family to relax in and enjoy. Quite simply, Emma Bridgewater 'Feels like Home'.



THE DRESSER

Designed especially for this Sanderson collection, The Dresser is inspired by Emma's own kitchen dresser – the heart of her kitchen.

'My dresser is one of my favourite things – I'm probably more aware of what's on there than I am of what's in my wardrobe. It's filled with my own pottery, and pieces once owned by my mum or my grandmother, combined with family treasures like a silver pig and a Staffordshire greyhound. I love rearranging the things on it – it's an endlessly changing still life, and it gives me pleasure every time I look at it. The Dresser design captures what it means to me.' - Emma Bridgewater



LEFT: WALLPAPER The Dresser 213650 CUSHION Polka Dot 223444 with Deben 232688 NAPKINS Coral 223453 and Polka Dot 223444 ABOVE LEFT Emma Bridgewater and Mathew Rice ABOVE RIGHT CUPBOARD PAINT Misty Mint BLIND The Dresser 223456 NAPKIN Coral 223453 CURTAIN Polka Dot 223444 WALLS Cameo White



SPLATTER

Bold, modern, Splatter, is one of the newest Emma Bridgewater patterns, designed in 2013. All Emma Bridgewater pottery is hand-decorated, and therefore each piece is very slightly different. Splatter celebrates that uniqueness – it captures a moment in time.

POMEGRANATE

The inspiration for this design, created in 2012, came from seeing the rich, exotic colours of pomegranates in a market in Istanbul.

'When I came home, I went to the covered market in Oxford, bought some, sliced them and started to draw them. I longed to recreate that stunning glamour and colour.' - Emma Bridgewater



ABOVE LEFT CURTAINS Pomegranate 223430 CHAIR Coral 223453 WALLS Cameo White **ABOVE RIGHT** WALLPAPER Splatter 213646 CUSHIONS ON CHAIR FROM LEFT Polka Dot 223443 backed in Love 223441, Saxon 232683 backed in Deben 232688, Coral 223453 SKIRTING Graphite **RIGHT** CURTAINS Pomegranate 223430 CHAIR Coral 223453 with sides in Deben 232688 CHAIR IN FOREGROUND Love 223440 FOOTSTOOL Brecon 232674 with piping and base in Lusso DLUSLU329 CUSHIONS ON CORAL CHAIR FROM FRONT Love 223440, Saxon 232683 backed in Deben 232688, CUSHION ON LOVE CHAIR The Dresser 223458 backed in The Dresser 223456 piped in Coral 223453 WALLS Cameo White



FIGS

Figs is one of Emma's earliest and most heartfelt patterns, designed in 1986, and inspired by memories of holidays in Norfolk:

'We stayed in a magical old house, with a wonderful kitchen garden where fig trees grew against sun-warmed walls. It was the perfect place to dream away all those teenage summers, and my memories are a haze of deep pleasure and happiness.' - Emma Bridgewater

LOVE

Patterns based on type and words have always been a signature part of the Emma Bridgewater range, and the distinctively graphic LOVE design became enormously popular as soon it joined the range in 1994.

'The phrase "All you need is love" is often in my head. I played around with it a bit one day, and LOVE was the result.' - Emma Bridgewater

LEFT CURTAINS Figs 223428 CUSHION Love 223442 TABLECLOTH Lusso DLUSLU302 NAPKINS Polka Stripe 223449 WALLS Canopy Green WOODWORK Oyster White **ABOVE LEFT** CURTAINS Figs 223428 TABLECLOTHS Lusso DLUSLU302 and Coral 223452 (just seen) NAPKINS Polka Stripe 223449 DINING CHAIR SEATS Sutton 232665 CUSHION Woodford Check DHIGWC306 backed in Brianza DBRZBR303 WALLS Canopy Green WOODWORK Oyster White **ABOVE RIGHT** SEAT PAD Love 223439

FLORAL DAMASK

Designed in 2011, this pattern is reminiscent of the cobalt blue Staffordshire pottery designs produced during the 19th century, when printing replaced hand painting, making patterned pottery widely affordable and hugely popular.



DAISY SPOT

Daisy Spot is taken from one of the newest designs, Blue Daisy, which was created in 2013. Its inspiration was the hand-blocked, flower-sprigged patterns of Victorian wallpapers:

'I had in my mind the idea of an attic bedroom, papered with blue and white flowers, or perhaps opening a drawer, lined with old, softly faded paper.' - Emma Bridgewater

HELLEBORE CHINA

Romantic Hellebore was created in 2000, simply because they are plants that Emma loves:

'They're such mysterious flowers, quietly braving the cold to bloom in December and January, and they come in such unexpected colours – I find them completely magical.'

- Emma Bridgewater

ABOVE LEFT CURTAIN Hellebore China 223432 CHAIR Henley DHEWHE301 FOOTSTOOL Brianza DBRZBR322 WINDOW SEAT PAD Love 223439 piped in Deben 232687 CUSHIONS FROM LEFT Brianza DBRZBR306, Hellebore China 223432 trimmed in Coral 223454 THROW Woodford Plaid DHIGWP306 SOFA (just seen) Ruskin 231419 WALLS Green Grotto **ABOVE RIGHT** WALLPAPER Floral Damask 213619 WALL ON LEFT Silverflake **RIGHT** WALLS Daisy Spot 213632 ALL WOODWORK Silver Dust CURTAINS Deben 232692 lined in Polka Stripe 223449 DINING CHAIR Hellebore China 223434 trimmed in Lusso DLUSLU303 CUSHION Polka Dot 223447 with Love 223442 FABRIC BAG Love 223442 with Polka Dot 223447 SHOPPING BAG lined in Coral 223452 TABLECLOTHS (in far room) Lusso DLUSLU302 and Coral 223452 (just seen)



EGG & FEATHER

Emma and her family spend lots of time on the Norfolk coast, and Egg & Feather, designed in 2001, captures memories of the beach:

'It makes me think of walking on Blakeney Point, one of my very favourite places, where the seabirds nest among Horned Poppies – it's got that pure, clean feeling of a windblown, salt-scoured beach on a blue day.'
- Emma Bridgewater



CORAL

Coral is another very early design, created in 1986.

'I'd been looking at old furnishing fabrics, the kind you might see in the drawing room of a traditional country house, with reticulated, textured patterns inspired by natural materials - mosses, corals or seaweeds.'
- Emma Bridgewater



ABOVE WALLPAPER Coral 213627 CURTAINS Egg & Feather 223437 trimmed in Polka Stripe 223448 CHAIR Henley DHEWHE301 CUSHIONS FROM LEFT Coral 223455 piped in Lusso DLUSLU324, Polka Stripe 223448 backed in Brianza DBRZR308 piped in Ruskin DRUSRU316, Marlow DHEWMA301 backed in Brianza DBRZR322 piped in Lusso DLUSLU306 WOODWORK Birch White Lt. **RIGHT** CHAIR Pomegranate 223431 piped in Ruskin DRUSRU316 CUSHION Coral 223455 piped in Lusso DLUSLU324 WALLPAPER Coral 213627 WOODWORK Boulder White WALL, TN BACKGROUND Smoky Lime FOOTSTOOL (just seen) Coral 223455 THROW (just seen) Woodford Plaid DHIGWP306



POLKA DOT

Cheery Polka Dot, created in 2002, has become a classic Emma Bridgewater pattern, with its simple design and joyful colours that are a nostalgic nod to the 1960's.

'It's a little bit jazzy – an expression of that innocently optimistic era, when Britain was still coming out of austerity, and a black and white world was suddenly being dipped into colour' - Emma Bridgewater

POLKA STRIPE

First available in 2002, Polka Stripe is a sister pattern to Polka Dot, designed to use alongside it. The fabric retains the soft, hand-applied look of the original pottery.



HEARTS

Inspired by drifts of confetti left on the pavement after a wedding, Hearts is unashamedly pretty and girly. It was an instant hit when it was launched in 2003, and has been popular ever since.

LEFT CURTAINS Polka Dot 223445 with ties in Ruskin DRUSR323 CUSHIONS FROM LEFT Brianza DBRZER303, Polka Stripe 223450 WALLS Smoky Blue SKIRTING Silverflake **ABOVE LEFT** WALLPAPER Polka Dot 213616 CURTAINS Hearts 223451 lined in Tiger Stripe DMUSTS202 **ABOVE RIGHT** PATCHWORK WALLPAPER Polka Dot 213617 and 213616, Coral 213628 and 213629 and 213630 and 213626, Daisy Spot 213633 and 213636 and 213634, Sweet Pea 213639 and 213642 CHAIR back in Polka Dot 223445 seat in Ruskin DRUSR323 front edge in Polka Stripe 223450 piped in Ruskin DRUSR323 CUSHION Love 223441 with Polka Stripe 223450 trimmed with Wide Braid DST232210 SKIRTING Silverflake



About Emma Bridgewater

Emma Bridgewater and her husband, Matthew Rice, design every piece of pottery themselves – inspired by their home, their children and even their chickens. All their pottery is made by hand in a Victorian factory in Stoke-on-Trent, keeping the area's traditional skills alive and ensuring that each piece has a real integrity. Every mug, bowl, plate and jug has its own, very English, personality – full of charm and cheerfulness.

Emma Bridgewater founded her business in 1985; three years later she met and married Matthew Rice.

Emma Bridgewater is the only large manufacturer that makes all its pottery in England – proudly contributing to Staffordshire's heritage. It remains a family business and employs more than 200 people in Stoke-on-Trent.

In 2013, Emma Bridgewater was awarded a CBE for Services to Industry.

Every piece of Emma Bridgewater pottery is made by hand in a Victorian factory using an adapted 'recipe' for earthenware that was invented 250 years ago.



Notes on Sponge Decoration

The majority of the designs in the collection have been created by using the 'Sponging' technique. At the start of her business, Emma's intention was to make pottery using traditional methods of production. This decorative treatment was popular from the late 18th Century to the early 20th Century. Emma found the sponging technique to be a simple and effective way of decorating plain ware so she brought this traditional technique back to life, giving it a modern twist.

Sponging is a straightforward and quick method of applying colour to the unglazed body of a pot. Individual motifs or letters are pre-cut into the sponge which is then dipped into a liquid colour and subsequently applied to the pot.

Traditionally, designs were cut out of the root of natural sponges, today artificial sponges are used.

SWEET PEA

Dating from 1995, Sweet Pea was inspired by the avenues of deeply perfumed sweet peas growing in Emma's garden:

'Matthew (Emma's husband) is an astonishingly, exuberant gardener, and his sweet peas are incredible; there are so many that I gather huge armfuls of them to bring into the house. I wanted the Sweet Pea design to capture their beauty, but also that feeling of summer days in the garden.' - Emma Bridgewater

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