William Moorcroft For Macintyre 'florian Ware' Poppy Tea Service, 1902



1 400 EUR

Signature : William Moorcroft for Macintyre

Period : 20th century

Condition : Parfait état

Material : Porcelain

Description

A substantial and fully documented Florian Ware tea
service designed by William Moorcroft for James Macintyre & Co. comprising
four pieces: covered teapot, tall hot-water jug, milk jug and open sugar bowl. This
piece is made using Moorcroft's revolutionary tube-lining technique. First, the
design is outlined in raised clay. Then, each section is hand-painted with
ochre, olive, and midnight blue enamels against an ivory background. The rims
are finished with hand-applied
gilding.

Printed
Macintyre Burslem England mark, registered

Dealer

Gillers Antiques
Specialists in 19th-century European silverware, porcelain and décor
Mobile : +44 (0) 7341 404636

Buntingford SG9 0PY

design number RD No 401753 to each piece.

In 1897, William Moorcroft joined Macintyre and within a year headed the art pottery studio. Between 1900 and 1904 he introduced short-lived but era-defining art lines including Florian, Aurelian, Dura and Hesperian. These won medals at international exhibitions and were retailed by Liberty of London and Tiffany & Co., New York--establishing early global demand. Moorcroft's later Royal Warrant as "Potter to H.M. the Queen" acknowledged the exceptional quality of his designs. Florian Ware marks the pinnacle of his formative Art Nouveau period: an intellectual, carpet-like repeat balanced by a restrained, earthy palette and the tactile relief of tube-lining. Surviving tea services are scarce, and inclusion of the tall hot-water jug--originally supplied with a lid--enhances rarity.

The precise Board of Trade registration RD 401753 (17 December 1902) provides exact dating and strong documentary value prized by collectors and curators alike.

A documented early Moorcroft service from the brief Florian production window, combining authorial design, technical innovation and precise registration. Highly suitable for a focused collection of British Art Nouveau pottery or a museum-level display of early twentieth-century design.

Measurements and weights:

Teapot with cover: 478 g; H 12 cm; W 19 cm; D 12.5 cm.

Hot-water jug: 351 g; H 14.6 cm; W 13 cm; D 10

cm.
Sugar bowl: 187 g; H 6 cm; Ø 9 cm.
Milk jug: 131 g; H 7 cm; W 9 cm; D 7 cm.
Condition:
Teapot: minimal rubbing to gilding; light internal glaze crackle typical for age; excellent otherwise.
Hot-water jug: originally lidded; small hinge holes to the rim visible; otherwise superb, crisp condition.
Sugar bowl: excellent antique condition; no chips, cracks or repairs; bright gilding.
Milk jug: overall warm toning of the glaze relative to the other pieces and fine allover crazing; no chips or restorations.
Please study the accompanying photographs carefully as they form an integral part of this description. If you have any questions, we will be happy to answer them. The item will be shipped with full tracking and insurance.