



SIXTIES REVIVAL

Fans of mid-century modern design will love these hand-printed wallpapers featuring an iconic Hornsea Pottery pattern

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Hornsea Pottery on the Yorkshire coast was once a household name with tea sets and other tableware lurking in most of the nation's kitchen cupboards or dining room sideboards. The brand was robust, meaning it was perfect for everyday cuppas with cake or high teas. Although the factory closed two decades ago, you can still see the original much-loved sets for sale at fairs and preloved shops and vintage collectors snap them up.

Award-winning artist and designer, Deborah Bowness has returned to her Yorkshire roots (she was born in Pontefract and grew up in Stillingfleet, near York), to create Heirloom, a collection of limited edition, hand-printed wallpapers and borders,

in collaboration with Hornsea Potteries, owners of the designs, patterns, patents and legacy of Hornsea Pottery. The much-revered brand, which became a household name in the 1960s, has been revived in wallpaper. The popular Heirloom pattern with its black geometric shapes, originally designed by John Clappison for Hornsea in 1966, has been reimagined by Bowness.

She's a fan of Hornsea: "It is an accessible, well-made, and quality design. There is something for everyone. The colour palette and colour combination make me smile," she says.

"Growing up in Yorkshire, Hornsea Pottery was a part of the family. This opportunity to partner with such an iconic brand, and have access to the archive for five years, is the most fitting and ambitious





in my career so far. The most significant creative challenge I faced was the focus and decisiveness needed to navigate this seemingly boundless resource of pattern and shapes. It's been a labour of love and I'm delighted with the finished product."

As she immersed herself in the archive, she was inspired by observing the method in which Clappison adapted the pattern over different tableware shapes. Her Heirloom collection features 11 wallpaper designs and four border designs, which have been created by deconstructing, rebuilding, reusing and redesigning the original Heirloom pattern.

"This collection began with a scan of the original silkscreens used to print the Heirloom pattern onto the pots. If you look carefully, you can see the fine threads of the silkscreen mesh on the wallpapers. The limited-edition collection combines machine print with hand silkscreen printed colours."

Bowness' Heirloom Flatware and Tableware wallpaper designs are striking all-over prints, available in eight colours, including three original Heirloom colourways. Five additional colours, inspired by the seaside and borrowed from the wider Hornsea colour palette, have been incorporated into the collection.

The Heirloom composition designs are made as interchangeable wallpaper components, which offers a huge number of options. They can be mixed and matched to paper a whole wall vertically or horizontally, or partially paper over a painted wall with a totem-like effect. During the long Heirloom production period (1967-1989) several different backstamps were used: mark 14, mark 16, mark 18, mark 19. 🔄

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Bowness has used these backstamps to differentiate between each composition design in the collection. Meanwhile, the border collection comprises four designs, featuring narrowed down versions of design elements found throughout the collection.

Hung alone or in pairs, the decorative strips of wallcovering can be used at the ceiling line, across the centre of a wall, or hung vertically around door frames.

She agrees that the collection would be a good fit for lovers of mid-century interiors. "Heirloom would certainly add some bold colour and interest to the clean lines and minimal ornamentation to mid-century interiors. I'm enjoying the Hornsea Potteries archive - using their patterns, shape and ethos to inspire my work. In my next collection I have used the geometric designs from their cruet sets. After that I intend to use my photographic photomontage approach and who knows what that will end up like."

Bowness was also awarded a Heritage Craft bursary, which will be used to learn traditional wallpaper making skills from world-renowned wallpaper conservationist Allyson Mc Dermott. You can see Bowness' work in a Hornsea Exhibition at Studio 11 Gallery in Hull from September 7 until January 15, alongside ceramicist Adele Howitt, who worked with the Hornsea pattern archive to create the Hornsea Pottery public art trail across the town. Hornsea Museum has the biggest collection of the pottery in the world, dating from 1949 until the factory's closure.

Hornsea Pottery was founded in 1949 by brothers Colin and Desmond Rawson. Driven by a wide array of design influences the pottery grew from being a purveyor of seaside tourist trinkets to the largest studio pottery in the world, employing over 700 people. Hornsea's rapid growth was generated by widespread popularity and inspirational design.



Located away from the traditional ceramics heartland in Staffordshire, Hornsea developed unique and ground-breaking techniques and designs, many of which were influenced by the Rawson's textile backgrounds. With a succession of talented designers such as John Clappison, Michael Walker, Sara Vardy and Alan Luckham as well as new production techniques, it rose to award-winning status with the Design Council.

Hornsea remains an influential brand. The site is now occupied by Hornsea Freeport, and the Hornsea Patterns and Designs are the property of and used courtesy of Hornsea Potteries Intellectual Properties USA LLC. The Heirloom border designs are priced from £50/5m roll and the limited-edition designs from £195/330cm drop. They are available from the websites below:

deborahbowness.com/shop
hornsea.com