

MOORCROFT

*Your Very
Special Invitation...*



The Spirit of Australia Collection

Events 2018

FAJOC
AND SON
ESTABLISHED
1893



Joyce Jewellers
40 Wilson Street, Burnie, TAS 7320

Wednesday 21st November 2018, 4pm to 7pm

RSVP Phone: (03) 6431 2477 | Email: eajoyce@bigpond.net.au

www.eajoyce.com.au



THE SPIRIT OF AUSTRALIA

In this brand-new collection, Moorcroft designers look at Australia as it is today, and between them, capture some of the finest imagery in a continent full of natural miracles. From landmark buildings to glorious birds, animals and flowers, the spirit of Australia still seen as something very special indeed for everyone at Moorcroft, just as it has been for well over eighty years. Natural Australian art is intimately captured both through dedicated research and the colourful imaginations of the Moorcroft designers themselves.

The Design Studio's never-ending pursuit is to achieve an objective which fires your imagination in terms of imagery, linework and vibrant colour. In turn, this enables them to put their own individual mark on their selected subject. The result is a varied and fascinating new collection for all Australians and Australian admirers alike encapsulating *The Spirit of Australia*.

We are delighted to invite you to our Spirit of Australia event this November. This is a free of charge event, and we simply ask you to let us know whether you will be attending. Touring with the collection is Moorcroft's Managing Director and Director of Art, Elise Adams and leading demonstration artist, Joanne Ratcliffe.

Retailers will be hosting special events to promote The Spirit of Australia Collection and we recommend that you pre-order your favourite piece to avoid disappointment. Pieces will be signed in gold pen on the base in person at our event.

Warmest wishes

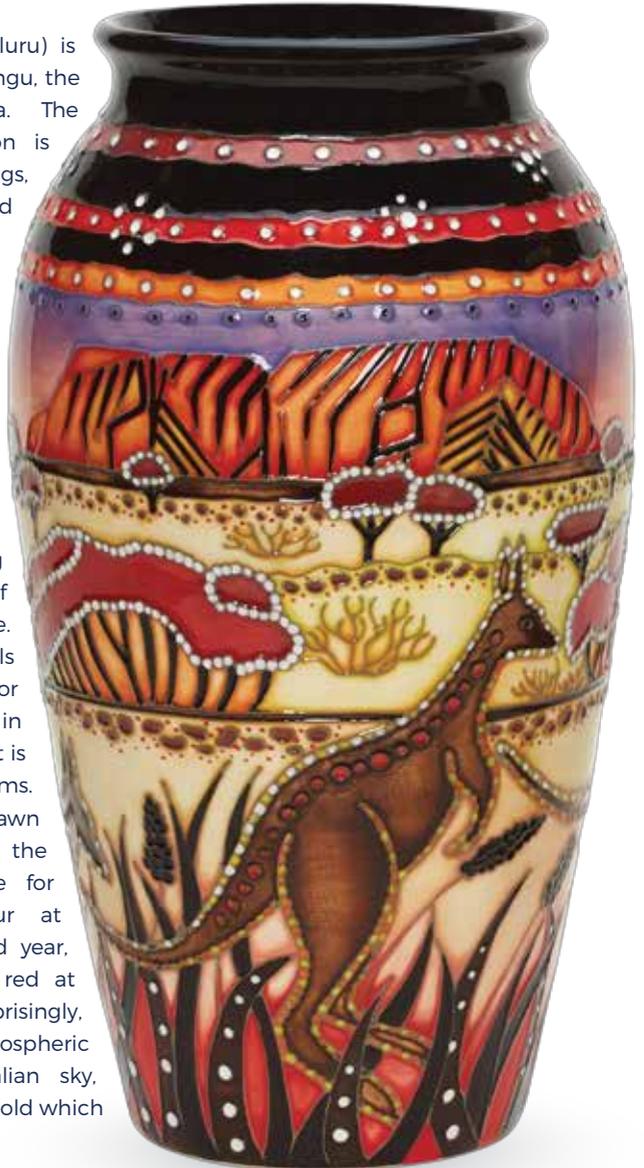
Jennifer Macartney



SPIRIT OF AUSTRALIA

Designer: Helen Dale
Shape: 393/12 (Height 30.5cm)
Edition: Limited 25
RRP: \$3870

It is said that Ayers Rock (Uluru) is sacred to the Pitjantjatjara Anangu, the Aboriginal people of the area. The territory around the formation is home to an abundance of springs, waterholes, rock caves and ancient paintings. Transforming sunset visions of this UNESCO World Heritage Site, Helen brought the natural landmark into her world of incredible colour and stylised linework. In doing so, she was inspired by Aboriginal art, which itself is based on story-telling through the use of symbols as an alternate method of writing down and recording stories of cultural importance. Story-telling and symbols provided the starting point for contemporary Aboriginal art, in the same way that Moorcroft art is founded upon stories and dreams. Both art forms use colour drawn from the natural pigments of the earth. Ayers Rock is notable for appearing to change colour at different times of the day and year, most notably when it glows red at dawn and sunset. Not surprisingly, Helen chose a deeply atmospheric purple for the dusky Australian sky, enriched with hues of rust and gold which mirror the arkose sandstone.



SWAINSON

Designer: Nicola Slaney
Shape: Ju3 and PLQ 3
Edition: Jug Limited 40
RRP: \$645

Plaque Limited 25
\$465

Swainsona Formosa is more commonly known in Australia as Sturt's Desert Pea, named after English botanist Isaac Swainson. It is famous for its blood-red, leaf-like blooms, and is one of Australia's most familiar wild flowers. Like the century-old Moorcroft art pottery, the Sturt Desert Pea is a survivor. It grows in the more arid regions of central and western Australia, and its notoriety caused it to become the emblem of South Australia. In Nicola's Swainson plaque, the bright red petals are juxtaposed with a pure white clay body, thereby giving this limited edition a sense of purity and clarity.



PLQ 3

Ju3

PELICAN PARADE

Designer: Kerry Goodwin
Shape: 200/15 (Height 38cm)
Edition: Limited 20
RRP: \$2595

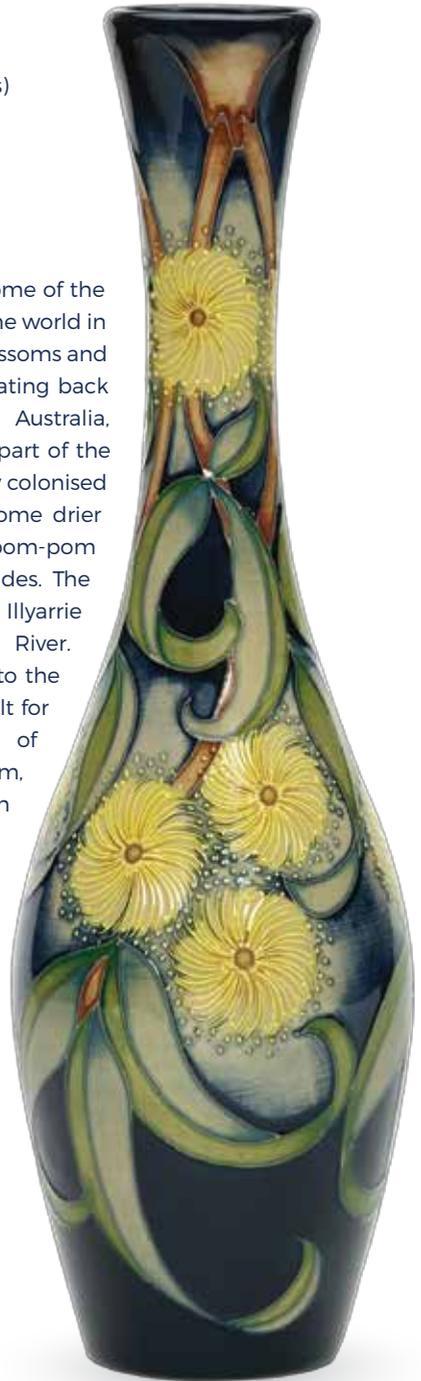
Adventurous and opportunistic birds, Australian pelicans often trade the comforts of the coast for the harsh Outback and the chance of an easy freshwater feed. When the largest lakes are full, pelicans can fledge an estimated 80,000 chicks between them. As a result, the population of Australia's pelicans can almost double in a single breeding season! A lively pod of these clever birds squabble and gobble on the decking alongside the lake's edge. In Kerry's design, the water shows timeless movement in brilliant azure blues.



ANCIENT ORIGIN

Senior Designer: Rachel Bishop BA (Hons)
Shape: 84/12
Edition: Limited 40
RRP: \$980

Australian eucalypts have a phenomenal past. Some of the oldest fossils have been found on the other side of the world in South America. Beautifully preserved gum nuts, blossoms and leaves have been unearthed in Patagonia, some dating back an incredible 52 million years! At that time Australia, Antarctica and South America were still joined as part of the huge continent of Gondwana. Eucalypts most likely colonised Australia after the continent drifted north to become drier and hotter. Their balmy leaves and bright yellow pom-pom flowers have beckoned Moorcroft designers for decades. The latest ceramic tribute to eucalypts features the Illyarrie (*Eucalyptus erythrocorys*) found in the Margaret River. Golden yellow flowers provide a pleasant contrast to the gentle sage leaves. Designers at Moorcroft are spoilt for choice as there are more than 800 species of *Eucalyptus* in Australia. The sheer number of them, and the subtle variations between them all, tell of an ancient origin carried into modern times. Some experts believe they overlapped in time with dinosaurs. For that reason alone, we should revere them as a modern Australian success story with a spectacular past.



RAINBOW LORIKEETS

Designer: Helen Dale
Shape: 95/10 and PLQ 10
Edition: Vase Limited 40 Plaque Limited 25
RRP: \$2060 \$895

A common sight along the eastern seaboard, from northern Queensland to South Australia, Rainbow Lorikeets are no less exciting the moment they are seen. Their brilliantly-colourful plumage and noisy screeching and squawks makes a feast for the senses. The birds lay their eggs on chewed or decayed wood, usually in a hollow limb of a eucalyptus tree.



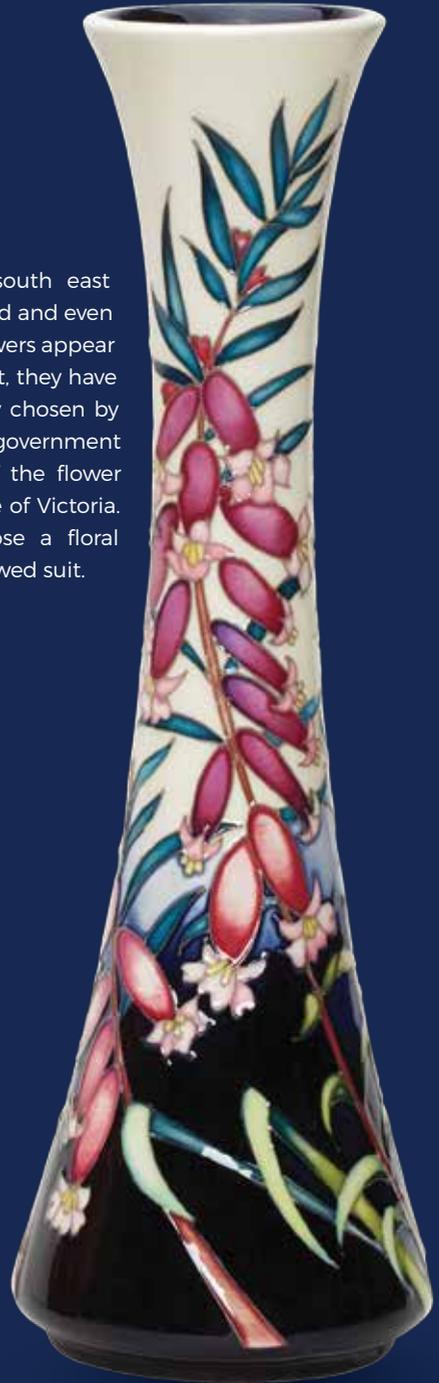
In Helen's design, a cosy, colourful pair find a vantage point in the blossoming branches of a live eucalyptus tree whose flowers show delicate pink stamens with an attractive shade of yellow at the tips. Nestled into each other, these loveable birds suggest a warm radiance and bring a welcome splash of bright rainbow colours to further enrich Moorcroft art.

95/10

VANGUARD

Designer: Nicola Slaney
Shape: 365/12
Edition: Limited 30
RRP: \$885

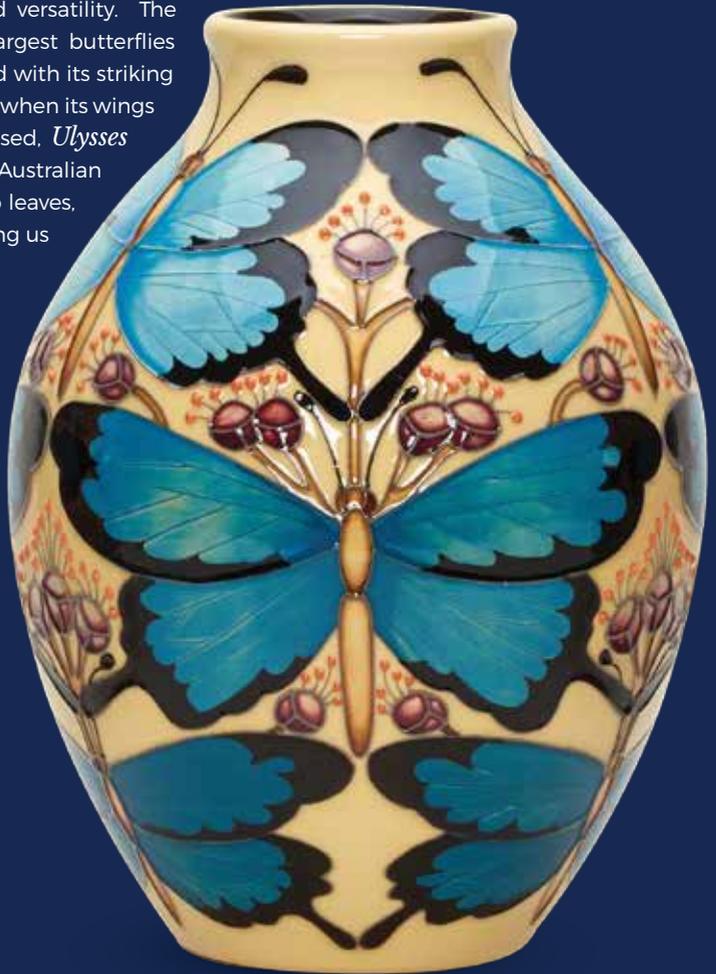
The Common Heath flower is native to south east Australia, found growing in heathland, shrubland and even open forest. The red, pink or white tube-like flowers appear from late autumn to early spring. For Moorcroft, they have been placed on a tall, elegant vase specifically chosen by Nicola for her task. In 1951, a meeting of government representatives agreed that the pink form of the flower should become the floral emblem for the state of Victoria. Indeed, Victoria was the first state to choose a floral emblem. Soon afterwards, all other states followed suit.



ULYSSES

Designer: Emma Bossons FRSA
Shape: 3/8 (Height 20.5cm)
Edition: Limited 30
RRP: \$1090

Electric blues and jet-black fill the delicate wings of Ulysses butterflies, stacked upon each other, with further imaginative interest coming from petals of the pink-flowered Doughwood tree, dappled with peachy-coloured tubelining to form each individual stamen. This magnificent Australian butterfly's name is derived from the Roman name for the Greek hero, Odysseus, renowned for his brilliance, guile, and versatility. The Ulysses is one of the largest butterflies found in Australasia, and with its striking colours, it is easy to spot when its wings are open, yet when closed, *Ulysses* disappears into Australian undergrowth and shrub leaves, beguiling and compelling us to follow as it does so.



SILVER GULLS

Designer: Vicky Lovatt
Shape: 769/8
Edition: Limited 25
RRP: \$1460

On the rare occasion that Kati Thanda-Lake Eyre fills, it immediately becomes the largest lake on the Australian continent. The lake actually has a drainage basin that covers one-sixth of all Australia and as such, it is one of the largest internal drainage systems in the world. When there is sufficient rainfall to make the rivers flow at all, they flow towards Lake Eyre. In flood years, the lake bed fills and for a short time, undergoes an amazing period of rapid growth and fertility. Typically, a flood occurs once every few years, and a fill - or near fill - only four times each century. Long-dormant marine creatures quickly multiply, weeds and algae suddenly flourish, and fish emerge. Silver Gulls tell us that this is one of the world's greatest miracles.





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