



WALLPAPER HISTORY SOCIETY

25th Anniversary Summer Party and Exhibition



Celebrating our 25th Anniversary and 150 years of Morris & Co

To be held at the William Morris Society

Kelmscott House, 26 Upper Mall, Hammersmith, London W6 9TA

Members, friends and family from the Wallpaper History Society and the William Morris Society are invited to join us this year at our summer event to celebrate the 25th anniversary of the Wallpaper History Society and 150 year anniversary since the foundation of Morris & Company.

A full afternoon programme will include a keynote lecture and book signing by Michael Parry, printing demonstrations on Morris's Albion press, a riverside heritage walk and private taster tour of Emery Walker's House.

Also please join us to view our exciting exhibition, including ceramic mugs designed by students at the London College of Communication, University of the Arts as part of a competition supported by Morris & Co and Andrew Tanner Design. The winners of the competition will be announced and prizes awarded during the afternoon.

Newly displayed archive material from the William Morris Society Design Archives and supporting exhibition pieces kindly lent by Morris & Co will complement this exhibition which will continue to be open to the public over the following four weeks.

A full traditional celebratory afternoon tea will be offered.

Booking queries – please email Caroline McNamara at cmcna12@aol.com. Do join us for this celebration and bring your friends. We look forward to seeing you there!

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Special points of interest:

- Check out updated website design
- We welcome Members' contributions for future newsletters including any photos.
- Send us your suggestions for events, visits or relevant exhibitions.
- email address for society – info@thewallpaperhistorysociety.org.uk

Wallpaper and Revolution: William Morris and His Hammersmith Home

It was Dante Gabriel Rossetti who, house hunting for himself, discovered Kelmscott House, a fine Georgian residence overlooking the Thames in Hammersmith. The house already had Pre-Raphaelite connections through the current resident, the novelist George MacDonald. Visitors during MacDonald's time included Edward Burne-Jones, Arthur Hughes, Lewis Carroll, Tennyson, Ellen Terry and John Ruskin. It was Ruskin who spent his 'three days of heaven' here with the young Rose La Touche.

Rossetti decided against taking the house, leaving the route clear for Morris, who was also in need of a new home. The detailed descriptions of Kelmscott House by Morris and his contemporaries, together with fascinating photographs taken by Emery Walker, reveal a beautifully eclectic arts and crafts interior, with a profusion of Rossetti paintings. Morris's bedroom was papered in *Trellis*, his study in *Jasmine* and the dining room in *Pimpernel*. While living at Kelmscott House, Morris began producing Hammersmith carpets, established the Hammersmith branch of the Socialist League, and began the Kelmscott Press. This 'most beautiful' house was where Morris was to spend his last eighteen years and it is no surprise that they were some of the most productive of his life.

The William Morris Society's archive at Kelmscott House has a comprehensive collection of original wallpapers and is fortunate to have several working drawings by William Morris. Original designs include *Pink & Poppy*, *Sunflower*, *Grafton*, *Larkspur* and *Honeysuckle*. The majority of the collection was bequeathed, along with Kelmscott House, by Mrs MH Stephenson. A friend of May Morris, Mrs Stephenson was an enthusiastic collector of Morris & Co items, purchasing them when the firm went into voluntary liquidation in 1940. It was also at this time that Sanderson bought the woodblocks and the rights to reproduce the designs; consequently, they are still available today. 2011 is the 150th anniversary of the foundation of Morris & Co and Sanderson's have brought out a new collection to mark the occasion. The William Morris Society is collaborating with the Wallpaper History Society to celebrate this important anniversary by hosting the Summer Party. Please see the events page for further details or go to the 'what's on' page at www.williammorrisociety.org.uk. Kelmscott House is open every Thursday and Saturday 2.00-5.00 and at other times for group visits. Membership is open to all, and new members are welcome.

Helen Elletson



A.G.M. 1st December 2010

Remember that snowy winter of 2010? Well—we nearly had to cancel our AGM— which we hold annually at the Art Workers Guild in London's Queens' Square. Messages flew back and forth from WHS members explaining that the weather meant they would not be able to attend. *To cancel or not?* That was the question. Well, in the event, we managed to have a quorum and conduct business which involved re-electing the Chair and Committee members.

Our guest speaker, Karen Beauchamp, gave a most lively power point presentation—the story of her career as a wallpaper designer. Her illustrations and her account of her varied experience in learning her craft was mesmerising. Without a doubt Karen is one of the most outstanding creative designers in the field (just have a look at our brief account of her recently launched collection: *Swarovski Elements* on page 6 of this newsletter).

We did miss our caterer, however, who explained that due to such small numbers at the AGM, he would have to cancel our meal. But no one went home hungry even if it meant munching on M&S bits and pieces and washing it down with good wine supplied by Robert Weston.



Ceramic Design Competition

London College of Communication

Second year design surface design students entered a competition to design a set of three mugs commemorating the past, present & future of the Wallpaper History Society and 150 years of Morris & Co.

Competition prizes will be awarded at our 25th Anniversary Party on Sunday 26th June at Kelmscott House, Hammersmith..



LCC Wallpaper Design Competition



On January 11th, the WHS Design Competition Prizes 2010 were awarded after our first lecture at the Art Workers Guild. The lecture was an illustrated talk entitled: 'A Magical House by the River' presented by Helen Elletson. Students from the London College of Communication, University of the Arts, submitted their work and the short-listed wallpaper designs were on exhibit. After snacks and drinks, the winners were announced. They are:

1st Prize: Emma van Diggele. Awarded a work placement with Sanderson.

2nd Prize: Claire Marshall. Awarded work placement with Karen Beauchamp.

3rd Prize: Kate Duggan.

To acknowledge our first WHS Prize winner, Mark Amura was given a year's membership of the Wallpaper History Society.

Emma van Diggele wrote:

I first heard about the 'London Life' wallpaper competition when my university tutor told our class that our brief for the term would be set by the Wallpaper History Society and Zoffany. The brief was to explore all aspects of 'London Life' from historical, social and cultural identity, speed and movement of the city, to the modern architecture of iconic London. We were asked to create a contemporary wallpaper based on this theme along with at least five other designs, sketchbooks and art work, a design board and an in-situ to show how our wallpaper would work in a real setting.

I chose to create a children's wallpaper that would be fun and interactive for the owner. I wanted to allow children to become part of the design process and decide how it would look in their bedroom. This was made possible by my use of velcro accessories such as weather symbols, cars and animals which can be moved around the wallpaper to create new stories. I made a small collage of my design and digitally printed it on to canvas fabric, I then screen printed the accessories and used materials such as foam and felt for the finished piece.

I was particularly inspired to design an eye catching wallpaper for the competition as the prizes were very exciting. Six students were shortlisted and chosen to show their wallpaper at an exhibition at the Art Workers Guild for two weeks last November. The results of the competition were then announced at an awards ceremony in January. The first prize was a paid work experience placement at Zoffany, the second prize was a work placement with Karen Beauchamp who has previously designed for Cole & Sons. I was extremely happy to find out that I had won the first prize and I was very surprised as I think we all did very well; the wallpaper designs all looked amazing in the exhibition.

I will be doing my work experience with Zoffany this July and I am very excited to learn about how they design their beautiful patterns for wallpaper and fabrics. I hope to learn more about the company and I am particularly interested in learning how to use their CAD programs for designing.

To see more of my designs visit my website at: www.emmavandiggele.co.uk

Emma van Diggele

Art Deco Wallpaper Amongst Swiss Cows

The mansion of Mézières can be found in the countryside of Fribourg in Switzerland. This mansion owes its renown to its wallpapers: around 30 different patterns, mostly dating from 1789-90 and of French origin. These papers make the building a place unique in the world for the quantity and quality of the items which are conserved there.

One can readily understand that the canton of Fribourg wished to turn it into a wallpaper museum, which would not only display the papers conserved *in situ*, but would also show the fundamental stages of the history of wallpaper, year by year. In order to do this, the Museum of Mézières came to an agreement with its big brother, the Wallpaper Museum of Rixheim. Every year the latter lends a few of its masterpieces to Mézières,

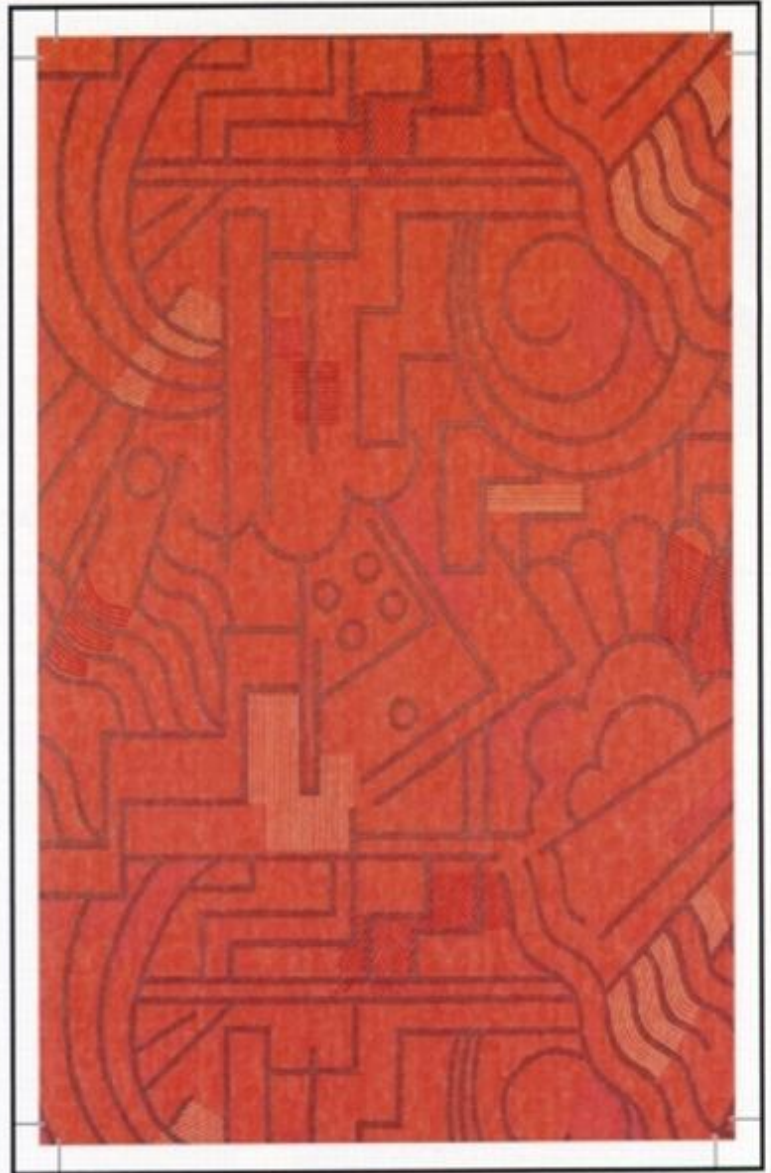
So it came about that in 2010-2011 the Museum of Mézières exhibited a collection of Art Deco wallpapers. The curator, Anne-Catherine Page, in collaboration with Philippe de Fabry, the Director of the Museum of Rixheim, chose three themes:

- Wallpapers designed or edited by André Groult, who in 1910 broke with Art Nouveau and launched patterns which were as innovative as they were colourful;
- Wallpapers designed by Jacques-Emile Ruhlmann for the 1925 Paris Exposition: Ruhlmann exploits the great French tradition with abundant and rich patterns which have been issued very often;
- Wallpapers of a more popular nature, made by Isidore Leroy. These show that, like Art Nouveau, Art Deco was widely disseminated to a broad public, from the top to the bottom of the social scale.

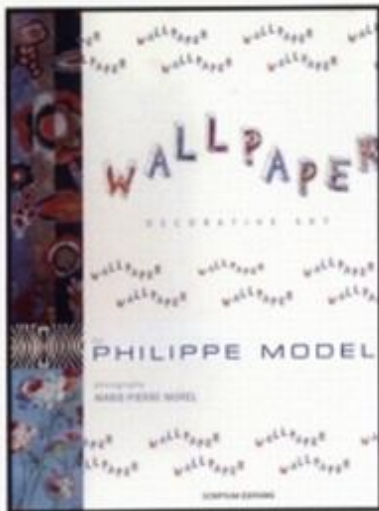
This small exhibition, which is intelligently presented, is rounded off with clearly-written explanatory panels (for example on Le Corbusier – after all, we are in Switzerland! – who calls Art Deco into question for “cleaning up at home” instead, he thinks, of “cleaning up itself”). If there were more museums interested in the language of wallpaper, we might hope that an exhibition of this stature would travel ...

Bernard Jacqué

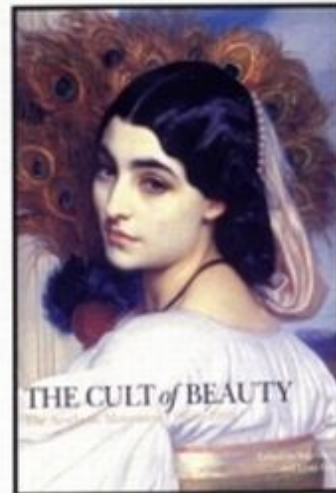
From 16 April 2011 to 18 March 2012, the Museum is presenting an exhibition of “Arabesques and wallpapers, masterpieces of the 18th century”.



Book Reviews



Wallpaper: Decorative Art by Philippe Model with photography by Marie-Pierre Morel (Scriptum Editions) explains that “wallpaper has always set out to amaze”. And this book amazes. Model’s visual presentation is chronological and thematic. It explores the extraordinary decorative potential of wallpaper in both historical and contemporary contexts. We encounter dominos from mid 1700s, French panoramics, classical and geometric visuals. Dufour draperies and late 19th century designs are featured together with ageless florals and vintage. There is some attention given to 20th century alternative wallpapers. This is a volume of poetic wall-designs—a whimsical look at wallpapers through the ages.



The Cult of Beauty focuses on a period at the end of 19th century Britain known as the Aesthetic Movement. Fine pictures, furniture and decorative arts are featured together with a cast of characters including: Rossetti, William Morris, Edward Burne-Jones and Whistler. It reveals how artists’ houses and their extraordinary lifestyles became the object of public fascination. The ‘Palaces of Art’ created by Rossetti and Morris, Lord Leighton and others led to a widespread revolution in architecture and interior decoration, while Oscar Wilde made his name promoting the idea of ‘The House Beautiful’. V&A Publications, 2011.

Wallpaper Highlights in the ‘Cult of Beauty - The Aesthetic Movement, 1860-1900’ exhibition at the V&A



It is hardly surprising that wallpaper has a significant place in the evolution of Aesthetic Movement interiors. And no matter how familiar readers are with William Morris’s wallpaper designs, his unique reputation is well deserved. He is responsible for revolutionising the art of design on flat repeating patterns. Saunders (exhibition catalogue edited by Calloway & Orr, 2011 p 134) notes: “His sources were plant forms, observed at first hand, but also mediated through more stylized representations as found in woodcut herbals, illuminated manuscripts and tapestries.” One of his most accomplished designs, *Jasmine*, is prominently displayed on the William Morris floor-standing pattern sample book from the Morris & Co. showroom in Oxford Street. The sample book contains 132 specimens of wallpaper. According to Saunders, *Jasmine* was one of his most accomplished designs. It has two layers, interwoven. “This kind of delicate layered foliage pattern was to become almost a cliché of Aesthetic wallpaper design.” Aside from Morris, there are several other important wallpapers on display here. Some will be familiar to admirers of the Aesthetic Interior. Note, for example, the decorator’s specimen panels showing the combination of dado, filling and friezes designed for staircases. It would be hard to choose between the hues of orange or the patterns in green if you wanted to create an Aesthetic mood. But one of the most exceptional examples of Aesthetic wallpaper in this exhibition is the Liberty & Co. wallpaper (1890-1900) from Japan (pictured). It is a simple embossed paper with bronze metallic pigments and was given to the V&A by Mr. Paul Reeves. I found it hard to resist falling in love with this paper....I hope you will too.

Abby Cronin

Subtle Swarovski Crystals Sparkle on Their New Wallpaper

"The Swarovski Elements Wallpaper Collection goes beyond the boundaries of fashion. Launched in March 2011, the collection offers a multifaceted spectrum of incentives for extraordinary interior design – created according to concepts developed by renowned wallpaper designer Karen Beauchamp." This quote sums up the unique and brilliant experimental methods Karen used when bags of crystal samples were sent to her. Karen's response was to play with some 40,000 shapes of crystal until the theme of 'Venetian romanticism' helped to shape her designs. And what spectacular designs they are. They bring a luminous crystalline dimension to interiors and enable walls to be embellished with an array of stripes, opulent feather repeats, and Plume and Feather Palace designs. They conjure up the mood of Venice's carnival. And while the papers radiate a jewel-like surface they succeed in avoiding the sparkly glitz associated with Swarovski's crystal jewellery and animal figurines. *Plume/Silk Velvet Texture*, pictured here, evokes the style and sophistication of an ostrich feather in sinuous velvet flock embellished with Cabochon pearls and Xillon crystals set against a background with the appearance of fine metallic leather. *Kohinoor Damask* has a fin de siècle feeling and features lavish Crystal Strata bouncing and stealing light from candles and lamps. There are a total of nine designs in the collection in a variety of colourways. Congratulations Karen! You have produced a high-end technologically remarkable collection for a company now moving into the international design-art market.

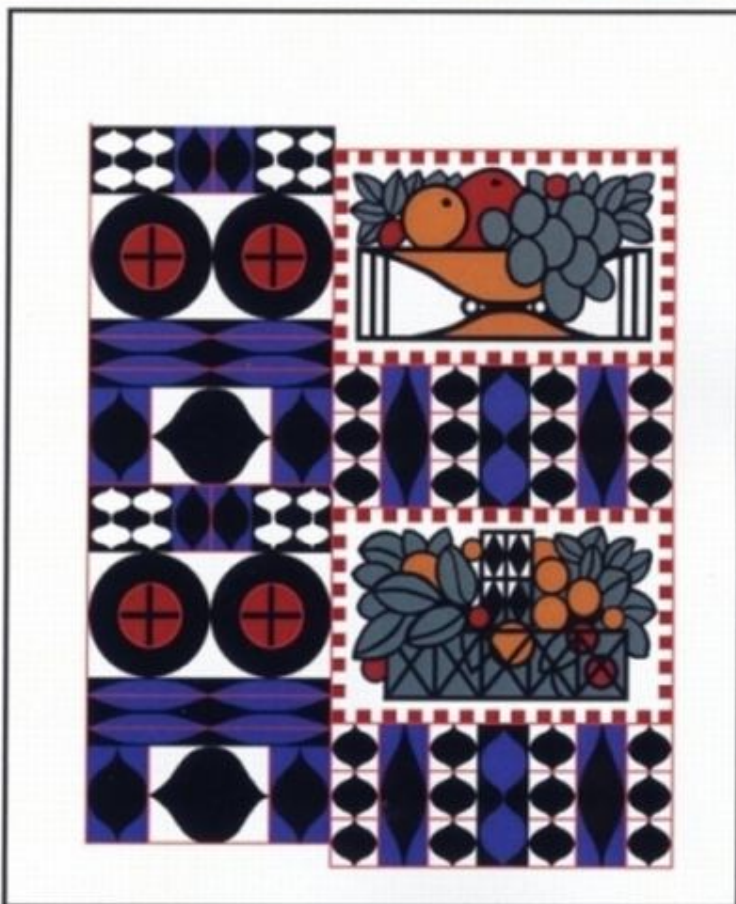
Abby Cronin



Birth of Modern Style & Identity in Vienna 1900 –Neue Galerie New York City

The *Neue Galerie's* current exhibition 'Birth of the Modern Style and Identity in Vienna 1900', runs until 27th June 2011. Among its many delights are the period rooms which feature a dialogue between Secessionist wallpapers and the decorative arts. Pictured here are a few examples of wallpapers which will remind us of the exceptional creativity of artists who were members of the Wiener Werkstätte and who followed the paths to Modernism. Josef Hoffmann and Dagobert Peche's wallpapers have been faithfully reproduced to ensure the authenticity of original decorative schemes in 1900 Viennese interiors. If you are particularly interested in these historic wallpapers, they are exclusive to the Neue Galerie shop where they can be purchased. Here are a few examples to stimulate your interest in early 20th century historic surface design. The Peche Wallpaper, *Antinous*, designed 1922 is produced by Brunschwig & Fils and originally manufactured for the Wiener Werkstätte. Available in persimmon and fawn. Josef Hoffmann's *Kunstschau* Wallpaper Designed in 1908 is hand-printed by Studio Printworks Roll: 27 x 180 in. \$195.00. www.neuegalerie.org

Abby Cronin



'Private Paradise' at the Whitworth Art Gallery 19 Feb-Summer 2011

Wallpaper sets the scene in which domestic dramas take place. It can also provide the ambience for quiet contemplation or flights of pleasurable and/or unsettling fantasy. Visitors were surprised and excited by the scale of the large wallpapers in the major exhibition *Walls Are Talking*, which was organised last year by the Whitworth Art Gallery in association with the V&A Museum. The Gallery's new display builds on that response by featuring other large-scale wall decorations from the Whitworth's collection, including a new acquisition by Sicilian artist Francesco Simeti, whose work was so well received in the previous exhibition. It also features wallpaper by a contemporary Australian artist new to the Whitworth, Valerie Sparks.

Early 19th century French scenics provided a panorama round the room. Featuring exotic landscapes, topographical scenes, or stories from literature or mythology, they provided status for the middle classes and possibly armchair travel for the bored aristocrat - a frisson of foreign travel without the hardships.

Few were used in the UK but English pictorial wallpapers featuring landscapes and other decorative scenes appeared at various times in the 20th century, albeit on a smaller scale than their French predecessors. Post-war 'photo-murals' became available in the 1970s but were generally not used in domestic interiors.

The recent popularity of 'feature walls' and pictorial computer screensavers ('wallpaper'), coupled with digital technology, has encouraged production of wallpapers depicting idyllic seascapes, sun-dappled forest glades or greatly enlarged, exotic blooms.

Not panoramas, but their bold imagery on feature walls enables consumers at all levels to exhibit fashion awareness and individuality. They also provide an environment encouraging contemplation, implying that consumers have sufficient leisure to indulge themselves.

This exhibition features scenes from some of the 19th and 20th century decorations in the Whitworth's collection, together with new acquisitions, both historic and current, and works by two contemporary artists who have used French scenics as a springboard for their own creations. Francesco Simeti's starting point is Audubon's prints, which he uses to identify connections between past and present, producing computer-generated wallpaper designs which refer to and play with historical motifs in combination with contemporary imagery. In doing so he explores a path through the gardens of the past in search of a bridge between past and present through which to understand the thematic affinities that inspire the need to recreate nature.

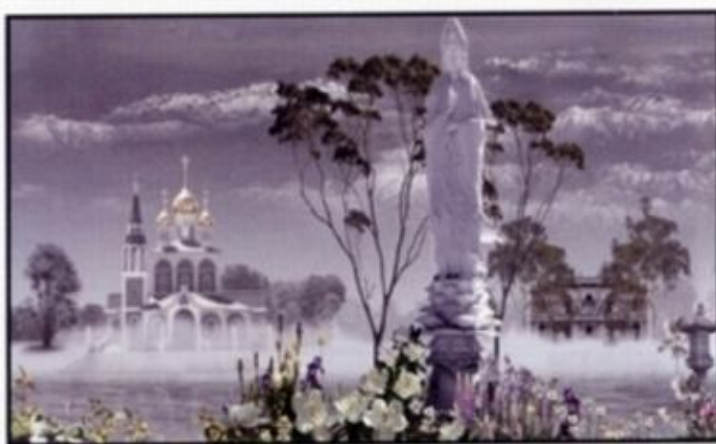
Valerie Sparks investigates French scenic wallpapers, producing unsettling hybrid photographic landscapes and utopian fantasies and creating imagery not available in the physical spaces we inhabit. Interconnected environments and points of time are brought into a continuous visual field, making links, for example with the progress of scenes in French decorations such as *The Great Indian Tiger Hunt*. These new works are displayed alongside parts of Zuber's *Décor Chinois*, Velay's *Tiger Hunt*, Desfossé's *Le Bresil* and Sanderson's *Oriental Garden*.

Christine Woods, Curator of Wallpapers

whitworth@manchester.ac.uk



Francesco Simeti's design



Valerie Sparks' scenic design

Call to all Members

WHS members have the opportunity to submit wallpaper work for selection at the forthcoming Design Competition Exhibition to be held at The Imago Art Gallery, Clifford Street, London in early September.

Contact Tony Roche on email- info@tonyroche.com or mobile 07973 728073



WALLPAPER HISTORY SOCIETY

Registered Charity No. 1113163

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The Wallpaper History Society was founded in 1986 to promote awareness, understanding and appreciation of historic and contemporary wallcoverings. Its aims are threefold:

1. To encourage research and disseminate information about all aspects of the design, production and consumption of wallpapers and wallcoverings.
2. To foster an awareness of the importance of preserving historic decoration.
3. To provide a forum for discussion and point of contact for the different groups interested in these issues.

The Society organises a range of events, including conferences, lectures, seminars, visits to historic houses and tours of exhibitions and archives.

New Members Welcome

Annual Membership Fees

<u>United Kingdom</u>	<u>Overseas</u>
Individual: £20.00	Please add £10.00 to
Concessions: £12.00	cover postage
Institutions: £20.00	
Corporate: £50.00	

Membership forms can be downloaded from our website or from:

Membership Secretary
The Wallpaper History Society
Old Moat Barn
Ardenrow, Lingfield, Surrey RH7 6LN.
www.wallpaperhistorysociety.org.uk

Future Events

Summer Party & Exhibition—June 26th 2011

Venue: 1.00-5.30pm at Kelmscott House, 26 Upper Mall, Hammersmith W6 9TA

25th Anniversary of the Wallpaper History Society & 150th year anniversary since the foundation of Morris & Company in conjunction with the

William Morris Society & Morris & Co.

Booking queries – please email Caroline McNamara at cmcna12@aol.com

Lecture: Dr Clare Taylor—July 12th 2011

'Figured Wallpaper for Hanging Rooms: consuming wallpaper in 18th century Britain'

Venue: Art Workers Guild, 6 Queens Square, London

Booking:— please email Caroline McNamara at cmcna12@aol.com

October 12th 2011

Visit to National Trust property

CLANDON PARK, Surrey

To include guided tour, examination of stored wallpapers and a talk by Andrew Bush, Paper Conservation

Wallpaper History Society Study Day

Venue: V&A- Saturday 29th October 2011

Past, Present & Future: 25 Years of Wallpaper

This Study Day, which marks the 25th anniversary of The Wallpaper History Society, features a mix of speakers from a wide range of disciplines. It focuses on the shift in wallpaper's status as a subject for research, looks at the changes in the ways that wallcoverings have been produced, exhibited, marketed, and conserved in the last 25 years.

BURSARY AVAILABLE— see website for details

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