



The
ART
of
READING





WILLIAM MORRIS ARTIST & DESIGNER (1834-1896)

MORRIS WAS A WORLD-FAMOUS DESIGNER, POET, POLITICAL ACTIVIST, CRAFTSMAN AND A FOUNDER MEMBER OF THE ARTS AND CRAFTS MOVEMENT IN LONDON. THE ICONIC PATTERNS AND DESIGNS HE AND HIS FRIENDS CREATED WOULD TRANSFORM INTO BEAUTIFUL OBJECTS, INSPIRED BY NATURE, USING NATURAL MATERIALS AND TRADITIONAL SKILLS. THE EXQUISITELY DESIGNED TEXTILES AND WALLPAPERS THEY PRODUCED ARE TIMELESS AND HAVE BEEN A CORNERSTONE OF FASHION FOR OVER 150 YEARS.





THE WILLIAM MORRIS GALLERY READY READER COLLECTION

OUR NEW PRODUCT LINE OF READY READERS CELEBRATE THE HIGHLY RECOGNIZABLE WILLIAM MORRIS TEXTILE DESIGNS.

- 🕶️ AN EXCLUSIVE, PREMIUM COLLECTION DESIGNED IN THE UK
- 🕶️ MATCHING MICROFIBER POUCHES, WHICH DOUBLE AS POLISHING CLOTHS
- 🕶️ READING LENSES IN 5 STRENGTHS (FROM +1.00 TO +3.00)
- 🕶️ A PERCENTAGE OF ALL SALES WILL BE DONATED TO THE WILLIAM MORRIS GALLERY FOR ARTS EDUCATION

COMPLETE WITH BESPOKE PACKAGING AND POINT OF SALE MATERIAL, THIS IS A COMPLETE COLLECTION.



WG6001 C1



WG6001 C2

+1

+1.5

+2

+2.5

+3

AVAILABLE IN 5
LENS STRENGTHS



🕒 **WG6001 IN PRINT ACANTHUS (1875)**

MORRIS DESCRIBED ACANTHUS AS A “LUXURIOUS” PATTERN, AN APPROPRIATE DESCRIPTION SINCE EARLY ON, MORRIS TEXTILES WERE ONLY AVAILABLE TO THE WEALTHY CLASS. ACANTHUS LATER FOUND ITS WAY TO PRINTED WALLPAPER AND EVENTUALLY TO LARGE PATTERN PRINTED WALLPAPER, PRINTED AT MERTON ABBEY. THESE LARGER PATTERNS WERE SLOWER TO BE WELL-RECEIVED BY THE MIDDLE CLASSES THAN THE TEXTILES HAD BEEN BY ARTISTOCRATIC AND ARTSY CIRCLES.



WG6002 C1



WG6002 C2

+1

+1.5

+2

+2.5

+3

AVAILABLE IN 5
LENS STRENGTHS



🕒 **WG6002 IN PRINT BROTHER RABBIT (1882)**

MORRIS CONCEIVED HIS PASSION FOR MEDIEVAL TEXTILES AND DECORATION IN CHILDHOOD, VISITING QUEEN ELIZABETH'S HUNTING LODGE. BUT BROTHER ('BRER') RABBIT WAS INSPIRED BY THE UNCLE REMUS STORIES (1881). DESIGNED SPECIFICALLY FOR THE INDIGO DISCHARGE METHOD OF PRINTING, PERFECTED AT HIS MERTON ABBEY WORKS, THE AUTHENTIC BLUE OF THIS PLANT DYE ONLY EMERGES AFTER THREE DAYS, WHEN IT IS LIFTED FROM THE VAT.



+1

+1.5

+2

+2.5

+3

AVAILABLE IN 5
LENS STRENGTHS



WG6003 C1



WG6003 C2



🕒 WG6003 IN PRINT GOLDEN LILY (1897)

GOLDEN LILY A PATTERN OF INTERTWINING TULIPS, LILIES AND LEAVES IS PART OF THE WILLIAM MORRIS LEGACY HONOURED BY JOHN HENRY DEARLE IN HIS DESIGN, FOLLOWING MORRIS'S DEATH. AS APPRENTICE TO AND COLLABORATOR WITH HIS MENTOR, HE DESCRIBED MORRIS AS "GENEROUS MINDED TO A FAULT AND RESPECTED BY ALL THOSE WHO WORKED FOR HIM."



WG6004 C1



WG6004 C2

+1

+1.5

+2

+2.5

+3

AVAILABLE IN 5
LENS STRENGTHS



🕒 **WG6004 IN PRINT THE STRAWBERRY THIEF (1883)**

ONE OF WILLIAM MORRIS'S MOST EXPENSIVE, TECHNICALLY CHALLENGING, YET COMMERCIALY SUCCESSFUL DESIGNS; THE STRAWBERRY THIEF WAS INSPIRED BY THE THRUSHES THAT DECIMATED THE FRUIT IN HIS GARDEN AT KELMSCOTT MANOR IN OXFORDSHIRE. MORRIS TOOK PERSONAL CHARGE OF THE NEW TECHNIQUES INVOLVED IN THE GROUND-BREAKING ADDITION OF THE RED, (ALIZARIN DYE) AND YELLOW, (WELD) TO THE BLUE AND WHITE GROUND.



+1

+1.5

+2

+2.5

+3

AVAILABLE IN 5
LENS STRENGTHS



WG6005 C1



WG6005 C2



WG6005 IN PRINT POPPY (1880)

THIS PATTERN WAS ORIGINALLY DESIGNED AS A BLOCK PRINTED WALLPAPER. ITS VARIED ATTRIBUTION INCLUDES WILLIAM MORRIS'S DAUGHTER, MAY (1862-1938), ART DIRECTOR JOHN HENRY DEARLE AND KATE FAULKNER, AS WELL AS MORRIS HIMSELF. SAMPLES, SHOW THE SAME PATTERN IN SEA BLUE AND WHITE, REDDISH-TAN ON A VERY PALE BACKGROUND AND GREY GREEN WITH A DEEPER OUTLINE AS WELL AS THIS RICH BURGUNDY RED.

The ART *of*
READING





BEAUTIFUL PACKAGING IN INSPIRING PRINTS

EACH WILLIAM MORRIS GALLERY READY READER COMES COMPLETE IN A RETAIL FRIENDLY DRAWER CASSETTE BOX AND INCLUDES A MATCHING, PRINTED MICROFIBER PROTECTIVE POUCH THAT DOUBLES AS A CLEANING CLOTH.


SELECT YOUR POWER AND PRINT AND YOU'RE READY TO GO WITH YOUR NEW GALLERY INSPIRED READY READERS.





THE ART OF DISPLAY

OUR BESPOKE PACKAGING AND DISPLAY MATERIALS HAVE BEEN DESIGNED TO HELP PRESENT THIS COLLECTION AT ITS BEST. A 5 PIECE PAPER DISPLAY STAND, FEATURE PAPER EYEWEAR BAG AND LOOKBOOK BROCHURE ALL TELL THE STORY AND SHOWCASE THIS NEW COLLECTION USING THE ICONIC PRINTS FROM THE WILLIAM MORRIS ARCHIVES.



The
ART
of
READING

WWW.WILLIAMMORRIS.CO.UK