

**BERT  
& MAY**

HenryHolland

BERT & MAY INTRODUCES  
THE HENRY HOLLAND STUDIO *POUR* COLLECTION  
AT CLERKENWELL DESIGN WEEK, 21-23 MAY 2024



Specialist tile maker Bert & May is pleased to announce the new *Henry Holland Studio Pour* tile collection, created in collaborative partnership with Henry Holland Studio. Introducing two new designs – a printed glazed tile alongside a hand-poured tile finish, the collection translates Henry Holland Studio’s signature aesthetic, a take on the hand-built nerikomi ceramic technique, into tile form.

Henry Holland Studio’s work is synonymous with hand-built ceramics that are alive with bold pattern and tonal colour - a kindred approach and style to Bert & May’s timeless artisan tiles, which are designed to achieve the look and feel of authentic rich reclaimed tiles. This shared ethos in creating beautiful, handcrafted items for homes and people to live with brought the two together.

The art of nerikomi involves the mindful stacking, folding and rolling of multi-coloured layers of clay to create graphic, fluid-like patterns that are structured yet unstructured at the same time. A technique which Henry initially discovered during the pandemic whilst researching online, and immediately fell in love with how it so closely mirrored the way he used colour in fabric weaving and printing to create bold, graphic prints in his previous fashion work.

For the tile collection, Henry Holland worked closely with Bert & May – visiting both the UK headquarters and the family-run tile factory in Spain, gaining a deep-understanding of the process and tile-making methods to interpret the nerikomi technique in tile form.

### **Hand poured**

The making of the hand poured tile involves hand mixing and then pouring two pigments together into the moulds. The Henry Holland Studio Pour Collection will be available across all Bert & May encaustic house shapes and sizes, including three new styles – Cement Tile, Cement Block Bar, and Cement Ogee Skirting.

### **Printed glazed**

The printed glazed tile is created with porous clays extracted from local mines in Valencia and Teruel, reducing the carbon footprint and with 44% recycled content. Dry pressed with moulds that imitate the handmade product, the tiles are enamelled with the drawing printed with digital injection. The perfect combination between tradition, craftsmanship and the latest technological innovations applied in the ceramic industry.

Crafted by artisan tile makers using traditional methods and natural pigments, the resulting collection offers warmth, texture and tactility to the interiors it envelops. The colour palette features four warm, earthy, organic tones, Mineral Blue, Rust, Rosemary and Purple Brown. Set against a backdrop of warm sand the swirling shades have a playful, graphic element that is simple yet stunning, and synonymous with the raw yet refined aesthetic that underpins Bert & May's collections.

Designed to be used both inside and outdoors, the collection offers an abundance of options and possibilities for individuals to experiment and create a look that feels unique to them and projects a true sense of personal style.



**Henry Holland**, Founder of **Henry Holland Studio**: *“I have long been a fan of Bert & May and have been following their previous collaborations for a while. Their approach to design and handmade process fits perfectly with ours. Working and partnering with them has been brilliant and they have given me an amazing education when venturing into this new space. Tiles is a category that we have been asked about many times since we launched the business, I am excited to see how the tiles are used in people’s homes as a canvas to interpret their individual style.”*

**Lee Thornley**, Founder of **Bert & May**: *“Partnering with Henry, a fellow British hand-craft maker with a strong design identity, has been invigorating and brings a totally new look to our offering. The Pour Collection sings of the artisan craftsmanship that goes into all our designs. Each tile from this collection will be completely unique in its bold pattern and timeless.”*

**Ends -**

## Notes to Editors

### Henry Holland Studio x Bert & May at Clerkenwell Design Week, 21-23 May 2024

Tue: 10:00 - 18:00

Wed: 10:00 - 21:00

Thu: 10:00 - 17:00

### Bert & May showrooms

48 Lots Road  
Chelsea,  
London, SW10 0QD

9 Barleycorn Yard  
York  
YO1 9TX

5 The Mall,  
Clifton,  
Bristol, BS8 4DP

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### ABOUT BERT & MAY

Founded in 2013 by Lee Thornley, Bert & May is a bespoke lifestyle brand with a love of natural pigments, materials and fine craftsmanship. Synonymous with a simple and elegant aesthetic, Bert & May is a specialist maker of handmade artisan tiles.

Bert & May uses its extensive design credentials to collaborate closely with designers and architects to create bespoke kitchens and bathrooms, sourcing reclaimed tiles and antiques to bring a unique look to any space. The brands' love of original design and raw materials continues to underpin everything it turns its hand to – from working with traditional craftspeople and time-tested methods to collaborating with pioneering designers and architects.

bertandmay.com | Instagram @bertandmay

### ABOUT HENRY HOLLAND AND HENRY HOLLAND STUDIO

Acclaimed designer Henry Holland has been designing products for fashion and interiors for the last 15 years, most notably with his label House of Holland and recently launched Henry Holland Studio.

Established in 2008, House of Holland rose to fame with its cult slogan T-shirts - "I'll Tell You Who's Boss Kate Moss" - which catapulted the brand into becoming a regular at London Fashion Week for 13 years with its distinctive approach to bold pattern and colour.

In 2021, Henry stepped away from fashion and started taking ceramics lessons at his local pottery studio in Hackney. Initially intended only as a part-time endeavour, he quickly fell in love with the calming process of building ceramics by hand, enjoying the slower pace it offered compared to the fast world of fashion.

Exploring his own interpretation of the nerikomi ceramic technique, Henry created a signature look for his ceramics using different brightly coloured clays. This technique involves the slow method of stacking, folding and rolling differently coloured clay into slabs, then hand moulding them into functional shapes. The result was a distinctive signature aesthetic and unique hand-crafted products that led to Henry establishing Henry Holland Studio following

demand from Instagram followers. His debut collection of ceramics launched in April 2021, selling out within 48 hours online, and was shortly picked up by Liberty London which launched in-store in May that year.

As well as launching its own in-house ceramic collections, Henry Holland Studio is now also working with different manufacturers in the UK to launch a series of collaborative products for different areas of the home. "I have a strong strong belief that collaboration is key for small brands looking to develop a global footprint. Working with like-minded creatives will allow us to offer our customers beautiful and exciting new products for the home, as well as championing some of the best craftsmanship we have here in the UK".

[henryhollandstudio.com](http://henryhollandstudio.com) | Instagram [@henryhollandstudio](https://www.instagram.com/henryhollandstudio)