

THE ORIGINAL
MORRIS & C^o

PURE
MORRIS

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WALLPAPERS & FABRICS

At first glance, PURE MORRIS, the latest collection by MORRIS & Co. could be considered to be a shocking departure to the aesthetic of their founder, William Morris. But not all is as it seems...
PURE MORRIS – the essence of Morris' values.

FOR THE FREE-SPIRITS, THE TRUTH-SEEKERS AND THE QUIET CONTEMPLATORS

As custodians of the original company founded by William Morris, MORRIS & Co. today embody the aesthetic and ethos of their founder in everything they do. PURE MORRIS, launching in June 2016, on first glance goes against the grain.

Upon closer inspection however, it is very much in keeping with Morris' values of craftsmanship and expertly executed patterns. It recognises that as an interior designer, he created rooms with honesty and simplicity.

This collection very much draws on these elements of the past to create a collection for modern living. PURE MORRIS harnesses the spirit of our most beloved expert pattern maker and presents his iconic designs in a pared back, neutral palette, whilst maintaining the intricacies and integrity of the originals.

On the reasons for this new approach, Alison Gee, Head Designer of MORRIS & Co. explains: 'Surrounded by the current desire for simple living, of taking things back to their very essence, it seemed like a good time to explore a different viewpoint on Morris' iconic patterns. Re-visiting the archive with this in mind, we were excited to discover monochromatic patterns and wallpapers printed using different techniques such as crushed glass and metallic inks (nothing is new!).

We are very privileged to own the original hand-blocks created to print William Morris' wallpapers, so we delved into the block store, blew away the dust, and worked with the highly skilled craftsmen at our wallpaper factory to create some of the artwork for this collection. It was a fascinating and hand-crafted process, playing with inks and print marks to develop new versions of these well-known designs,

whilst maintaining the integrity of the originals. Morris patterns in their day were a reaction to blousy Victoriana florals. In decorating terms, we hope these are as liberating now as the issue of DAISY (the first wallpaper printed by Morris) would have been then – taking Morris to a new audience. This is Morris for modern living.'

The launch comprises a wallpaper collection and a decorative fabric collection.

With eight wallpapers in total, three of the papers were designed using the hand-block methods (described above) whilst others have been re-painted in intricate detail to capture the nature of the original designs. Scale was also explored to add drama to the collection. PURE BACHELORS BUTTON is without doubt the collection scene-stealer: taking inspiration from the types of medieval wall murals that inspired William Morris, PURE BACHELORS BUTTON has been re-painted and re-imagined as a super wide width digital wallcovering. The collection is layered across six neutral colour palettes taking in black, grey, linen, gold, copper, silver, cold neutrals, warm neutrals, cream and white.

Long since demanded by their customers, MORRIS & Co. have created nine curtain fabrics in neutral organic tones, mostly inspired by monochromatic wallpapers from the archive. A collection of exquisite fabrics for creating dreamy and ethereal 'escape from it all' rooms.

Harking back to the form and essence from which they evolved, all of the fabrics and wallpapers are perfect for creating rooms with honesty and integrity with craftsmanship at the core.

















THE WALLPAPERS

PURE STRAWBERRY THIEF-Originally a fabric designed by Morris in 1883, STRAWBERRY THIEF was first indigo discharge printed at Merton Abbey. Translated onto wallpaper for the first time in 2013, for this collection it has been re-painted in one colour whilst at the same time retaining the exquisite detail of the multi-coloured original. Inspired by wallpapers in the MORRIS & Co. archive which used crushed glass techniques, we have used beading to create a superb, shimmering, contemporary flock effect wallcovering. This is available in five colourways.

PURE WILLOW BOUGH-Perceived as one of Morris' easiest to use and therefore most simple patterns, the original WILLOW BOUGH dated 1887 has many colours and complex line work. For this collection, it has been simplified and re-painted using just three colours. Available in three warm neutrals, cool silver and stone and a striking silver and graphite version, it brings a simple sophistication to the interior.

PURE LODDEN-A larger scale, yet slightly more simplified version of the original fabric (1884), this strikingly contemporary wallpaper is available in five colourways.

PURE POPPY-One of our most popular hand printed wallpapers, designed in 1881, this design has a beautifully etched simplicity. The original blocks were used to create the artwork. PURE POPPY is now available in three colourways.

PURE NET CEILING-The original wallpaper, dating back to 1895, is one of only five ceiling papers created by the firm. It is a textural wallcovering which depicts cornice work. Machine printed for the first time, it is available in four colourways, some coloured in dramatic hues, mixing charcoal and metallic inks.

PURE ACORN-A pretty monotone wallpaper, designed by William Morris in 1879. This beautifully simplified representation of British nature is available in six colours, some using opaque inks and others using

fine textured sand mixed with metallic particles. The original blocks were used to create the artwork.

PURE SUNFLOWER-Designed by Morris in 1879, SUNFLOWER is a striking single colour pattern. For this collection, the artwork was made from the original block, printed onto a linear paper and then enlarged. PURE SUNFLOWER is available in five colourways.

PURE BACHELORS BUTTON-Morris' love of all things medieval is well documented. Taking inspiration from medieval wall murals, the MORRIS & Co. studio have enlarged BACHELORS BUTTON (dated 1892) in scale and painted it in the style of medieval frescos with dramatic effect. 140cm wide and sold by the metre, this show stopper is available in two neutral colourways.

THE FABRICS

Inspired by many of the same documents as the wallpapers, these ethereal curtain fabrics float in the breeze as they catch the sun's rays and cast a magical dappled light across the room. Enchantingly beautiful, they are equally at home in a modern conceptual space, or a classical setting.

There are nine designs in total; each has an individualistic interpretation, using a mix of nine differing print, weave and embroidery techniques. This precious blend of time honoured craftsmanship and more modernist approaches creates fabrics that are perfect for today and yet steeped in design history. They hold an appeal that is season-less, timeless and generation-less.

PURE STRAWBERRY THIEF EMBROIDERY-A finely detailed cotton embroidery on a linen ground; two densities of stitching are used to perfectly capture the charm of this most famous of Morris' patterns. It is available in three colourways.

PURE STRAWBERRY THIEF-Echoing PURE STRAWBERRY THIEF wallpaper, this intricate,

monochromatic version of this well-loved design is printed in white paste onto an exquisite semi-sheer linen ground and is available in two natural colourways.

PURE WILLOW BOUGH EMBROIDERY-A delightful fusion of matt and sheen is created by a satin stitch embroidery in the same colour yarn as the pure linen ground. The WILLOW BOUGH leaves are densely embroidered in cotton, which creates a lovely contrast to the meandering stem, which is stitched in a shimmering yarn. This updated classic is available in four colourways.

PURE NET CEILING APPLIQUÉ-Expertly crafted, combining embroidery with laser-cut applique, creating a divinely textural, decorative semi-sheer based on Morris' original hand-block ceiling paper. Available in two colourways.

PURE NET CEILING EMBROIDERY-A combination of couching and satin stitch embroidery creates an exquisite interpretation of this original ceiling paper design. This symmetrical arts and crafts pattern is available in two colourways.

PURE CEILING EMBROIDERY-Originally designed as a paper to adorn ceilings in 1877 and one of the five only such patterns from the MORRIS & Co. portfolio, this intricately embroidered pattern stands proud against a transparent ground and has the air of a contemporary lace. It is available in flax, paper white and dove.

PURE ACORN-Stripping back design to its most pure form, Morris' monochromatic depiction of acorn branches resonates with our desire for simplicity. Recreated here as a two-tone print in natural contemporary colourways of dove and linen.

PURE SUNFLOWER-Jacquard woven with a slub-linen weft to create an elegantly relaxed semi-plain fabric featuring Morris' SUNFLOWER pattern, beautifully depicted in three organic-feel colourways.

PURE POPPY EMBROIDERY-Morris' POPPY wallpaper pattern is depicted in satin stitch onto a natural linen ground and is available in four crisp colourways.





IMAGE CAPTIONS

COVER WALLPAPER Pure Lodden 216029

1. WALLPAPER Pure Willow Bough 216023

2. WALLPAPER Pure Willow Bough 216024

3. WALLPAPER Pure Willow Bough 216023

4. WALLPAPER Pure Acorn 216042 CHAIR Ruskin 231452

5. WALLPAPER Pure Willow Bough 216024

6. WALLPAPER Pure Lodden 216029

7. PURE ARCHIVE Willow Bough

8. CURTAINS FROM LEFT Pure Willow Bough Embroidery 236066, Pure Strawberry Thief 226061

9. CUSHIONS FROM LEFT Pure Willow Bough Embroidery 236066, Pure Net Ceiling Embroidery 236077 Backed With Ruskin 231452 Wallpaper Pure Net Ceiling 216038 Sofa Ruskin 231452

10. CURTAIN Pure Willow Bough Embroidery 236066

11. WALLPAPER Pure Poppy 216032

12. WALLPAPER Pure Poppy 216032

13. CURTAIN Pure Sunflower 236167

14. WALLPAPER Pure Poppy 216032

15. FABRIC Pure Poppy Embroidery 236081

16. WALLPAPER Pure Sunflower 216047 SOFA Chino 243799 CUSHIONS FROM LEFT Pure Sunflower 236167, Pure Net Ceiling Embroidery 236077, Pure Poppy Embroidery 236081

17. CURTAIN Pure Sunflower 236167

18. PURE ARCHIVE Sunflower

19. WALLPAPER ROLLS FROM TOP LEFT Pure Lodden 216029, Pure Net Ceiling 216036, Pure Sunflower 216045, Pure Net Ceiling 216038, Pure Net Ceiling 216036

20. WALLPAPER Pure Sunflower 216047 SOFA Chino 243799 CUSHIONS FROM LEFT Pure Sunflower 236167 (just seen), Pure Net Ceiling Embroidery 236077, Pure Poppy Embroidery 236081

21. FRONT CURTAINS Pure Strawberry Thief Embroidery 236073 With Ties In Chino 243777 BACK CURTAINS Ruskin 231452 CUSHIONS From Left Georgie

233553, Pure Strawberry Thief Embroidery 236073, Pure Net Ceiling Applique 236075 BED THROW Pure Net Ceiling Applique 236075 PAINT Sanderson Iron Grey

22. TABLE CLOTH Pure Strawberry Thief 226061

23. CUSHIONS FROM LEFT Pure Strawberry Thief Embroidery 236073, Pure Net Ceiling Applique 236075 BED THROW Pure Net Ceiling Applique 236075 CURTAIN Pure Strawberry Thief Embroidery 236073

24. WALLAPER Pure Strawberry Thief 216017 CUSHIONS FROM FRONT Pure Poppy Embroidery 236081, Ruskin 231452

25. WALLAPER Pure Strawberry Thief 216017 CUSHIONS FROM LEFT BACK ROW Ruskin 231452, Boho Velvet 235261, Pure Poppy Embroidery 236081 CUSHION MIDDLE ROW Pure Net Ceiling Applique 236075 CUSHION FOREGROUND Pure Sunflower 236167 backed with Boho Velvet 235266

26. WALLPAPER Pure Bachelors Button 216050

27. PURE ARCHIVE Bachelors Button

28. WALLPAPER Pure Bachelors Button 216050 SOFA Ruskin 231452 CUSHION Boho Velvet 235261

29. CUSHIONS FROM TOP Pure Net Ceiling Embroidery 236076 Backed With Ruskin 231452, Pure Net Ceiling Applique 236075, Pure Strawberry Thief 236073

30. WALLPAPER Pure Bachelors Button 216050

31. WALLPAPER Pure Net Ceiling 216036

32. CURTAIN FROM LEFT Pure Net Ceiling Embroidery 236077, Pure Ceiling Embroidery 236069

33. FABRIC Pure Net Ceiling Embroidery 236077

34. WALLPAPER Pure Net Ceiling 216038 CUSHION Pure Willow Bough 236066 SOFA Ruskin 231452

35. WALLPAPER Pure Net Ceiling 216038

36-48. Production process of PURE MORRIS wallpapers

49. CURTAIN Pure Net Ceiling Embroidery 236077

50. CURTAIN Pure Net Ceiling Embroidery 236077 CUSHION Boho Velvet 235261 Backed with Pure Net Ceiling Embroidery 236076

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