

THE ORIGINAL  
**MORRIS & C<sup>o</sup>**

FOUNDED BY WILLIAM MORRIS IN 1861

**BEDFORD PARK**





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**MORRIS & Co**

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The Bedford Park collection brings together an inner circle of towering creative talents, heroes of British design that all at times gathered around this famed area of London. William Morris, the leading light of the Arts & Crafts movement, C.F.A. Voysey, Allan Francis Vigers and J.H. Dearle set the visual scene, creating all a manner of striking designs, dedicated to the principles of the craft and promoting artistry and one's connection to nature with every stroke of a brush and pencil marking.

*A Timeline of Design*

*William Morris*  
1834 - 1896



SPRING THICKET 1894

WILLIAM MORRIS DESIGNS

- Daisy, 1864
- Fruit, 1864
- Pimpernel, 1876
- Strawberry Thief, 1883
- Spring Thicket, 1894

*C.F.A. Voysey*  
1857 - 1941



TULIP & BIRD 1895

C.F.A VOYSEY DESIGNS

- Laceflower, 1890
- Tulip & Bird, 1895
- The SavAric, 1897
- Glade, 1897

*Allan Francis Vigers*  
1858 - 1923



CAMPANULA 1900

ALLAN FRANCIS VIGERS DESIGNS

- Campanula, 1900
- Monkshead, 1901
- Yew & Aril, 1901

*J.H. Dearle*  
1859 - 1932



LEICESTER 1912

J.H DEARLE DESIGNS

- Golden Lily, 1899
- Hyacinth, 1900 - 1912
- Leicester, 1912

ALL WALLPAPERS HAVE BEEN DESIGNED AND MANUFACTURED IN THE UNITED KINGDOM



## Campanula

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Campanula's gloriously flat design, a densely populated frame of vibrant flowers, is given another layer of intensity with a supercharged palette. Alan Francis Vigers produced Campanula in 1900 and had it printed at Jeffrey & Co. wallpaper printers, a manufacturer widely regarded as respectful of the crafting technique. We've surflex printed Campanula, offering a contrast in depth between the flat surface and three dimensionality of the design, paying homage to the wooden printing blocks used widely in the days of William Morris.



## Glade

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Glade is a botanist's delight, with delicately stylised florals arranged in a harmonious assemblage. Keen eyes will see more than a hint of William Morris's first-ever wallpaper design, Daisy, in Glade. Demonstrating the close relationship and creative dialogue between the two great designers, Glade's simple, wholesome form exemplifies their shared ethic: there is beauty in natural simplicity.

## *Laceflower*

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In around 1895, C.F.A. Voysey first gave us Laceflower. Swaying in an imagined wind, Voysey's characteristic birds chirp among the stems and flowerheads. The gentle movement in the pattern is emphasised by simple, saturated colour stories, with Tobacco & Pistachio offering a sophisticated, retro feeling directly taken from the original document we hold in our archive.

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BEDFORD PARK COLLECTION





## *Leicester*

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Apart from Morris himself, there is no greater author of the large-scale and rhythmically swirling patterns than his apprentice, J.H. Dearle, creator of the adapted Leicester. Dearle's 1912 design retains all of its ecstatic movement, with the folding acanthus leaves and miniature, jewel-like flowerheads readily soaking up great depths of colour.



## Monkshood



Beware, Alan Francis Vigers's upbeat, jolly 1901 design has a somewhat darker undertone to its charming visual demeanour. So named because its head resembles the rounded shape of a monk's habit, this plant is also referred to as wolfsbane, recalling its use as a toxic poison used to coat arrows fired at marauding wolves in Classical times. This plant, as venomous as it is beautiful, is charmingly rendered by Vigers with innocuous innocence.



# Pimpernel

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Psychedelia meets a signature Morris & Co. botanical, evoking the brand's trippy colour experiments from the swinging '60s. Ensnaring and intoxicating, the swirling rhythm and hidden depths of William Morris's 1876 Pimpernel have an irresistibly mythic pull. All tendrils and flowerheads, Pimpernel is a perfect example of Morris's layering technique, adding texture and drama at every twist and turn.

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BEDFORD PARK COLLECTION



## *The Savaric*

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C.F.A. Voysey, one of the foremost Arts & Crafts designers and architects of his generation, blends his architectural and decorative training in this, *The Savaric*. Featuring flocks of birds gracing branches below the high canopy of trees, *The Savaric*, originally from 1896, bears the unmistakable signature bird motif indicative of Voysey's style. In *Garden Green* and *Cirrus*, we've retained the authentic Arts & Crafts colour stories.

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BEDFORD PARK COLLECTION





## *Spring Thicket*

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William Morris's last-ever pattern made for wallpaper is a mysterious, brooding design from 1894. We've highlighted the beguiling foliage folds and tulip heads, lending the impression the flowers might lurch free of the paper's surface. Choose the Fruit Punch colourway for a palette directly taken from the original design document stored in our archive.

## Yew & Aril

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A simple, two-toned design of infinite possibilities, Yew & Aril is a seamless choice as a coordinate fabric. A wonderful colour carrier, Yew & Aril's small-scale design by Alan Francis Vigers describes the quiet beauty of the branches of a Yew tree and its charming berries, known as arils.

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BEDFORD PARK COLLECTION



CAMPANULA

Campanula's gloriously flat design, a densely populated frame of vibrant flowers, is given another layer of intensity with a supercharged palette. Alan Francis Vigers produced Campanula in 1900 and had it printed at Jeffrey & Co. wallpaper printers, a manufacturer widely regarded as respectful of the crafting technique.

WALLPAPER



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MONKSHEAD

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WALLPAPER



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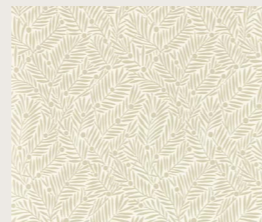
YEW & ARIL

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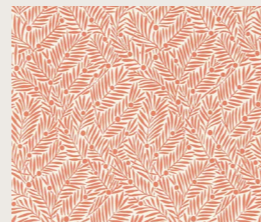
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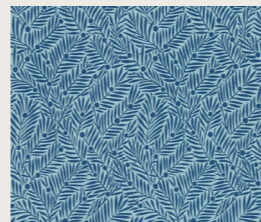
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LACEFLOWER

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WALLPAPER



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TULIP & BIRD

The Tulip & Bird pattern, whose form bears all the fresh simplicity of a classic Voysey, here undertakes a total colour transformation. This intriguing pattern now features deep, gem-like tones, reminiscent of the ceramic work of which C.F.A. Voysey was also a noted designer.

WALLPAPER



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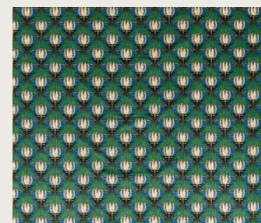


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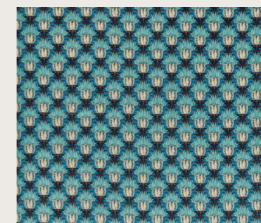


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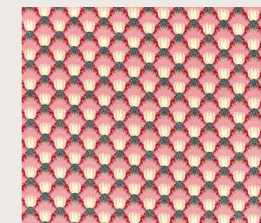
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## THE SAVARIC

C.F.A. Voysey, one of the foremost Arts & Crafts designers and architects of his generation, blends his architectural and decorative training in this, The Savaric. Featuring flocks of birds gracing branches below the high canopy of trees, The Savaric, originally from 1896, bears the unmistakable signature bird motif indicative of Voysey's style.

## WALLPAPER



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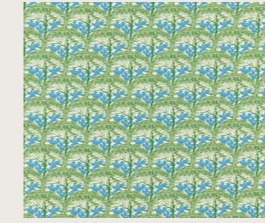


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## FABRIC



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## GLADE

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## WALLPAPER



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## GOLDEN LILY

In these punchy, updated colourways, we've certainly stayed true to that original direction. For the Bedford Park collection, we've added a trippy undercurrent of sugared hues, ranging from Secret Garden's sherbet hues to the primary colour rollercoaster that is Twister.

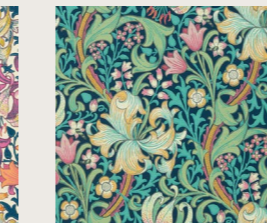
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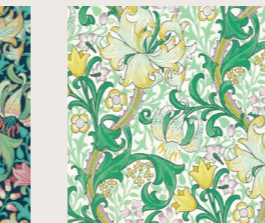
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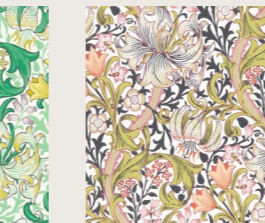
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## HYACINTH

J.H. Dearle's 1911 pattern is given an unmistakable carnivalesque colour change. Crimson reds and cosmic pinks frame the curious Hyacinth pattern, noted for its profusion of flowerheads connected by arcing tendrils.

## WALLPAPER



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## FABRIC



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## LEICESTER

Apart from Morris himself, there is no greater author of the large-scale and rhythmically swirling patterns than his apprentice, J.H. Dearle, creator of the adapted Leicester. Dearle's 1912 design retains all of its ecstatic movement, with the folding acanthus leaves and miniature, jewel-like flowerheads readily soaking up great depths of colour.

## WALLPAPER

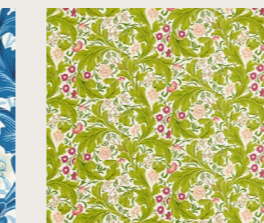


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DAISY

Strawberry Fields forever. A pick n' mix of lively, sugared colours arranged in bouquets of different florals. Originally created by William Morris in 1864, and one of the first wallpaper designs he ever made, its unique form was inspired by medieval floral miniatures Morris found in the British Museum.

WALLPAPER



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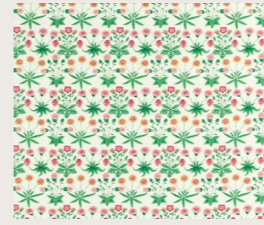


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FRUIT

Tempting pomegranates or zesty lemons, whatever your perception, you're looking at one of the first wallpapers William Morris ever made. Reimagined in three colour stories, from popping pinks to serene blues and verdant greens, this is one fruit that never over-ripens.

WALLPAPER



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PIMPERNEL

Psychedelia meets a signature Morris & Co. botanical, evoking the brand's trippy colour experiments from the swinging '60s. Ensnaring and intoxicating, the swirling rhythm and hidden depths of William Morris's 1876 Pimpernel have an irresistibly mythic pull.

WALLPAPER



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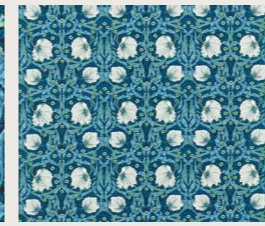


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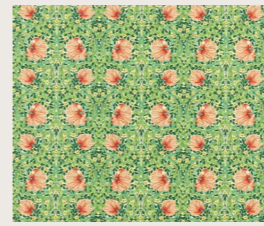


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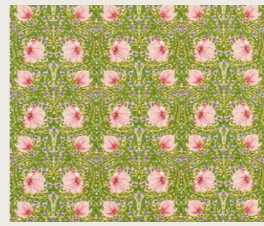
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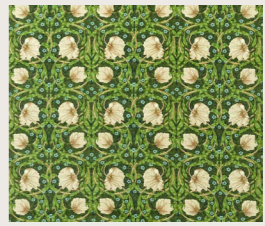
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STRAWBERRY THIEF

William Morris's 1883 light-fingered classic, Strawberry Thief, makes off with our hearts in this pair of adventurously contrasting colourways. If whisky is your poison, Old Fashioned is the one for you, with the striking Arts & Crafts pattern emerging riotously from a dark ground.

WALLPAPER



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SPRING THICKET

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WALLPAPER



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