



TILE COLLECTION

The Victoria and Albert Museum is the world's leading museum of art and design. The V&A's collections are as stunning as they are varied, with over two million objects and designs providing almost infinite sources of inspiration from many centuries and countries.

The Ceramics gallery includes some of the finest examples of European tiles from the medieval period to the present day. In particular, there is a strong collection of Arts and Crafts designs by well-known leaders of the Movement: William Morris, William De Morgan and Lewis F. Day; whose designs have inspired decorative elements in this collection.

Another source of inspiration for this tile collection is the Jameel Gallery of Islamic Art, which contains a wealth of items from the Middle East and North Africa, ranging from the 7th to the early 20th century. The collections include Iznik ceramics from Ottoman Turkey and tilework from the 14th century. Their intricate patterns and rich colours have inspired the tiles on pages 16 to 23 of this brochure.

Inspired Collection

One of the founding principles of the V&A is to influence and inspire manufacturers and designers through its collections. The application of this philosophy has allowed this tile collection to adopt a far more original form. As a result, this range takes the famous tile designs of the late 19th and early 20th centuries and presents them to suit 21st century tastes, introducing fine, classic designs into neutral settings with elegant and distinctive results.

Hand-Crafted Original

At the heart of this collection is exceptional craftsmanship and an attention to detail, in common with the Arts and Crafts designers. All the tiles use a premium quality biscuit and whether they are hand printed, painted or dipped, care is taken at each stage to recreate the beauty of the original designs. Made from pale, fine clay, the thick biscuit has gently chamfered edges, and a rich coating of glaze affords the tile its high gloss and mirror smooth surface.



Fish Panel

Code: VA901024 (Set of 4)
Size: 15.2x15.2cm (6x6")



Fish Panel

Code: VA901022 (Set of 2)
Size: 15.2x7.6cm (6x3")



Original illustration

William De Morgan

(1845 – 1910)

William De Morgan was one of the most original craftsmen of the Arts and Crafts Movement. From 1859 he studied painting at the Royal Academy but moved quickly into the field of design, applying his skills to the production of stained glass and ceramics.

His tile and pottery designs became a typical feature of the Arts and Crafts interior, and were also used in the schemes of grand houses such as the Arab Hall in Lord Leighton's house in London and in the smoking rooms of P&O Liners. A collection of over 1,200 De Morgan designs for ceramic tiles are held in the Prints and Drawings Department of the Victoria and Albert Museum.

Fish Panel

The most widely recognised of De Morgan's tile designs, the Fish Panel, has been replicated by many tile manufacturers. By revisiting the original watercolour in the V&A archives, this version is the most faithful, picking up the detail of the brush strokes and emulating the traditional printing method.

The De Morgan Fish has been recreated in the familiar 6x6" four-tile panel and a smaller 6x3" two-tile panel for use as an additional border to complement the first or used alone as a subtle version of the original.



Image shows Fish Panel set of 4 decors, Cobalt Serpentine, Cobalt 6x6" and White 6x6"



9 Square

Many of De Morgan's drawings are based around repeating patterns that conjoin to create a larger, continuous design.

4 Square and 9 Square formats on a single tile are common in addition to the multiple tile panels of linking florals and trellis. Replicated in traditional Victorian Cobalt and subtle Pure White, 9 Square offers complete freedom for horizontal and vertical borders, panels, the checkerboard pattern illustrated and all-over effects, adapting to suit all tastes.

Using carefully balanced glazes and by firing at higher temperatures, the over-glaze sinks into the recesses of the design to give 9 Square its characteristically textured face.



9 Square Cobalt Decor
Code: VA90101P
Size: 15.2x15.2cm (6x6")



9 Square White Decor
Code: VA90101T
Size: 15.2x15.2cm (6x6")



Image shows 9 Square White and 9 Square Cobalt decors with Cobalt Albion borders



Image shows Morgan decors and Cream 6x6"

Morgan

The motif on this tile is based on an original design by William De Morgan. De Morgan's inspiration came from Middle Eastern ceramics, with their rich deep colours and dynamic floral designs.

De Morgan produced thousands of designs for tiles and this is just one of the 820 in the collection of the Victoria and Albert Museum.



Morgan Decor
Code: VA90112
Size: 15.2x15.2cm (6x6")
Base tile colour: Cream

Carnation

The greatest number of De Morgan designs for tiles are based on flowers, such as the fan-shaped carnation used here.



Carnation Decor
Code: VA90118
Size: 15.2x15.2cm (6x6")
Base tile colour: Cream

Grape

Inspired by nature, De Morgan principally used fish, fruit and flowers as decorative motifs and elements. The Grapes design is typical of the flowing, broad lines and elegant curves he used to recreate the fluid patterns of the natural world.

Printed within a raised outline and over-sprayed with a translucent honey glaze, the colours in the leaves and grapes are encouraged to melt and flow, crazing as they cool for a unique effect on every tile.



Grapes Decor
Code: VA90105
Size: 15.2x7.6cm (6x3")



Image shows Clematis 6x6" decors, White 6x6", White 6x3", White Dot and White Albion

Lewis F. Day

(1845 – 1910)

Lewis F. Day was a designer and writer working in England in the late 19th and early 20th century. He designed textiles, wallpapers, stained glass, carpets, tiles, pottery, furniture, silver and jewellery. As well as a designer, Day was an important and influential writer and educator in design, advocating originality of design based on natural forms and high standards of craftsmanship.

His interest in design is said to have stemmed from his frequent visits to the South Kensington Museum (now the Victoria and Albert Museum). The Museum holds many examples of his work including furniture, textiles, tiles, clocks, wallpaper and publications.

Clematis

Lewis F. Day's Clematis tile, held in the Museum's Ceramics gallery, features striking turquoise glazes within soft petal contours. Faithfully reproducing the colours, irregularities and glaze effects of the original, each Clematis tile differs slightly from its neighbour, as different glaze combinations melt, flow and craze within the raised floral outlines.

In addition to the traditional 6x6" tile, a smaller 6x3" adaptation introduces the same splash of freshness and vibrancy on a more subtle, smaller scale.



Clematis Decor

Code: VA901036

Size: 15.2x15.2cm (6x6")



Clematis Decor

Code: VA901033

Size: 15.2x7.6cm (6x3")



Owen Jones

(1809 – 1874)

The bold design of these ceramic tiles and borders is taken from tiles designed by Owen Jones (1809 – 74) in the Victoria and Albert Museum's collection. The original tiles appeared in the Alhambra Court of the Crystal Palace, Sydenham, until its destruction by fire in 1936.



Owen Green and Black Decor
Code: VA90114
Size: 15.2x15.2cm (6x6")
Base tile colour: White



Owen Green and Black Border
Code: VA90115
Size: 15.2x7.6cm (6x3")
Base tile colour: White



Owen Cobalt and Black Decor
Code: VA90116
Size: 15.2x15.2cm (6x6")
Base tile colour: White



Owen Cobalt and Black Border
Code: VA90117
Size: 15.2x7.6cm (6x3")
Base tile colour: White



Image shows Owen Green and Black decors, Black Albion and White 6x6"

Two Tile Decors

These striking decors are perfect for fireplaces but can also be used as a decorative border or feature panel anywhere in the home. The pattern is spread across two tiles, and has been designed to follow on so that you can repeat the design as many times as you like.



Pomegranate Two Tile Decor

Code: VA90111 (Set of 2)

Size: Each tile is 15.2x15.2cm (6x6")

Base tile colour: Cream

Berries Two Tile Decor

Code: VA90113 (Set of 2)

Size: Each tile is 15.2x15.2cm (6x6")

Base tile colour: Cream



Pomegranate

The pomegranates decorating these tiles are adapted from designs for furniture and room settings. The original artwork comes from a collection of designs by Waller & Sons, a London firm of decorators working in the 1870s–90s, held in the Victoria and Albert Museum.

Berries

These tiles are based on the *Vase d'Argenteuil* designed by Gillet and decorated by Louis-Jules Mimard. The Sèvres vase, now in the Museum's Ceramics Study Galleries, was made in 1899 and is in the Art Nouveau style.



Image shows Berries Two Tile decors and Honey Puddle Glaze 6x3"

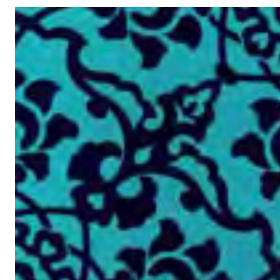


Image shows Santiago 20x20cm decors and plain Turquoise 20x20cm

Santiago

With its brilliant colouring and decorative motifs, Santiago evokes the distinguished ceramic traditions of the Middle East. The design is based on a ceramic tile from Syria made in the 16th or 17th century.

The tiles can be used in any room throughout the home – why not try using tiles in the bedroom as shown here? The 20x20cm decor tile has a repeating pattern that is ideal for creating a feature wall, while the matching plain turquoise tiles perfectly complement the design.



Santiago Decor
Code: VA03209
Size: 19.8x19.8cm



Galicia

This arabesque design has been reproduced from an original glazed earthenware tile created in Damascus during the 16th century.

Temara

Temara reproduces a formalised floral motif designed by Owen Jones in the mid-19th century. Jones particularly admired Greek, Egyptian and Islamic (or Moorish) motifs, and adapted them into his own architectural schemes and designs for wallpaper which went into production with various manufacturers from the early 1850s.



Galicia Decor
Code: VA03223
Size: 19.8x19.8cm
Base tile colour: White



Temara Decor
Code: VA03230
Size: 19.8x19.8cm
Base tile colour: White



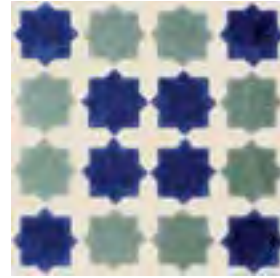
Both these decorative tiles are printed onto a 20x20cm white base tile and have a top layer of melted glass that follows the pattern of the tile. To create a real style statement mix and match the two decors together in a patchwork effect as shown above, or for a more classic look combine one of the decors with co-ordinating plain tiles in White or Indigo (see page 26).



Image shows Temara 20x20cm decors, Indigo 20x20cm and White Albion borders



Omar Decor
Code: VA03872
Size: 15.2x15.2cm (6x6")
Base tile colour: Cream



Mina Decor
Code: VA03865
Size: 15.2x15.2cm (6x6")
Base tile colour: Cream

Omar and Mina

Omar and Mina are based on one of the original drawings illustrated in Owen Jones' *The Grammar of Ornament* and are reflective of Islamic art's respect for nature and regard for mathematical order and harmony.

The decorative wall tiles are printed on a subtle cream base tile and finished with a layer of melted glass for added texture and shine. Combine the two decors with co-ordinating Cream, Blue and Green plain tiles in a mix and match effect, or just use one design all over for maximum impact.

The Omar pattern has also been replicated on a floor tile allowing you to create a real focal point on your floor, perfect for hallways or bathrooms.



Omar Floor Tile
Code: VA03902
Size: 33.1x33.1cm



Image shows Omar decors and Cream 6x6"

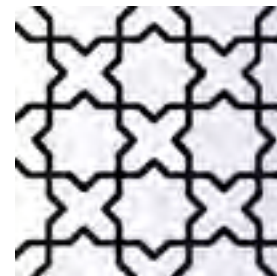


Image shows Souk decor Black & White 6x6"

Souk

The Museum's collection holds a splendid fritware tile panel from Iran, made in the early 14th century. Its repeating design of cross and eight-pointed star has inspired the graphic interlacing pattern of Souk.

The decor tiles are available in three colour options – rich green and blue which are inspired by the original, and a contemporary black and white interpretation. All three are finished with a raised print which adds definition, and have co-ordinating plain tiles available (see pages 26 and 27).



Souk Decor Black & White
Code: VA03858
Size: 15.2x15.2cm (6x6")
Base tile colour: White



Souk Decor Blue
Code: VA03285
Size: 15.2x15.2cm (6x6")



Souk Decor Teal
Code: VA03278
Size: 15.2x15.2cm (6x6")

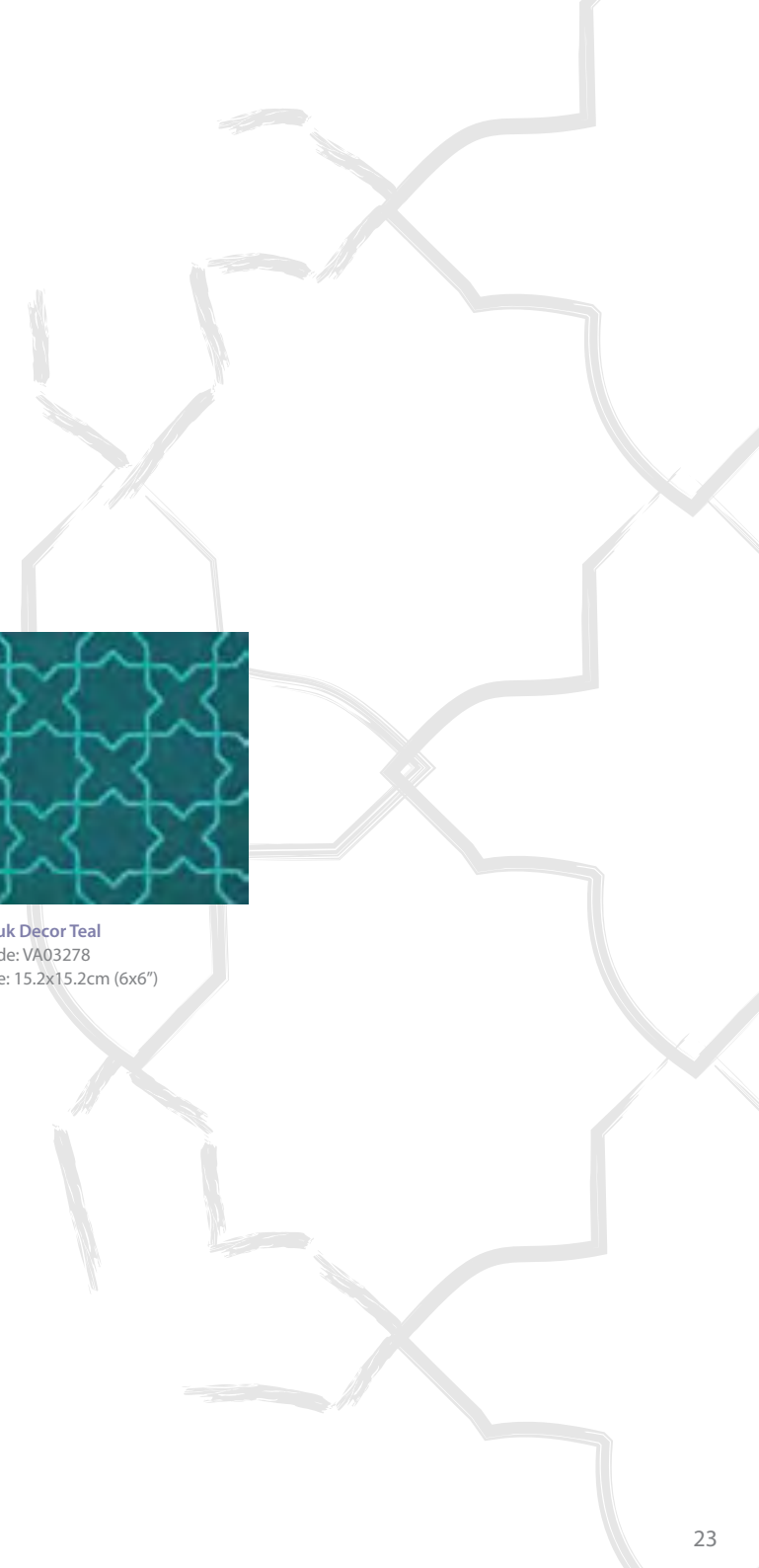




Image shows Racing Green Puddle Glaze

Puddle Glazes

The range of decors in the V&A Tile Collection is complemented by co-ordinating plain tiles based on warm, rich colours found in the Arts and Crafts Movement and Iznik designs.

Modern production methods and tight quality controls result in uniform tiles of uniform colour. As such, modern tiles have lost the potential beauty and character that their glaze has to offer.

In rich Honey, Olive, Peacock, Brown and Racing Green, these brick format tiles bring back the rich variation and depth of traditional Victorian ceramics. Their translucent glazes melt, puddle and pool across the face of the tile, flowing to varying degrees across the biscuit with a resulting variation in shade. Each tile crackles as it cools and may often 'sing' even after fixing to the wall, adding to its appeal without detracting from its practicality in the modern home.

Used in combination as borders or as an expanse of pure colour, puddle glazed tiles express uniqueness, charm and beauty.



Honey

Puddle Glaze Honey
Code: VA2007
Size: 15.2x7.6cm (6x3")



Olive

Puddle Glaze Olive
Code: VA2006
Size: 15.2x7.6cm (6x3")



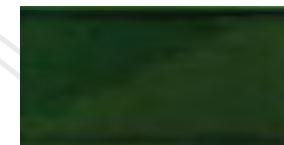
Peacock

Puddle Glaze Peacock
Code: VA2005
Size: 15.2x7.6cm (6x3")



Brown

Puddle Glaze Brown
Code: VA03186
Size: 15.2x7.6cm (6x3")



Racing Green

Puddle Glaze Racing Green
Code: VA03193
Size: 15.2x7.6cm (6x3")

Basics

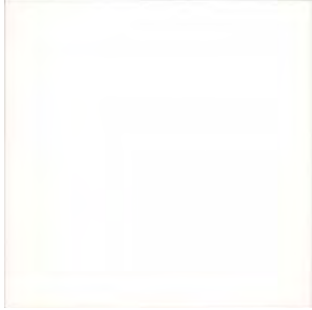
The range of decors in the V&A Tile Collection is complemented by co-ordinating plain tiles and a selection of moulded borders which are based on classical motifs, popularised in the late 19th century.



Indigo
Code: VA03247
Size: 19.8x19.8cm



Turquoise
Code: VA03216
Size: 19.8x19.8cm



White
Code: CAN30022
Size: 19.8x19.8cm



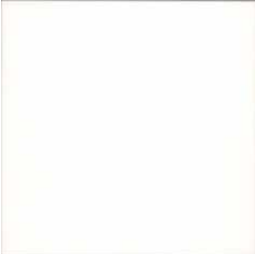
Blue
Code: VA03254
Size: 15.2x15.2cm (6x6")



Teal
Code: VA03261
Size: 15.2x15.2cm (6x6")



White



Code: VA1001
15.2x15.2cm (6x6")



Code: VA2001
15.2x7.6cm (6x3")



Egg & Dart
Code: VA4001
15.2x6.5cm (6x2 1/2")



Albion
Code: VA3001
15.2x3.8cm (6x1 1/2")



Dot
Code: VA7001
15.2x1.2cm (6x 1/2")



Bevel
Code: VA8001
15.2x2cm (6x1")



Etruria
Code: VA5001
15.2x7.6cm (6x3")



Serpentine
Code: VA6001
15.2x2.5cm (6x1")

Cream



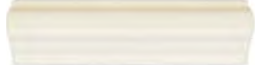
Code: VA1002
15.2x15.2cm (6x6")



Code: VA2002
15.2x7.6cm (6x3")



Egg & Dart
Code: VA4002
15.2x6.5cm (6x2 1/2")



Albion
Code: VA3002
15.2x3.8cm (6x1 1/2")



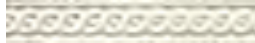
Dot
Code: VA7002
15.2x1.2cm (6x 1/2")



Bevel
Code: VA8002
15.2x2cm (6x1")



Etruria
Code: VA5002
15.2x7.6cm (6x3")



Serpentine
Code: VA6002
15.2x2.5cm (6x1")

Cobalt



Code: VA1003
15.2x15.2cm (6x6")



Code: VA03155
15.2x7.6cm (6x3")



Egg & Dart
Code: VA4003
15.2x6.5cm (6x2 1/2")



Albion
Code: VA3003
15.2x3.8cm (6x1 1/2")



Dot
Code: VA7003
15.2x1.2cm (6x 1/2")



Bevel
Code: VA8003
15.2x2cm (6x1")

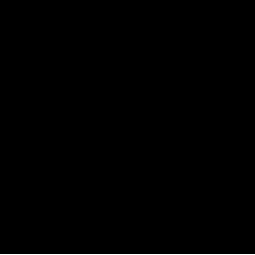


Etruria
Code: VA5003
15.2x7.6cm (6x3")



Serpentine
Code: VA6003
15.2x2.5cm (6x1")

Black



Code: VA1004
15.2x15.2cm (6x6")



Code: VA03148
15.2x7.6cm (6x3")



Egg & Dart
Code: VA4004
15.2x6.5cm (6x2 1/2")



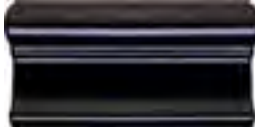
Albion
Code: VA3004
15.2x3.8cm (6x1 1/2")



Dot
Code: VA7004
15.2x1.2cm (6x 1/2")



Bevel
Code: VA8004
15.2x2cm (6x1")



Etruria
Code: VA5004
15.2x7.6cm (6x3")



Serpentine
Code: VA6004
15.2x2.5cm (6x1")

Burgundy



Code: VA03179
15.2x15.2cm (6x6")



Code: VA03162
15.2x7.6cm (6x3")

Please note that colour reproduction throughout this brochure is as accurate as printing techniques allow. Variations in colour and shading may occur, therefore please ensure you are happy with the tiles before fixing them as claims relating solely to colour variation or shading will not be accepted after fixing.

british ceramic tile

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Designed in **Britain.** Made in **Britain.**

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INSPIRED.

Supporting the world's leading
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