



A touring exhibition from the V&A

Wedgwood

Wedgwood: Artists and Industry

The V&A Wedgwood Collection holds over 165,000 objects which tell the story of one of the most significant and inspirational brands in design history.

Highlights from this iconic collection, which spans a period of over 260 years of creativity and innovation, will be showcased through the lens of Wedgwood's collaboration with artists.

Artists have innovated and diversified the style of Wedgwood from the time of Josiah Wedgwood I and this subject lends itself to a celebration of some of the most eye-catching and engaging items in the collection.

The exhibition content, divided thematically, comprises over 100 works, primarily ceramics, designs and associated artworks arranged in several sections exploring key artistic styles and themes of production.

Historic and contemporary works will be shown side by side, emphasizing the continued relevance of Wedgwood designs and styles today and appealing to a wide audience, from those new to the subject, to Wedgwood devotees.

V&A

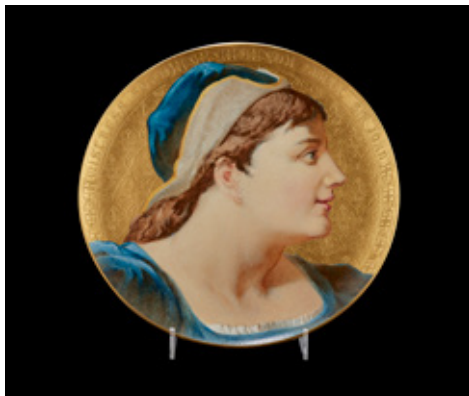


Josiah Wedgwood and Artists

Introducing Josiah Wedgwood (1730–1795) as founder of the Wedgwood manufactory and innovator of his time. Visitors will discover Josiah Wedgwood's key achievements and meet some of his important and artistic acquaintances who helped to shape his business and secure his success.

Rediscovering the Artist Studio

In the late 19th and early 20th centuries, Wedgwood reflected on past success and realised the importance of training and arts education. This period was a revival of sorts, creating links to art schools and introducing new machinery, whilst also reforging the company's links with art pottery.



In Search of Ceramic Inspiration

After Josiah I, Wedgwood's Etruria factory in Staffordshire continued to look outwards for design inspiration. Here we invite the visitor to trace the journey of design by displaying Wedgwood objects beside examples from contemporaries across the globe.

Wedgwood and Design

By the early 20th century, Etruria was unrecognizable from the green and pleasant land of Josiah Wedgwood's time. In 1936, Keith Murray (1892–1981), architect and designer, was commissioned to design a new, electricity-fired factory in a greenfield site south of the city.



Curatorial team

Catrin Jones is Chief Curator of the V&A Wedgwood Collection. A specialist in ceramics and silver, she has held curatorial posts at the Holburne Museum, the Ashmolean Museum, the Museum of the Home and the Victoria and Albert Museum.

Kate Turner is Curator of the V&A Wedgwood Collection. Previously Director of Our Stories Heritage Consultancy where she delivered research and exhibition projects for diverse organisations including the National Trust, People's History Museum and the British Deaf Museum.

Size: 300–500 m2
Touring from 2025

Contacts

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Designers and 'paintresses' working in the museum at the Etruria factory, c.1930s Photograph V&A Wedgwood Collection, Barlaston
First edition copy of the Portland Vase, 1790 Jasperware V&A Wedgwood Collection, Barlaston
'Canopic' vase, 1790 Black basalt V&A Wedgwood Collection, Barlaston
Thomas Allen, 'Mistress Ford' plaque, 1881 Queen's ware with gold paste decoration V&A Wedgwood Collection, Barlaston
'Alpine Pink' nautilus dish, 1936, Bone china V&A Wedgwood Collection, Barlaston