



PRESS RELEASE

15th January 2015, for immediate release:

Springtime Greeting Cards from the Warner Textile Archive

The **Warner Textile Archive** is adding 19 designs to its range of greeting cards this season. Dating from the mid-18th century to the 1970s, the additions have been carefully selected to reflect the rich diversity of the Archive's historic Collection. Individually they illustrate Warner & Sons' eye for compelling design, and together they communicate the strength and longevity of this internationally-important heritage resource.

From the 1800s, the Warner & Sons name became synonymous with innovative design of the highest quality. The Company's designers made regular trips overseas, collecting documents (such as *Takuma*), carrying out research and drawing inspiration for their own work. Several of the designs included in the Archive's newest range of greeting cards are surely a result of this dedication to pioneering design, and intrigue in foreign styles – *Orbis*, *Hamza's Pavillion*, *Rustean's Garden*, *Flamingoes* (left).



Flamingoes (1979)
Hand-painted paper design

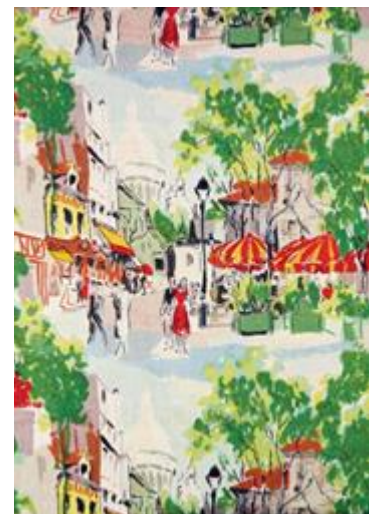


Homestead (1939)
Hand-painted paper design

demand for scenic designs throughout the 19th and 20th centuries, and respond to a current interest in scenes and architectural structures.

From vibrant scenes to traditional florals, the range attests to the enduring appeal of Warner & Sons' legacy, and provides a perfect addition to the Spring's launches. **Textile historian and former Warner & Sons Archivist Mary Schoeser says:** "Warner & Sons was renowned for its sophisticated patterns and designs. Always fresh and elegant, each was intended to have a timeless appeal, as is clearly demonstrated by the newest additions to the Warner Textile Archive's range of greeting cards."

Homestead (above) and *Harvest*, a hand-painted duo created by renowned artist Hans Tisdall in 1939, capture the allure of fresh opportunities on the other side of the world. *Music*, showcases Tisdall's signature loose colouring, completing a trio of fun and vibrant paper designs. The likes of *Rego* and Pollet's *Montmartre* (right) are similarly full of life; captivating scenes, fresh and bright. Meanwhile, *Sienna* and Alec Hunter's *Hastings* highlight continued



Montmartre (1954)
Screen-printed linen



Springtime Greeting Cards from the Warner Textile Archive

Annabell (right) and *Cecilia*, both sumptuous hand-woven silk tissue from the early 1900s reflect the skills of Warner & Sons' hand weavers, and remind us why the Company enjoyed such success and recognition in this field during the 19th and 20th centuries. The strength of floral designs in the Archive's Collection is further celebrated by *Daventry*, *Christina* and *Vintage Roses*. Each is uniquely detailed and charming, while demonstrating how Warner & Sons' design team successfully responded to its clients' changing tastes over the years.



Annabell (1907)
Hand-woven silk tissue

Sommerton (below) and *Buckingham Toile* complete the Spring range, offering captivating and elegant interpretations of strong and traditional natural motifs. With their classical and mythical connotations, birds were frequently in demand among Warner & Sons' clients. These natural themes have enjoyed appeal spanning centuries, and remain as popular with today's commercial audience as with the upper classes of the 1700s.



Sommerton (1930s)
Hand-painted watercolour on paper

The Warner Textile Archive's range of greeting cards has been carefully developed and extended since its launch in 2013. Each design is faithfully reproduced from an original Archive document to retain its unique charm and character. The range comes together to celebrate the creativity and dynamism of Warner & Sons and Braintree's textile industry, while supporting continued conservation work at the Archive.

Each design is printed in the UK on FSC-certified textured boards responsibly sourced from sustainable forests. Packing and distribution then takes place near Braintree, for a card collection which truly celebrates British industry and design.

The Warner Textile Archive's Spring range for 2015 will be available from 2nd February 2015. Visit www.warnertextilearchive.co.uk for further details.

For further information or high-res images, please contact:

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Note to editors:

The Warner Textile Archive is a unique design resource highlighting the successes and innovation of Warner & Sons, one of the nation's great textile companies, from the late 1800s. All commercial projects support the continued conservation of the Archive Collection.

For full imagery please see the attached catalogue.