

---

## THE CLAY'S THE THING

Feldspar unveils new fine china tableware collection

London Design Fair  
20–23 September 2018  
Hall 10 // Stand 10.51



A sneak peek of Feldspar's new tableware range in bisque, launching at London Design Fair in September.

---

The elegantly simple combination of pared-back, rustic-touch forms, tactile dimpled surfaces and hand-painted cobalt flourishes has made **Feldspar's** fine bone china tableware a hit on coffee tables up and down the UK – and turned Feldspar into one of the most exciting emerging design brands working today.

This September, the Dartmoor-based, husband-and-wife duo of **Jeremy** and **Cath Brown** land at **London Design Fair** with a hugely expanded range, unveiling the **15 new pieces** they have been designing and refining over the last few months. The extended tableware collection is growing from tea and coffee accessories to include a host of other essentials for every meal of the day – from **cereal bowls** and **egg cups** covering the breakfast shift; to **pasta bowls, dinner plates** and **side plates** for the evening meal – and not forgetting **cake stands, cake plates, teacups** and **saucers** for afternoon tea. Decorative editions to the Feldspar table include a range of **vases** and a beautiful new **candlestick**.

Each product in the collection is designed and handmade in Feldspar's Devon studio by Jeremy and Cath, finished with a **translucent glaze** and **hand-painted cobalt** or **gold detailing**. Because the pair place practicality on a par with aesthetics, each of the new pieces has been designed for the reality of everyday use, exemplified by thoughtful inclusions such as a carefully crafted handled lid for the **eggcup** to keep it warm at the table, and a deep surrounding saucer to hold a retinue of toast soldiers. A new soap dish has been created specifically for natural soaps free from synthetic hardeners (such as Feldspar's own range), which require deeper, more effective drainage.

---



From raw material to finished product: Feldspar's hand-dug Devon clay transformed into a handcrafted mug.

## Digging your own

Alongside the new tableware collection, **Feldspar** will also present a **limited-edition range of mugs** made from **Devon clay** that the two have **dug and finished themselves**, on site.

Discovering that their home was surrounded by rich seams of clay, Jeremy and Cath saw an opportunity to take 'local sourcing' to a whole new level. This year, they have been exploring the demanding processes associated with hand-digging, cleaning and preparing clay for production – allowing them to conduct the entire journey of making from **raw material** to **finished item** within a **10-metre radius** of the farmhouse.

Given the demands of the extracting clay from the soil, the overwhelming majority of potters prefer to stick to store-bought materials, but Jeremy and Cath have never been ones to do things the easy way. At London Design Fair, they will present a collection of hand-crafted mugs created from their own patch of moorland, alongside balls of the raw clay that made them.

*'The clay is a beautiful deep red earthenware mixed with flecks of china clay; we're very lucky. There are seams running through the land here about every 10 metres. Our ethos has always been rooted in the sustainable, in making objects out of the finest materials we can find that don't subscribe to trends or fads and that will last for life and be treasured – and this is perhaps the most environmentally friendly way of producing them – totally on site!'*

– **Jeremy Brown**, co-founder, Feldspar



Jeremy and Cath Brown (Feldspar) in their rural Devon studio.

## Making a stand

As Feldspar's products are all designed (and used) in the **farmhouse kitchen**, Cath and Jeremy will be using their stand at London Design Fair to **recreate their home studio**, designing a welcomingly rustic set-up using Belfast sinks and other classic farmhouse features. The product display will communicate the origins and processes behind each product – from ball of fresh-from-the-ground clay to finished piece.

And – as you might expect from a brand that never takes short cuts and does everything possible by hand – the final touch to the stand will be a selection of **handmade cakes** and **own-recipe cocktails** – all made with the freshest damsons of the season – **hand-picked from trees** in the Feldspar farmhouse garden. London Design Fair may be in the heart of East London, but squint and you could be on Dartmoor.

Feldspar can be found at London Design Fair, on the first floor of the Old Truman Brewery, **stand 10.51 in Hall 10** from 20–23 September.

For more information about Feldspar, their new tableware range and presentation at London Design Fair, please contact **Jessica Knowles** at [j.knowles@zetteler.co.uk](mailto:j.knowles@zetteler.co.uk) or on +44 (0)20 3735 5855.

## NOTES TO EDITORS

New tableware collection product list

- Egg cup
- Candlestick
- Sugar bowl
- Dip bowl
- Cereal bowl
- Pasta bowl
- Dinner plate
- Side plate
- Cake plate
- Cake stand
- Water jug
- Teacup & saucer
- Saucer for espresso cup
- Soap dish
- Vase

## About Feldspar

From a thatched farmhouse on the edge of Dartmoor, Jeremy and Cath Brown design 'objects for life' as the design brand Feldspar, named after the abundant mineral found in granite that gives ceramics and glass their strength. Their studio produces fine bone china tableware, superfine lambswool blankets and an all-natural home fragrance range – all designed and prototyped in Feldspar's cobbled workshop and handmade by a network of highly skilled craftspeople around the UK. Characterised by a timeless, trend-agnostic aesthetic and a strong emphasis on everyday use and longevity, their products are crafted from sustainable, natural materials sourced as locally as possible. Feldspar products are available in retail stores such as the Conran Shop, Fortnum & Mason, Mint, TwentyTwentyOne, the V&A and Soho Farmhouse, as well as online at Feldspar Studio.

**Web** [feldspar.studio](http://feldspar.studio)

**Instagram** [feldsparstudio](https://www.instagram.com/feldsparstudio)

## About London Design Fair

Set in Shoreditch, the creative heart of London, the London Design Fair is a four-day industry event that brings together 500 exhibitors from 28 countries, including independent designers, established brands, international country pavilions, features and exhibitions. Launched in 2007, the London Design Fair has earned itself the reputation as the go-to trade show during the annual London Design Festival, hosting the largest collection of international exhibitions, designers, brands, country pavilions, features and exhibitions. Each year, over 28,000 influential retail buyers, producers, architects, interior designers, press, designers, and design-savvy public will attend to see the very latest in furniture, lighting, textiles, materials and conceptual installations, from all around the world.

**Web** [londondesignfair.co.uk](http://londondesignfair.co.uk)

**Twitter** [@LDNdesignfair](https://twitter.com/LDNdesignfair)

**Instagram** [@LDNdesignfair](https://www.instagram.com/LDNdesignfair)

## Venue Address:

Old Truman Brewery  
26 Hanbury Street  
London  
E1 6QR

## Opening Times - Trade & Public

Thursday 20 September: 10am-7pm (trade only)

Friday 21 September: 10am-7pm (trade only)

Saturday 22 September: 11am-6pm (trade & public)

Sunday 23 September: 11am-5pm (trade & public)

---