

FELDSPAR

Feldspar: behind the scenes for London Craft Week

Live ceramics demonstrations at The Conran Shop

Saturday 12 May



Cobalt Blue Espresso cup by Feldspar.

In the last three years, husband-and-wife design duo **Jeremy** and **Cath Brown** have turned their escape-the-city dream of moving to Dartmoor and making objects for themselves into one of the most exciting lifestyle brands in the UK. Now, **Feldspar** – known for its fine bone china tableware, natural soaps and candles, and beautiful lambswool blankets – is coming back to the capital for **London Craft Week** (9–13 May), to unpack the methods behind the making with a free-to-attend **live demonstration** in **The Conran Shop**'s Chelsea store.

On **Saturday 12 May**, 11am to 5pm, Jeremy will be showing shop visitors how Feldspar's contemporary china coffee cups, mugs and other vessels are made, over the course of a **live model-making session**. Every slip-cast ceramic vessel begins with the creation of a model – the archetype from which all pieces in the range derive. Jeremy and Cath normally make these in their cobbled home workshop on the moors, but for the first time, **Feldspar** is stepping out of the farmhouse and into one of the most renowned design hubs of West London.

FELDSPAR



Jeremy and Cath Brown, Feldspar.

Starting with a lathed cylinder of plaster, Jeremy will demonstrate how the raw plaster can be shaped and detailed using chisels, gouges and other hand tools, creating a model eggcup that can then be used as the basis to make a plaster mould for the finished product.

Once complete, the model is blocked out with clay before being placed in a wooden box and cast in plaster. The clay is then removed, and the process is repeated with the other half of the model, leading to a two-part mould (some Feldspar tableware products require up to four parts), ready for slip casting.

The Feldspar demo is one of the key events of **Global Market**, The Conran Shop's series of London Craft Week events designed to showcase the talents and techniques of international makers (also including Danish furniture designer Carl Hansen & Søn and Japanese ceramic miniaturist Yuta Segawa).

The event coincides with the **launch of Feldspar's fine bone china products in The Conran Shop's** retail outlets in London and Paris. This tableware collection currently includes cups and mugs for coffee and tea, milk jugs and butter dishes – all produced using the methods revealed in the demonstration, manufactured in the UK's traditional home of pottery, Stoke-on-Trent, and available with handles hand-painted in 22k gold by the same artists as the Royal Collection. Feldspar is in the process of expanding the range to include teapots, sugar bowls and, as seen in store, eggcups – making this a unique opportunity to witness the live prototyping of a vessel destined for production.

'I'm excited to be conducting Feldspar's first public demonstration and demystifying how our products are made. There's always something fascinating in learning about making methods and materials, and I hope this will show people that it really can be as simple as scraping a bit of plaster.'

– **Jeremy Brown**, Feldspar

FELDSPAR



(Above) Cobalt Blue Coffee cups by Feldspar
(Below) Cobalt Blue Butter Dish by Feldspar.

Notes to editors

Feldspar's live demonstration takes place between **11am and 5pm** on **Saturday 12 May** at **The Conran Shop, 81 Fulham Road, London SW3 6RD**.

Jeremy will also be presenting the process during the **press breakfast at The Conran Shop, 9–11am, Wednesday 9 May**.

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.

feldspar.studio

Instagram @feldsparstudio

FELDSPAR

About London Craft Week

Since its first edition in 2015, London Craft Week has showcased the very best in craftsmanship from the UK and internationally. For five days each May, more than 200 craft-focused events can be found all over the city – in iconic buildings including the Shard and the House of Lords, world-class institutions such as the V&A, as well as artists’ studios, luxury retailers and hidden spaces rarely open to the public. A not-for-profit organisation, London Craft Week emphasises the excitement of discovery, enabling visitors to meet artists, designers, makers and engineers; gain behind-the-scenes access to famous luxury brands and explore heritage techniques and cutting-edge innovation.

londoncraftweek.com

Instagram @Londoncraftweek

Twitter @Londoncraftweek

Facebook /Londoncraftweek

For more information about **Feldspar** and **London Craft Week**, please contact **Jodi Moss** at jodi@zetteler.co.uk or on + 44 (0)7910 705147.
