

Throwing    Rebecca    07/05/2020

I hope you are keeping well in these unusual times. This week we are looking at a manufacturer of pottery, Emma Bridgewater, there is a picture of her mugs in the throwing garage.

### Emma Bridgewater Company

Emma Bridgewater is a British Ceramics manufacturing company founded in 1985 which is named after Emma Rice CBE, nee Bridgewater. It is run by her and her husband Mathew Price. The company is one of the largest pottery manufacturers based in the UK. Emma's company makes most of the work in the factory in Stoke on Trent, some is made in Poland.

She became well known with her polka dot design on mugs. There are two shops in London and her work is stocked in other shops.

The company was founded by Emma Bridgewater in 1985, when she was looking for a birthday present for her mother. Wanting to buy two cups and saucers that would say 'I love you. I miss you'. She went into a china shop and looked around hoping to see some china that would capture the warm and welcoming spirit of her mother's north Oxford kitchen, But in the 1980's the high street offered only two designs dainty and formal or robust and unromantic. Emma had a vision in her mind of the dresser in her mother's kitchen. She imagined it here in the china shop, laden with a wonderful array of colourful mismatched pottery. It was clear she needed to make the vision and start making pottery herself. A friend suggested she go to Stoke on Trent.



She started making polka dot mugs, bowls and jugs. A model is made by throwing and a mould is made out of plaster of that mug or jug, the mould is filled with casting slip and hand finished and glazed using traditional methods, making Cream Ware and using oxides and under glazes to hand paint designs on. Emma has revived manufacturing in Stoke on Trent employing local people.

Emma Bridgewater Company has kept true to her original idea – to make warm and welcoming pottery to fit in people's homes. Her company had a turnover in its first year of around £30,000. By 2009 this had increased to almost £8 million and to £11 million in 2010. She employs 180 people. Her range has grown to tin ware, trays and more.