



## Walter and Eric Slater: Art Directors

Walter Slater joined Shelley in 1905 as Art Director. In 1910 he was joined by his son, Eric, who worked alongside him as a designer, succeeding him as Art Director in 1937.

In 1922, Walter Slater introduced a range of individually-signed, high-quality lustre ware vases, ginger jars and clocks. At the same time cottage scenes, which were popular on tea wares, were given an Art Deco update with their stylised designs. The Queen Anne cup shape was hugely successful and lent itself to both the depiction of rural images and stylised jazz-age patterns and colourways. A similar treatment was applied to the Vincent shape while Dainty was updated with shaded panels and floral handles.

Manufacturers were always influenced by what their competitors were producing. In 1928, Shelley vases in the Moorcroft style were withdrawn from production as a result of threatened action.