



THE FIRM BEGINS

"From the outset, Watts' establishment was both fashionable and rebellious"

Ayla Lepine 'On the Founding of Watts & Co. 1874'
BRANCH: Britain, Representation and Nineteenth Century History



A UNIQUE ENGLISH COMPANY

Established in 1874 by three architects George Frederick Bodley, Thomas Garner and George Gilbert Scott, Watts & Co is one of the few grand decorating houses that has survived from the late nineteenth century.

Bodley, Garner and Scott the Younger travelled, gazed, remembered and were inspired by what they saw in paintings, architecture and historic decoration all over Europe. They fixed their impressions in what is now such an important archive of period design. Bodley, in particular, kept a small book in which he noted patterns seen in 15th and 16th century paintings. Pugin's almost manic profusion of design from encaustic tiles to intricate wallpapers shows the strong influence of Medieval Ornament from church architecture and furnishings all over Europe. Pugin died in 1852 after a short but amazingly prolific life, but he remains a key figure in the history of Watts. Watts has always been a family firm. Marie-Séverine de Caraman Chimay is the fifth generation of the Scott family to join the company.

PHOTOGRAPHY: Christopher Horwood

Location courtesy of Wolterton Hall, Broughton Hall, Kirtlington Park and Mynde Park.





WATTS 1874

The Watts **showroom** is located in central London at the Design Centre Chelsea Harbour

PASSEMENTERIE

WALLPAPER



TEXTILES

TABLEAUX SCÉNIQUES



STUDIO AT WATTS

Working with the Watts Studio your originality can be realised.

When you own Watts, you own something that is the antithesis of today's ephemeral society, something that will grow rather than diminish over time, a statement firmly against compromise.

The facility to create "custom" in an acceptable and affordable frame adds to the versatility of the product and continues a tradition enshrined within our history.



Swathes of glorious silk damask, the richest brocatelles, velvets and chunky chenilles inspire and excite:

Pattern historically, is global – people have always travelled. Watts with the residue of over a hundred years of decoration at the highest level has a powerful archive of textiles.

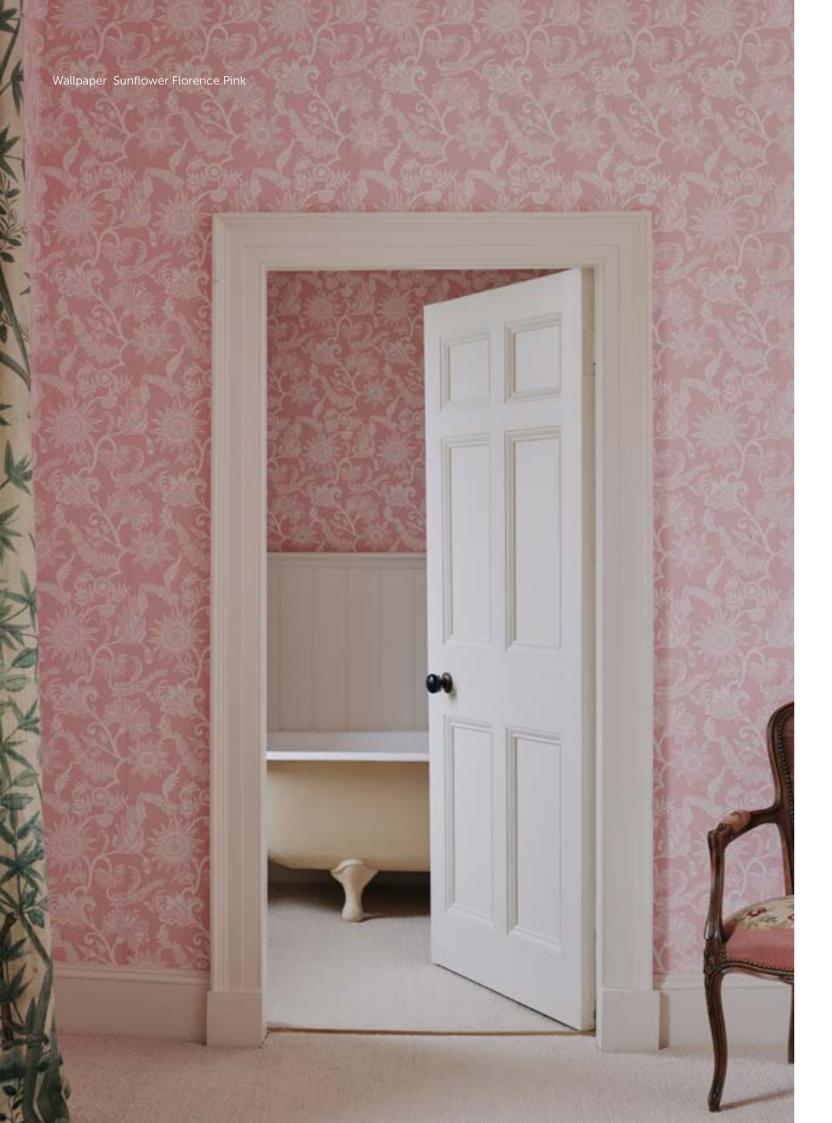






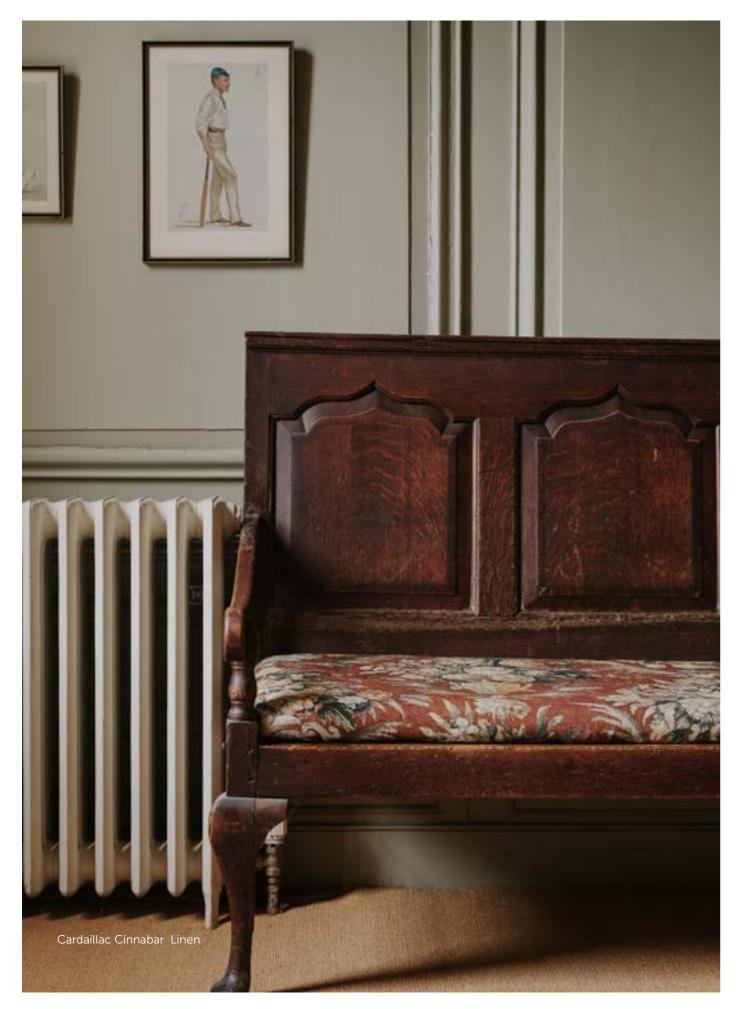


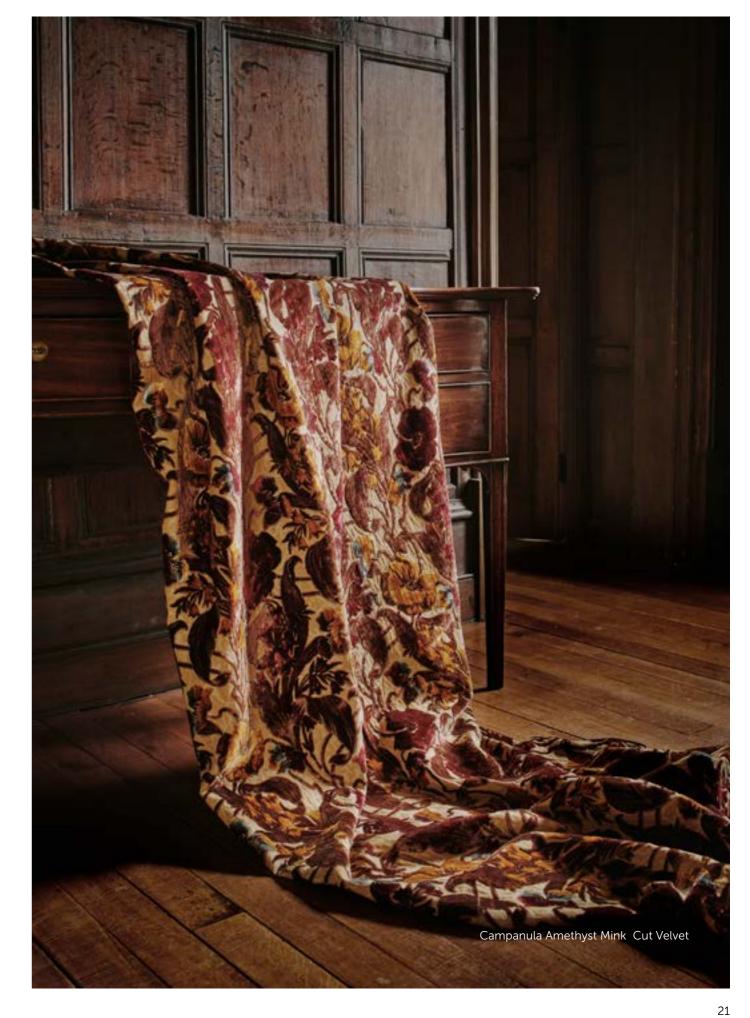












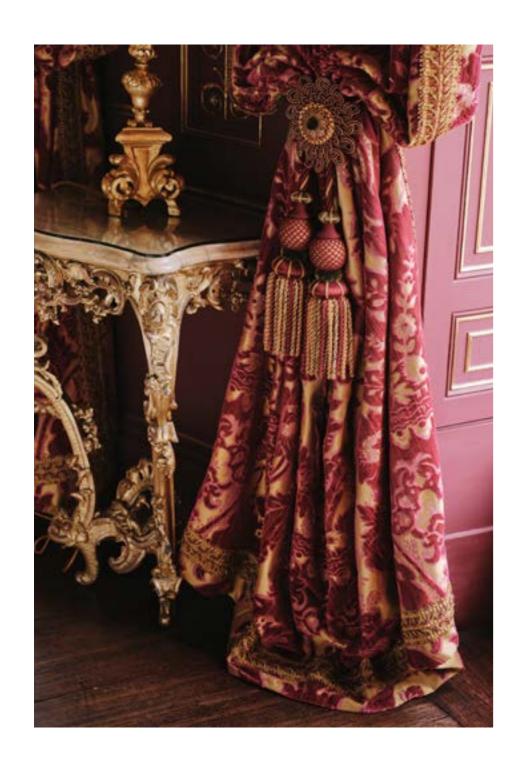




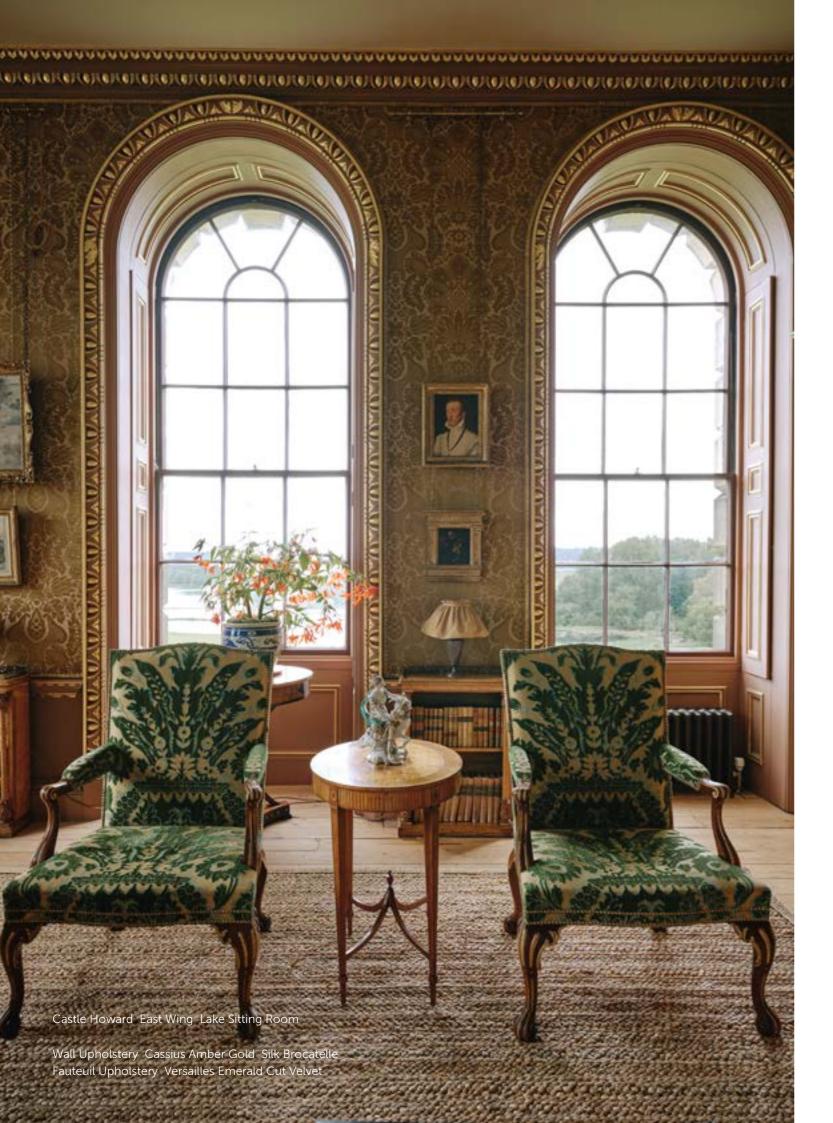


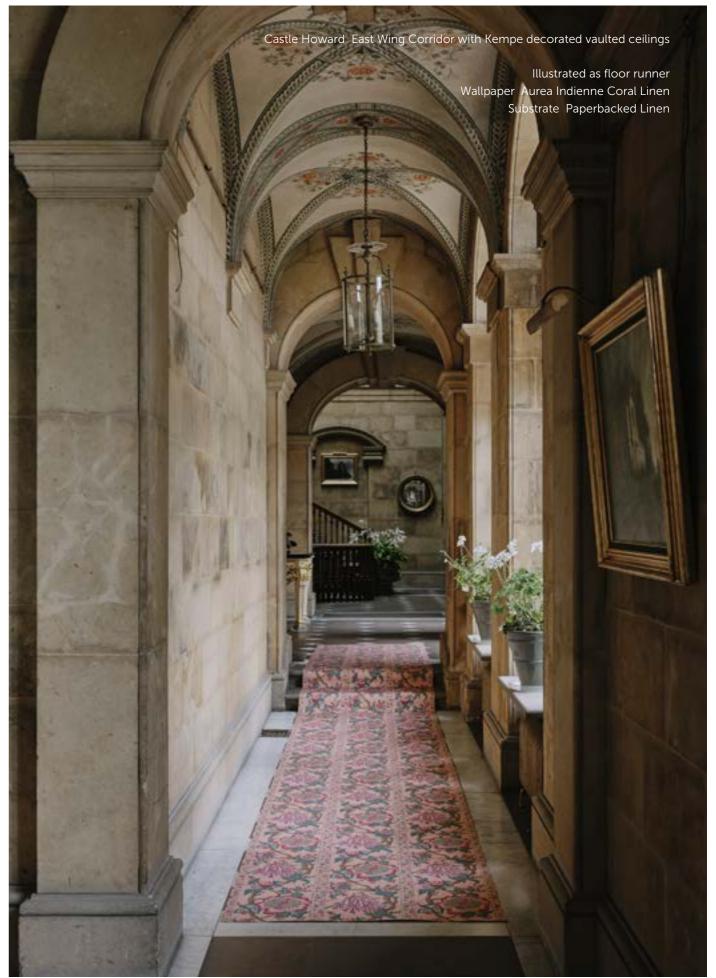


Versailles Rose Gold Cut Velvet Passementerie Skipton Rosette and Tieback

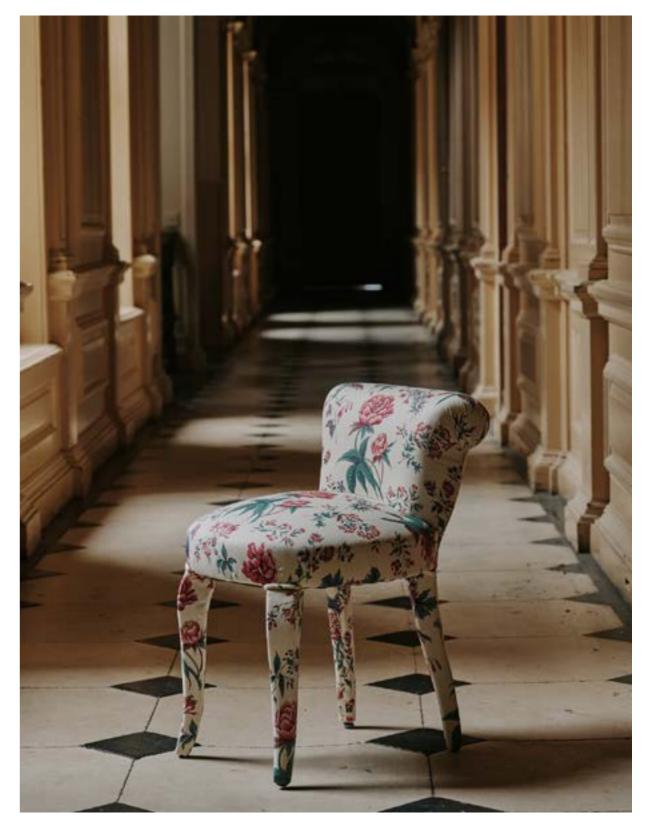












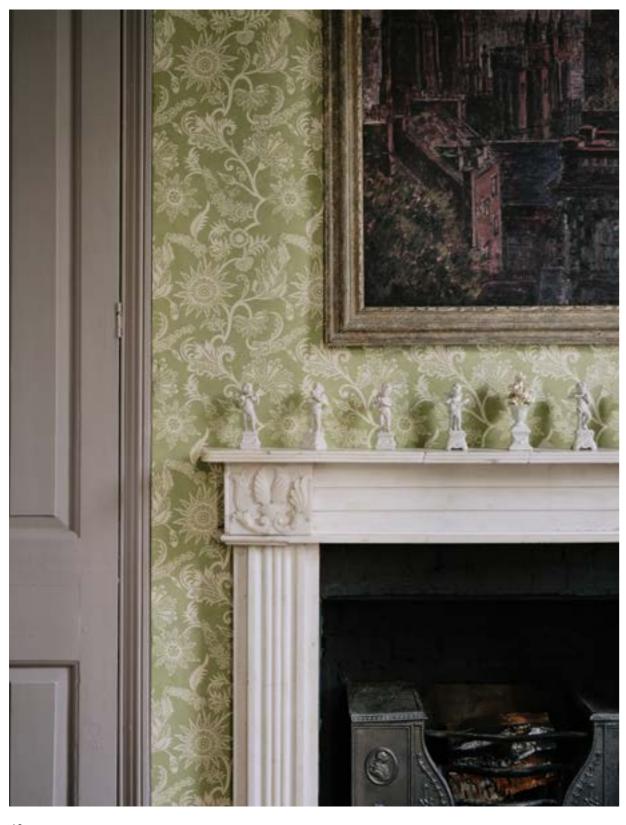












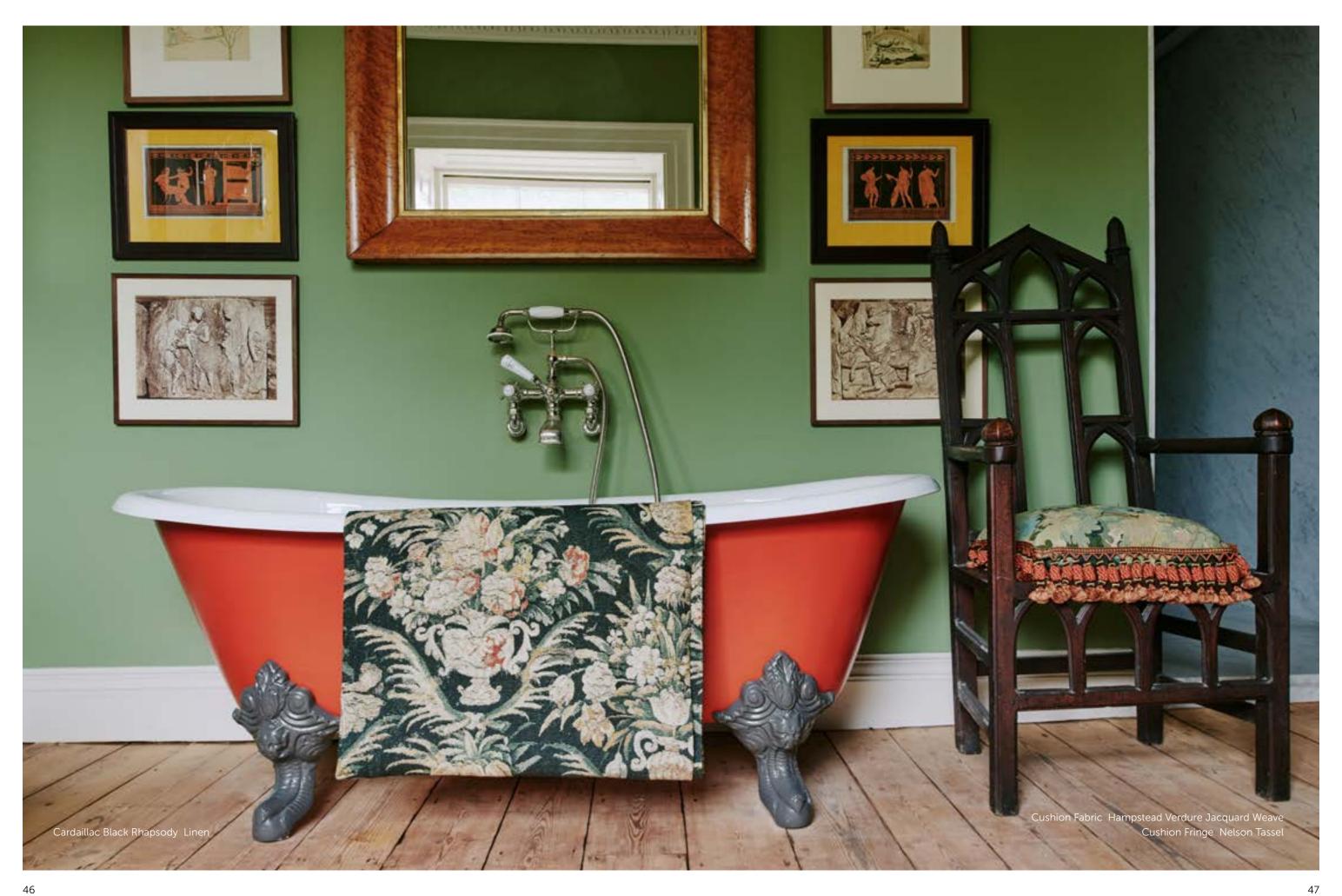








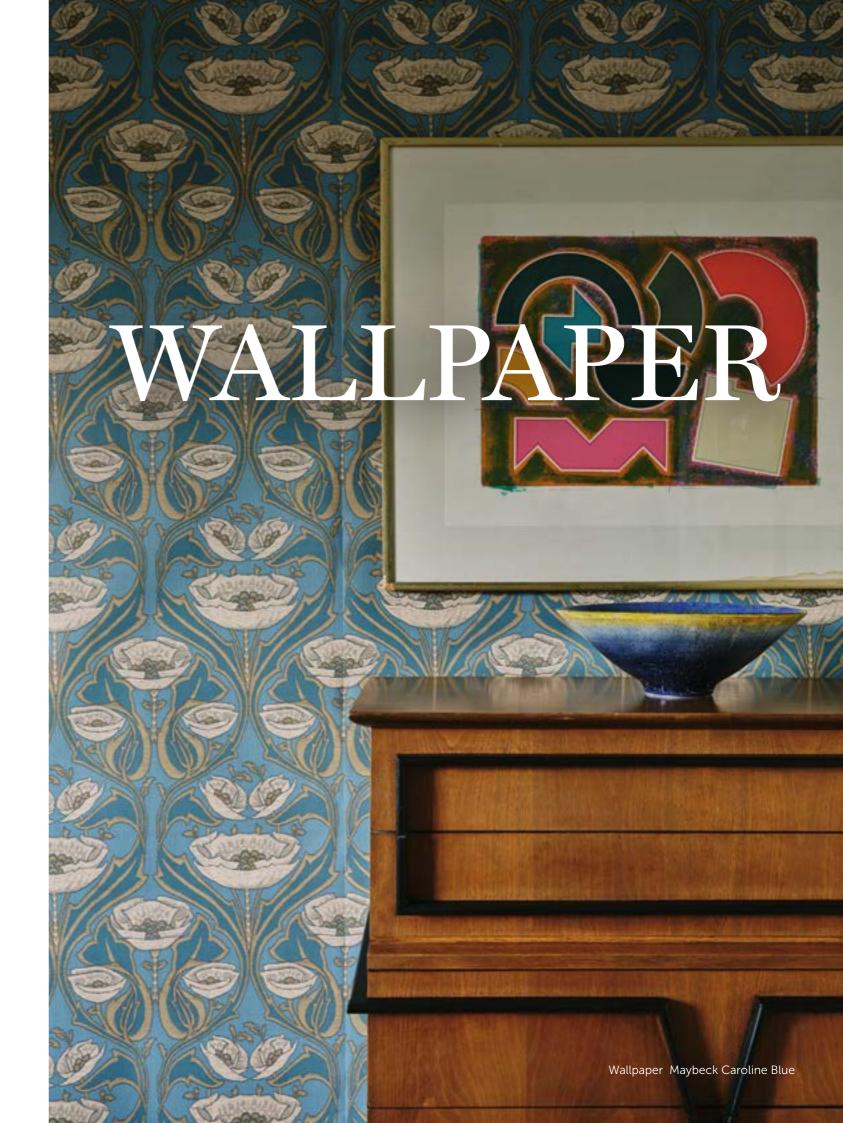




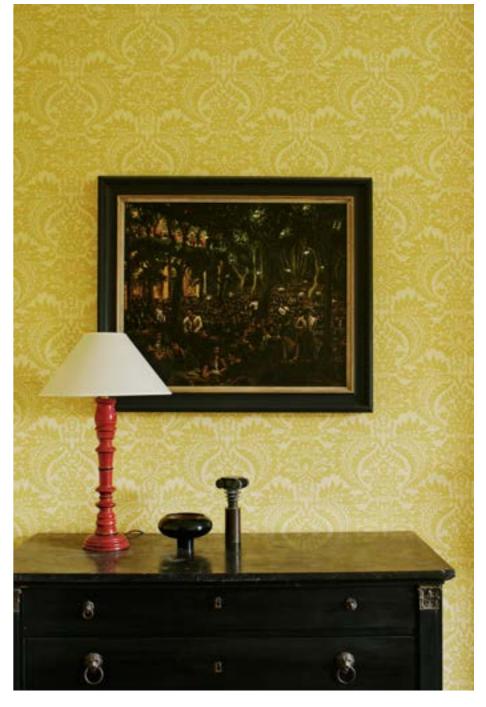
Wallpaper

Wallpaper, every printing is considered a new commission. The opportunity is there from the beginning to create any pattern in your own colour.







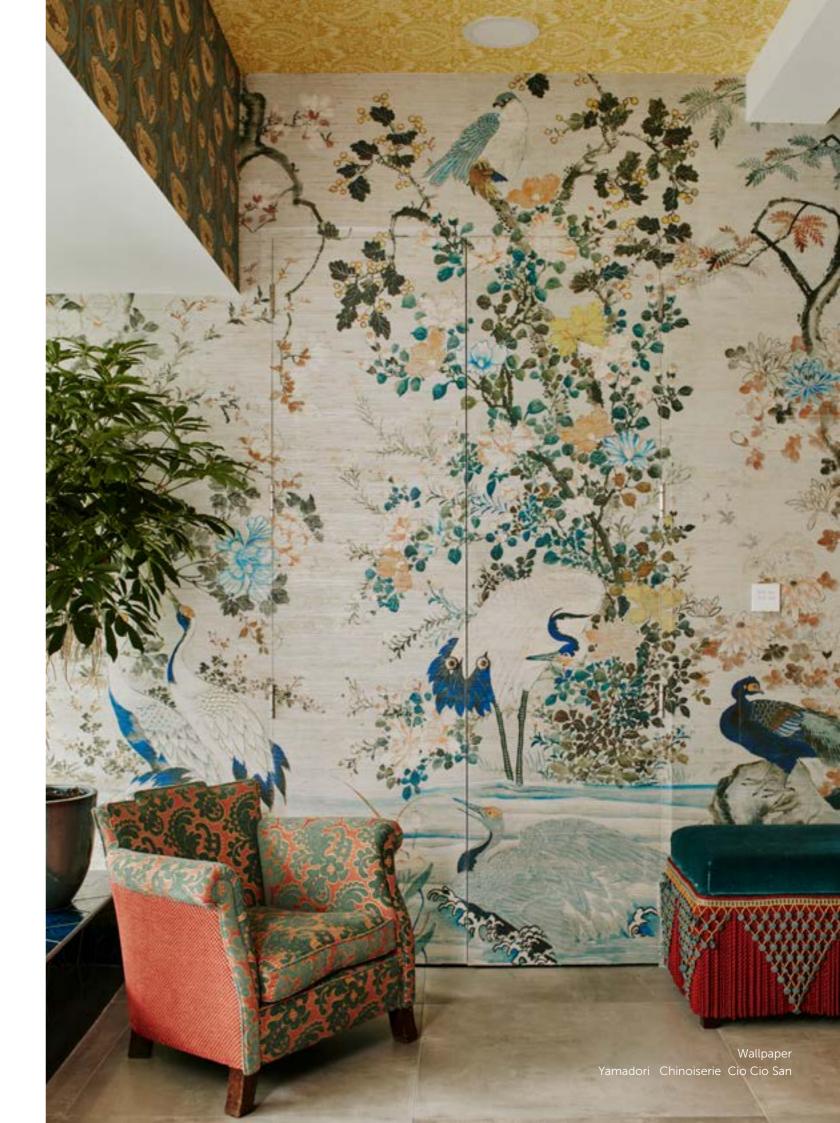












Chinoiserie

The Golden Age Continues

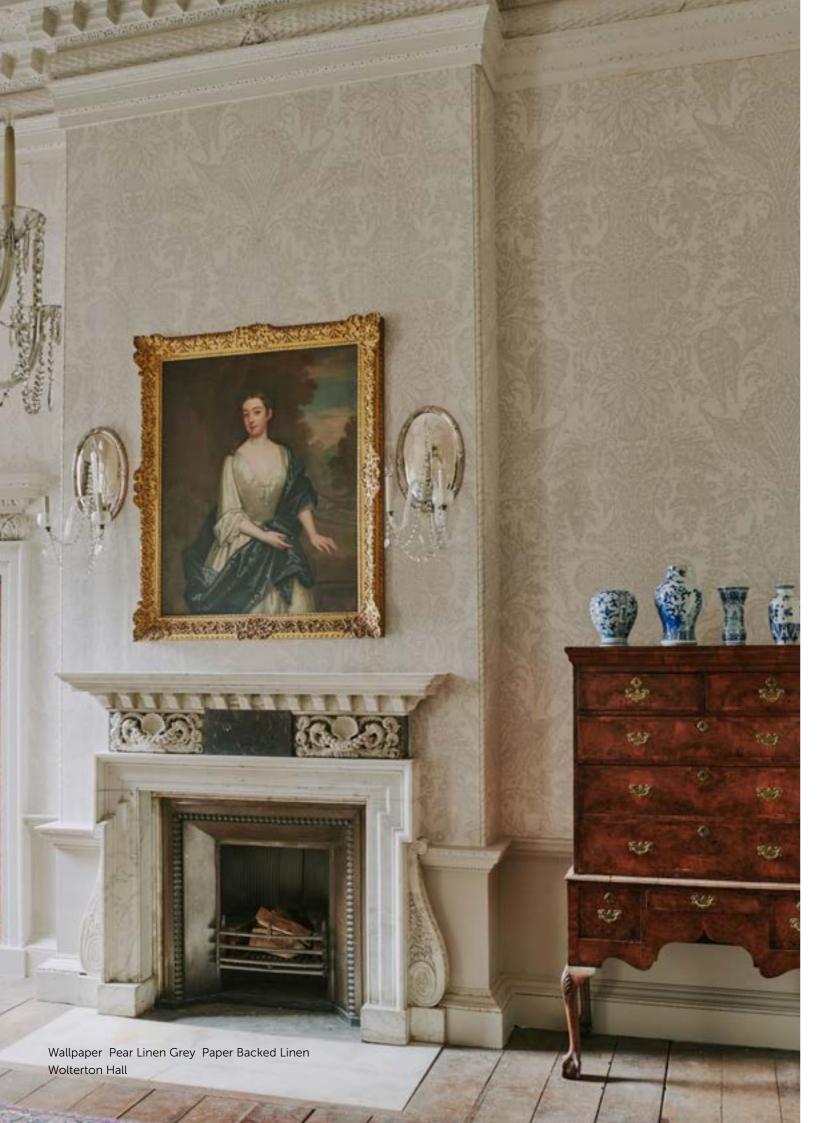
The late 18th century was the golden age of chinoiserie wall coverings, these hand-painted Chinese wallpapers sparked a fashion that has lasted to the present day. There was a playfulness and informality to the style that made chinoiserie a universally popular choice. Watts offers two beautiful designs, the Walzin and Ussé.









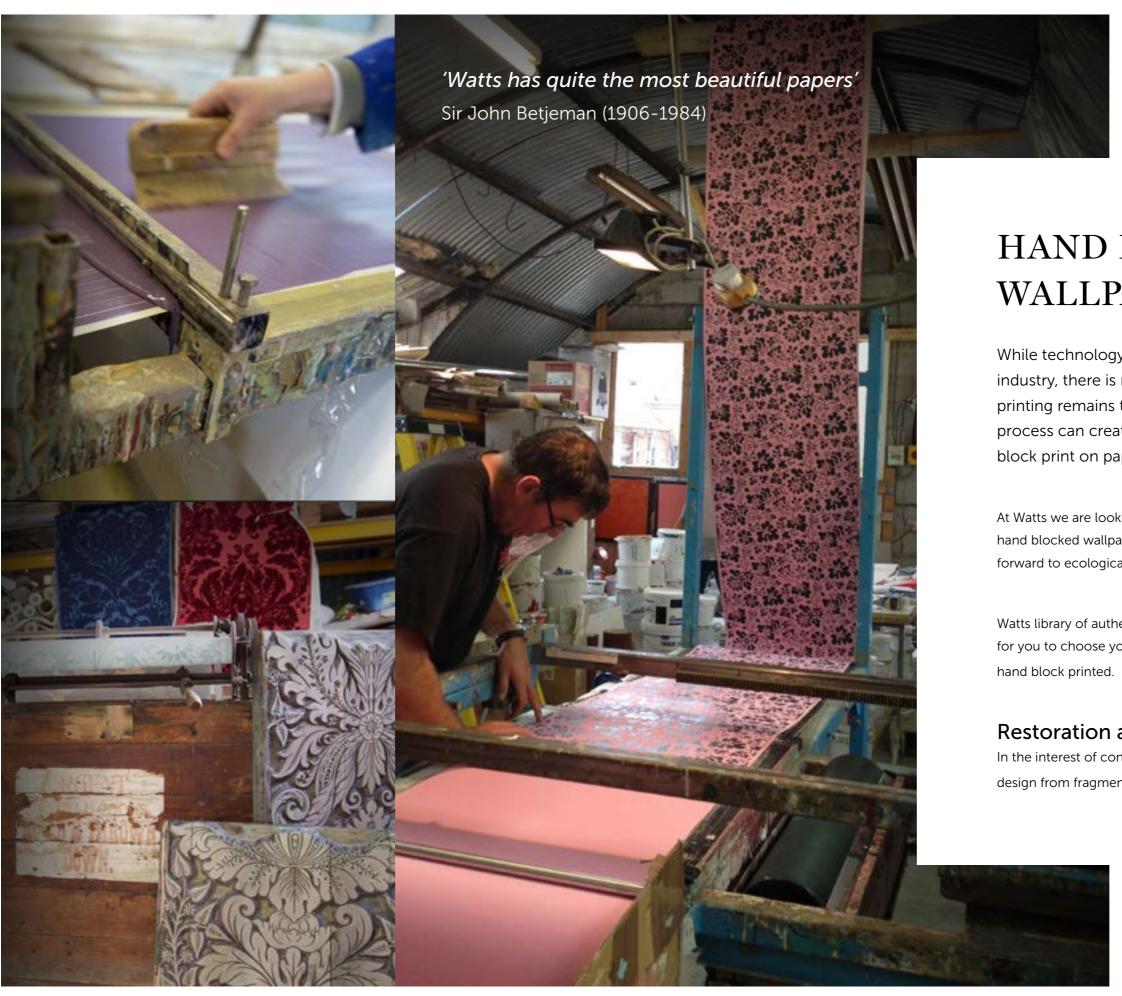












HAND BLOCKED WALLPAPER

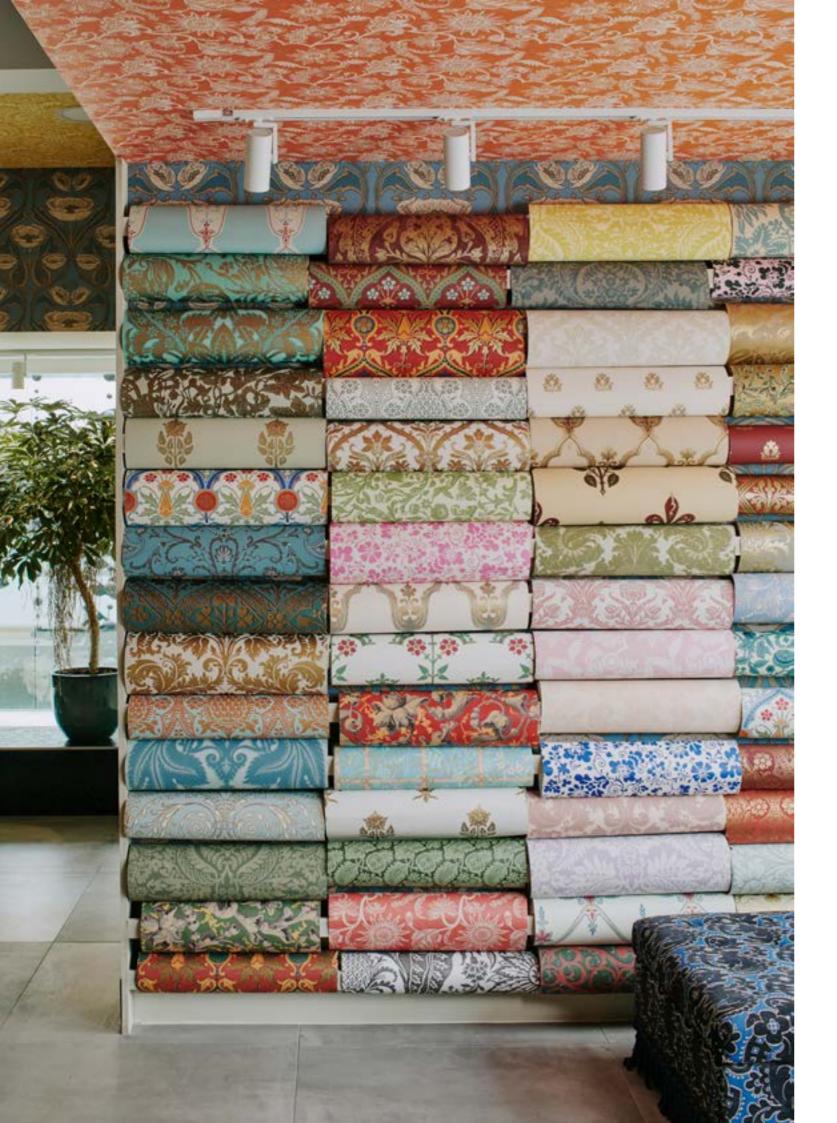
While technology may have revolutionised the print industry, there is no question that wallpaper made by block printing remains the superior decorative art form. No other process can create the tactility and simplistic beauty of a block print on paper.

At Watts we are looking to both the past and the future in creating hand blocked wallpapers that look back as traditional craftsmanship but forward to ecological impact and sustainability.

Watts library of authentic nineteenth century wallpaper pattern is there for you to choose your design to be coloured as you wish and to be hand block printed

Restoration and Reconstruction

In the interest of conservation Watts will undertake to originate any design from fragments or a photograph.



Wallpapers have always formed the backbone of the company's output. Our wallpaper collection reflects the company's extensive archive of design with its influences from Europe and beyond. The original wooden blocks hand carved out of pear wood are rare items of great beauty and genuine historical importance. Made over one hundred years ago the blocks have been retrieved from storage and been used as the definitive art source to create new document files for present day printing.



Tableaux Scéniques

Tableaux Scéniques rewrite the rules for historical wallcoverings. Taking antique woven tapestries, we use the most sophisticated digital photomosaic photography to gently transcribe centuries-old designs into exquisite, digitally printed panoramic textiles and papers, suitable for upholstery, drapery and wallcovering.

Persuading rich, historical narratives to talk again, Watts
Tableaux Scéniques propel the subtleties of these age-worn
designs into the 21st century.













Wolterton Verdure with Horses Parched Tuscany

-4567

Product Ratio TSSVINSER (I)

COMMENTS:

Please look carefully at those drawings prior to

If, during the hang, you encounter any problems, please contact us.

This linen wallpaper is supplied untrimmed. Make sure you have sharp blades to trim the material.

Refer to instructions provided.

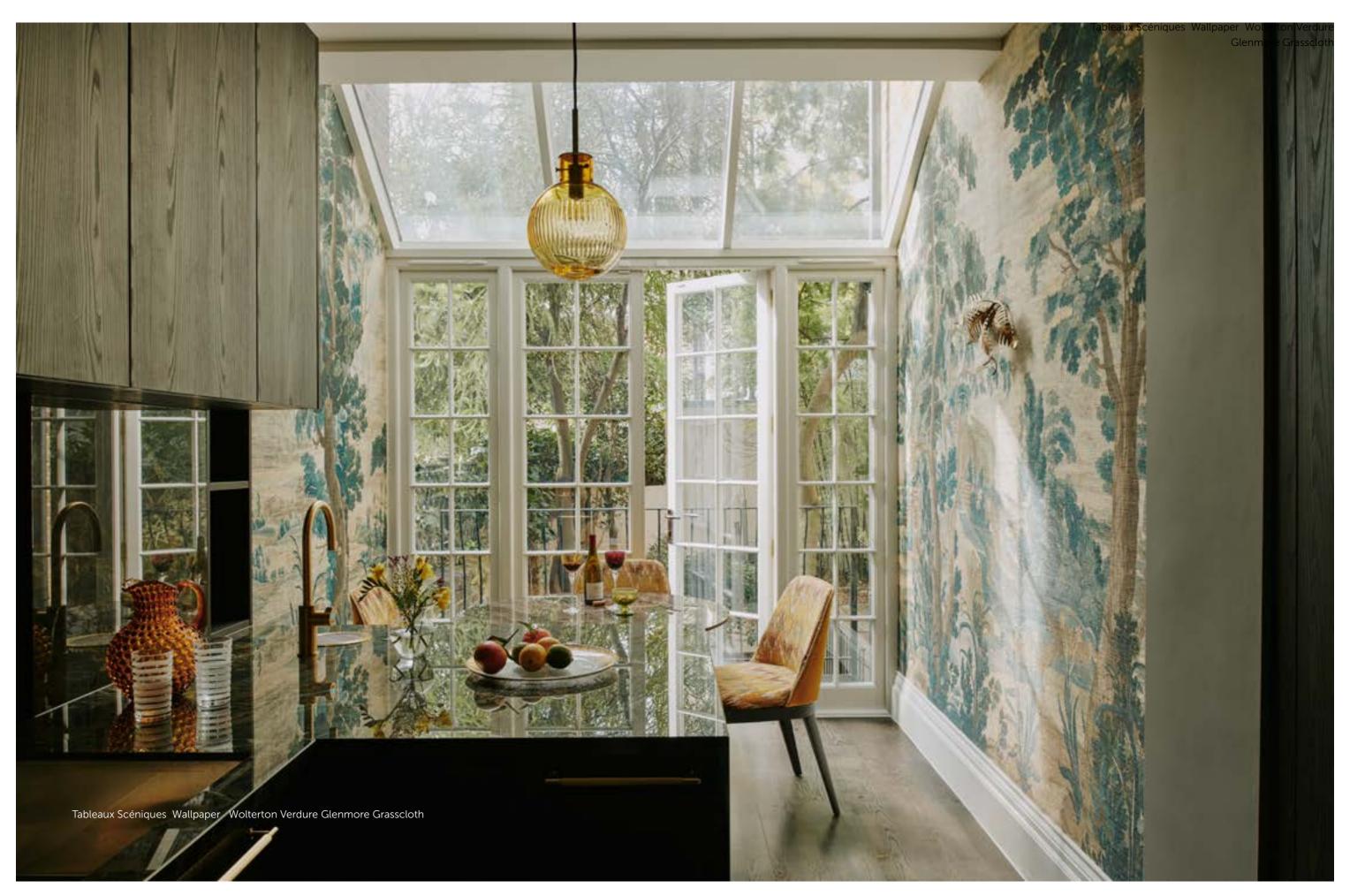


TIMELESS

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SEVINCH Passementerie

Watts has always been involved in trimmings, ever since its 1874 genesis, whether to adorn copes or curtains.

Almost since time began Passementerie has been the final embellishment of the home as well as of the person, and we have always striven to find and use the very best. In recent years however, certainly in the post world war period, production of handmade passementerie has withered in the face of soaring labour costs and increased mechanization. Since the 1950s, in France alone, over 200 passementerie producers have closed their doors forever, and precious skills have disappeared.

So imagine my astonishment and delight when, some twenty years ago, I walked into the time machine that is Sevinch's workshop. The technological revolution that was initiated by Monsieur Jacquard has been kept at bay on the fringes of the Egyptian desert. In this time machine the ancient traditions of handmaking are alive and flourishing, producing the most complex, the most outrageously intricate and opulent passementerie seen since the days of Versailles.

Since that day the collaboration between Watts and Sevinch has flourished, with cross-fertilisation of design and colour. The marriage of Sevinch's passementerie with the extravaganza of Watts fabrics is complete, and I look forward to a great many more years of creative vigour within this alliance.

Fiona Flint - WATTS CREATIVE DIRECTOR

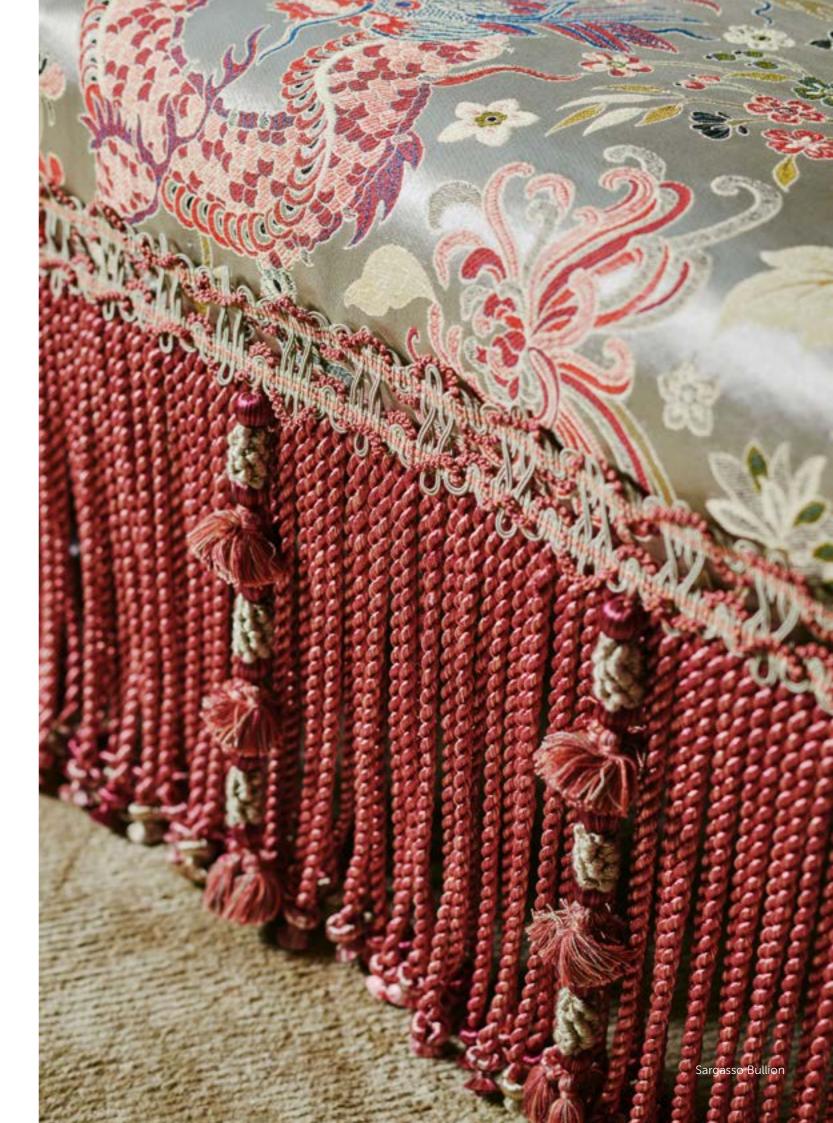


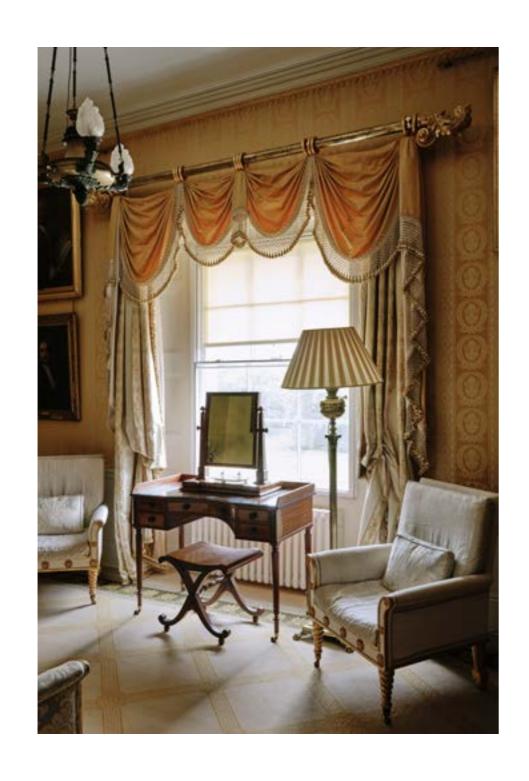


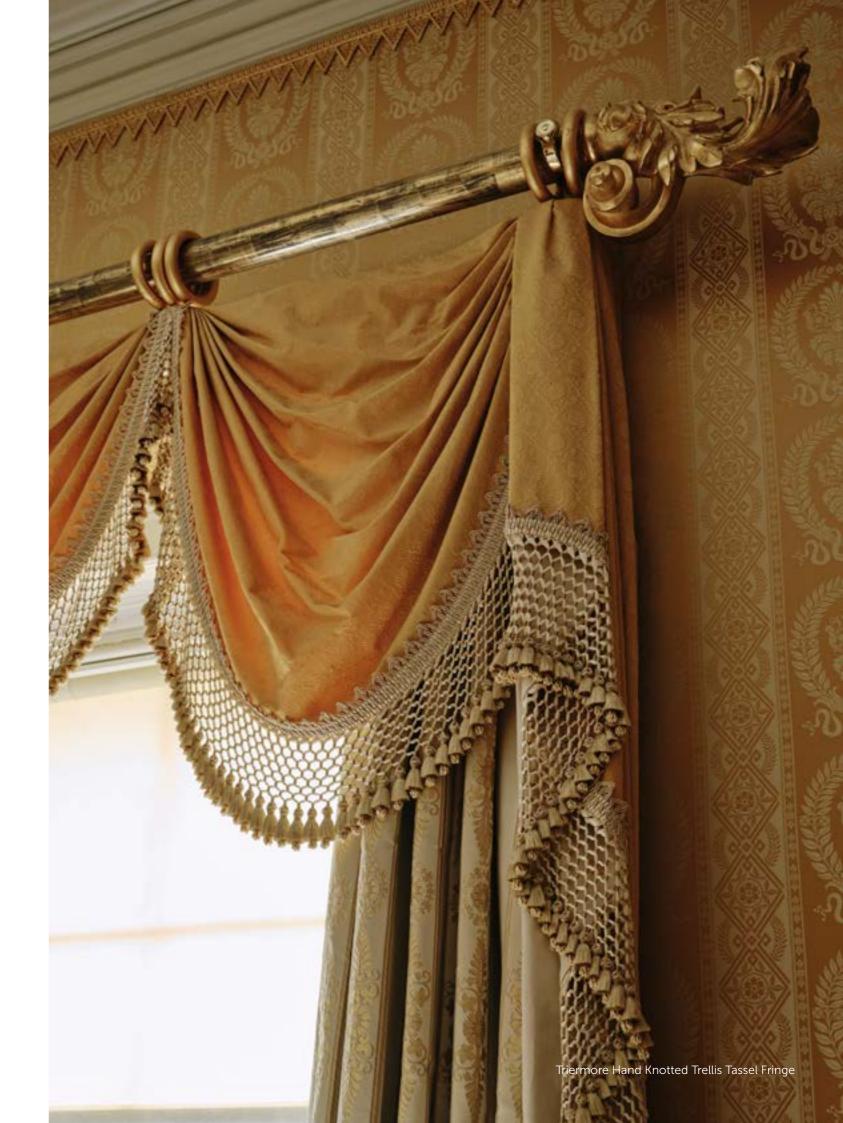




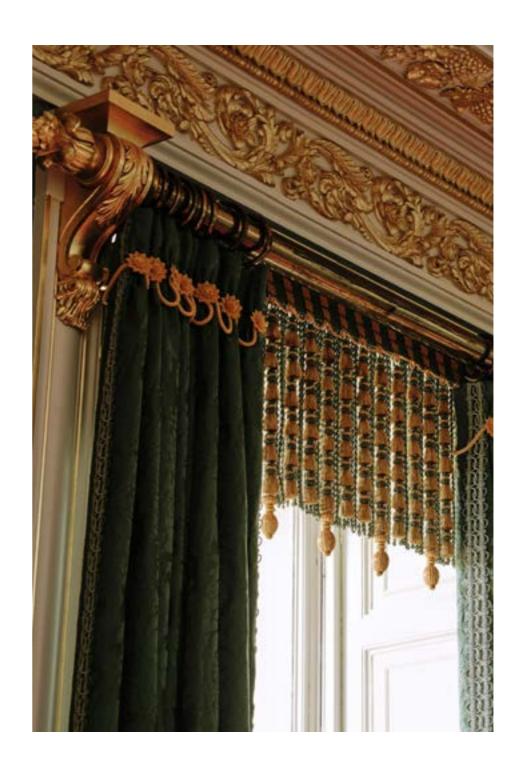












WATTS 1874 PRESENTS "THE BODLEY PAPERS" A digital revitalization of early papers designed circa 1870 by Watts founder, the architect G.F. Bodley

This collection, "The Bodley Papers," pays homage to four original nineteenth century Watts designs, the Pear, Sunflower, Bodley, and Bird, drawn by George Frederick Bodley (1827–1907)

