



News Release

V&A and WWRD finalise agreement to keep Wedgwood Collection at Barlaston

2 December 2014

It was confirmed today that The Wedgwood Collection, one of the most important industrial archives in the world and a unique record of over 250 years of British ceramic production, will remain in Barlaston, on long-term loan from the V&A to the Wedgwood Museum.

Following the hugely successful fundraising appeal, led by the Art Fund with support from the Heritage Lottery Fund (HLF), to save the Wedgwood Collection from being broken up and sold at auction, the V&A has today taken over guardianship of the collection to ensure it can never be put at risk again. Completing a five-year campaign to save the Collection after the Wedgwood Museum Trust went into administration, the Collection has been gifted to the V&A by the Art Fund and final paperwork has now been signed between the V&A and Waterford Wedgwood Royal Doulton (WWRD) lending the Collection back to the Wedgwood Museum.

In spring 2015 the Wedgwood Museum will reopen as part of the World of Wedgwood, a new attraction run by WWRD that will explore the Wedgwood brand, the history of its production, heritage and craftsmanship.

Tim Reeve, Deputy Director and COO of the V&A, said: *"It is with great pleasure that we complete the final pieces of the jigsaw today to save the Wedgwood Collection and ensure it remains on public display in Barlaston for many years to come. We are looking forward to a long-term partnership with WWRD, who have already done so much to keep the collection accessible in recent years and have great plans for the future of Wedgwood. None of this could have been achieved without the support of the Art Fund and HLF and the generosity of the many individuals who donated to the appeal."*

Anthony Jones, Executive Vice President and Chief Financial Officer of WWRD, said: *"The collection is a key element of the Wedgwood story, bringing to life its rich heritage and craftsmanship. We are delighted its future is secure for the nation and are honoured to contribute to that future through being responsible for the operation of the Wedgwood Museum. Our focus now turns to ensuring the museum continues to deliver the high standards of collections care and public benefit for which it has been internationally recognised in recent years."*

Stephen Deuchar, Director of the Art Fund, said: *“It’s a cause for great celebration that - only 3 months after the Art Fund initially launched the public appeal to save the Wedgwood Collection - our plan has been realised in full. We’re delighted that the V&A has now taken official ownership of this incomparably important archive of British art and history, safeguarding it in perpetuity and ensuring that visitors to the museum at Barlaston may enjoy it for years to come as part of the new World of Wedgwood development.”*

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Notes to Editors

About the V&A

The V&A is the world’s greatest museum of art and design with collections unrivalled in their scope and diversity, including unparalleled holdings of world ceramics.

www.vam.ac.uk

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