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The Designers Behind the Style

An illustrated talk by MoDA’s Assistant Curator Maggie Wood
Lucienne Day and her mother Dulcie, early 1920s
L: Lucienne Day, c.1941
R: Day’s Horses Head fabric, 1940
L: Etruscan Head, Marion Dorn, 1936
R: Day’s *Horses Head* design, 1940
Fluellin, Heal Fabrics, 1950
Calyx, Heal Fabrics, 1951
L: Calyx, Heal Fabrics, 1951

Right: Untitled, Marian Mahler for David Whitehead, 1953
L: Heal’s Ad, *House & Garden*, Oct 1954
R: Publicity shot, 1952
L: *Provence*, John Line, 1951
R: Robin Day’s ‘low-cost living room’, 1951
L: Article from *House & Garden*, July 1952
R: Ad for Smirnoff vodka, mid-1950s
L: artwork for fabric design, 1950
C: *Stella*, Cole & Son, 1951
R: ceramic design for Rosenthal, c.1957
Terence Conran, c.1952
L: Conran design for David Whitehead, c.1952
R: Paolozzi design for David Whitehead, c.1952
Two David Whitehead ads featured in the
*Daily Mail Book of Ideal Homes*
L: 1951/2, R: 1952/3
Ad for David Whitehead, *Homes and Gardens*, 1952

**DAVID WHITEHEAD FABRICS**

Good fabrics in well conceived designs help to characterise a room and contribute to the balance of the colour scheme. Here is shown a small selection of David Whitehead fabrics to give you a hint of their possibilities.

Martha Block has conceived this neat and effective four-colour machine print, which will be at home in any room. It may be shown in three colour treatments, 6d. per yard, 48 in. wide.

A subtle but bold design from Torino-Casino. Shown printed in three colours with four alternative colour combinations; 6d. per yard, 48 in. wide.

A subtle in its simplicity, this is another fine example of Torino-Casino's contemporary design. A two-colour machine print available in three colour ways; 6d. per yard, 48 in. wide.

Manufactured by

D. WHITEHEAD LTD. Higher Mill, Burnessail, Lancs.  
also 4 New Burlington Street London W1
L: Ad for Midwinter, *House & Garden*, April 1957
R: Ad for Conran Fabric, op. cit
We are not just another young couple who stumbled across an 18th-century house that cheap and re-modeled it with grit, initiative and zé. We didn’t have the time or money to carry out a full-scale restoration. Instead, we focused on the key elements that we felt were essential to the overall design. We had a passion for design and a love for the history of our home. We were not interested in spending a fortune on every detail. Instead, we chose to focus on the aspects that we thought were most important.

The Terence Conran article from House & Garden, June 1957, explores the idea of setting up a house the hard way. The article discusses the process of building a house from scratch, focusing on the importance of planning and design. The article also highlights the challenges that come with building a house, such as budgeting and finding the right materials. Despite these challenges, the article concludes that building a house is a rewarding experience. The Terence Conran article from House & Garden, June 1957, is a great resource for anyone looking to build a house from scratch.
Field Fare, late 40s/early 50s

Hill Brown Ltd.
Untitled, designed 1948, manufactured 1951, roller-printed rayon for the Rayon Design Centre
Colours fresh and clear as spring. A wide choice of designs by
brilliant young artists. Guaranteed fast to sunlight and washing. Yet, in heavy spun
rayon 45" wide, they're in most cases priced at under 10s. a yard.

DAVID WHITEHEAD FABRICS
Groag fabric designs for David Whitehead

1952

1953
Ad from 1955

David Whitehead advertising

Ad appeared in Daily Mail Ideal Home Book 1955
L: Mary Storr photographed at MoDA, Dec 2008
R: Frivolite, Mary Storr for John Line, designed late ’40s
L: Storr design for John Line, c. 1948 (BADDA 3158),
R: Ad for John Lines, featuring ‘Limited Editions’
*Frivolite*, Mary Storr for John Line, early 1950s
Six more wallpapers

1. One of the colourings in which John Lile and Sons Ltd produce Henry Shaw's Grecian design.

2. Abstract shapes produce an effect reminiscent of the texture of grass in the design by Kenneth Bannattie. It is hand-painted in white on ground white by Cole and Son (Wallpapers) Ltd, W1.

3. Spring Flowers is a design by Margaret Mowbray, machine-printed (for white) by Wall Paper Manufacturers Ltd.

4. Egyptian Flora, like Spring Flowers, is a new WYIM paper for the Autumn market. It is a Prior Shallcross's machine-printed pattern in a modern-like style.

5. Bedouins, with its swimming motifs, is produced in new versions; light on a dark ground, as illustrated, and dark on light ground; the two can be used in any room. Designed by Mary Stanis, hand-printed by Liske.

6. Native Art inspired the Aboe pattern. Illustrated here in light colours, it is also produced in crimson and blue. Designed by Annette Fenton, hand-printed by Liske.
Shenstone, Mary Storr for John Line, 1951
Want to see more?
Book an appointment in MoDA’s Study Room to see more examples of 50s design

Contact Maggie Wood, Assistant Curator
T: 020 8411 5445
E: m.wood@mdx.ac.uk

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