



MORRIS CHRONICLES

WALLCOVERINGS, FABRICS
& FLOORCOVERINGS
COORDINATE BOOK



ABOUT WILLIAM MORRIS

William Morris was born on 24th March 1834 at Elm House in Walthamstow, London.

Growing up in a predominantly female household, the day-to-day rituals of sewing, gardening, and decorating were central to his upbringing and, as a child, Morris had a romantic preoccupation with forests, gardens, flowers, and birds. This, paired with an innate interest in medievalism became the fundamental principles that would recur in his art and poetry.

Whilst at Oxford University, Morris met his lifelong friend, Edward Burne-Jones.

Inspired by renowned art critic; John Ruskin, they shared his belief in the superiority of medieval craft techniques and the social value of the craftsman. This exposure, combined with his affinity for the natural world led to the emergence of Morris as one of the greats of the Arts & Crafts era, an artist whose work traverses the naturalistic in the contemporary world, his undeniable storytelling ability now Internationally recognised, forever artistically bound to nature.

ABOUT "MORRIS CHRONICLES"

William Morris was as known for his poetry as for his art. Early chronicles and manuscripts provided Morris with a richly symbolic language of flowers to explore. Nature motifs abound, this collided with his deep interest in Medievalism and the storytelling art form of the chronicler. For more than 40 years, Morris & Co. designers documented the flora and fauna surrounding Morris's workshops and within his gardens, distilling the sensation of being encircled by nature into a new revolutionary art of pattern design.



STRAWBERRY THIEF



WALLCOVERING : MCW246 TOP RIBBON CURTAIN : MCF121-MCF292
CUSHION : MCF301, MCF305 FLOOR TILE : MCT370

The iconic William Morris design, Strawberry Thief, is re-created, contemporised and woven with chenille yarns.
(FABRIC)

FRUIT

An iconic Morris design reproduced in fresh colours and in harmony with contemporary architectural spaces.
(WALLCOVERING)



WALLCOVERING : MCW114 SHEER : MCF192
FLOOR TILE : MCT367

WILLOW BOUGHS

The pattern of willow leaves, one of Morris' most famous designs, is expressed in fresh, contemporary colours.



MORRIS OAK

William Morris' iconic design, Willow Boughs, created in 1887, has inspired this traditional timber flooring range of patterned and co-ordinating plain tones of Oak. (FLOOR TILE)





Morris Chronicles collection charts this epic celebration of nature in design between 1864 and 1912.

Morris Chronicles was born, an exciting new storybook collection between Morris & Co. and Sangetsu, valuing the world view and story of Morris's designs.



WEB SITE



WEB SITE

sangetsu www.sangetsu.co.jp

Southeast Asian Market

Goodrich Global Holdings Pte., Ltd. [Singapore]

Goodrich Building, 8 Changi South Lane #05-01 Singapore 486113
TEL : +65-6787-8787 FAX : +65-6788-7733

Goodrich Global Sdn. Bhd. [Malaysia]

Unit M-2-2, Block M, Plaza Damas, Phase II, Jalan Sri Hartamas 1/70A,
50480 Kuala Lumpur, Malaysia
TEL : +603-6201-5757 FAX : +603-6201-8257

Sangetsu Goodrich (Thailand) Co., Ltd. [Thailand]

23/77 Sorachai Building 20th floor, Soi Sukhumvit 63, Sukhumvit Rd,
Klongton Nua, Wattana, Bangkok 10110
TEL : +66-2115-1838 FAX : +66-2115-1354

Sangetsu Goodrich Vietnam Co., Ltd. [Vietnam]

2nd Floor, Lant Building, No.56-58-60 Hai Ba Trung Street,
Ben Nghe Ward, District 1, Ho Chi Minh City, Vietnam
TEL : +84-28-3520-2300 FAX : +84-28-3520-2399

East Asian Market

Sangetsu Goodrich China Co.,Ltd. [China]

25F, Shenggao International Tower, No.137,
Xianxia Road, Changning District, Shanghai 200051, P.R.C.
TEL : +86-21-6428-8876 FAX : +86-21-6428-8806

Goodrich Global Limited [Hong Kong]

Units 902-904, 9/F, Tower 1, Cheung Sha Wan Plaza,
833 Cheung Sha Wan Road, Kowloon, Hong Kong
TEL : +852-2668-5757 FAX : +852-2778-5757

