

The Potteries Tile Trail Hanley

The Potteries Tile Trail is a pilot project that aims to celebrate tiles and architectural ceramics to be found in locations across Stoke-on-Trent. It aims to promote the city's built environment as well as its internationally significant tile and architectural ceramic industry.

The collection has been created in partnership with a volunteer research team, the local community and a wider constituency of online contributors. The trails can either be accessed using this digital document (PDF) or via our dedicated Historypin channel using the website or smart phone app. The digital documents can be printed out if required.

We have created a series of six introductory 'tile trails' - one for each of Stoke-on-Trent's famous six towns (Tunstall, Burslem, Hanley, Stoke, Fenton and Longton). The trails are aimed at local residents and visitors alike. They offer a selection of varied and interesting examples of ceramics to be found in buildings and public spaces in each local area. We hope the trails encourage more people to explore and enjoy the city's wonderful 'in situ' ceramics. We also hope they contribute to the collection by adding comments and photographs to the Historypin collection.

The Potteries Tile Trail project has been led by the national **Tiles and Architectural Ceramics Society** (TACS) and funded by a grant from the **Heritage Lottery Fund** (HLF) All Our Stories initiative.

Further details about the project and trails can be found at:
www.thepotteriestiletrail.org



1 Old Town Road

The Golden Cup public house was built in 1912 and has an excellent ceramic facade. The basic dark green faience is enlivened by the words 'Bass Only' on the fascia, a cup and the pub name on a panel at first floor level, and lifebelt-style Bass symbols below the two front windows. The manufacturers of these facades are notoriously difficult to identify, but this one could well be the work of the Campbell Tile Co.



2 Old Town Road

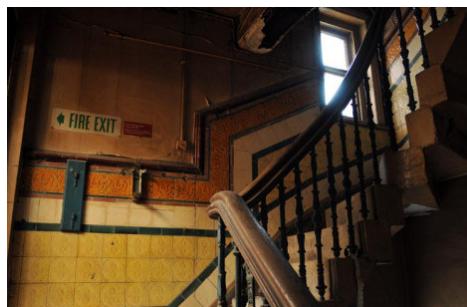
W.H. Weatherby & Sons were based in Falcon Pottery. Sadly the remains of the building are in very poor condition. This mosaic sign is literally falling to pieces. However - look carefully and you are still able to see the exquisite flow or movement (andamento) of tesserae (pieces).



3 Stafford Street

'The mural at C & A is Malkin's Turinese tiles circa 1968. It is in very bad condition - sadly none of the missing tiles can be replaced' according to David Malkin (former Managing Director of his family company)

This mid-1960s C&A store (now Wilkinson's) in Stafford Street has an attractive full-height exterior ceramic panel. It is an abstract design based on squares and is composed of 6" surface-textured tiles in a variety of muted tones, mainly greens, purples and blues, some with geometric reliefs. The mural is unusual because it is one of the few surviving installations produced by Malkin Tiles; at least one of the motifs is from their 'Turinese' range marketed during 1961-8 and designed by Leonard Gladstone King, Malkin's Art Director. Malkin's worked with H. & R. Johnson from 1964 before becoming a part of that company in 1968. (Courtesy of TACS Tile Gazetteer)



4 Marsh Street

Definitely worth a look - the exquisite 'Telephone Buildings' was built c1900 and is a showpiece of ornamental terracotta. The doorway panel with terracotta scroll and lettering above a beautiful door with stained glass is stunning.

This image is taken inside and offers a glimpse of the tiles that grace the main staircase. (Image courtesy of Mark Brereton)

The Potteries Tile Trail Hanley continued



5 Bird Cage Walk (off Broad Street)

Ceramic street signs are a feature of The Potteries. This example is easily missed but the evocative street name conjures up an exotic and vibrant past to this narrow alleyway.



6 Broad Street

Repeated decorative features that incorporate fine encaustic and geometric tiles and a terracotta dragon relief grace the two gables of this beautiful building. It was built as a live work premises for a dentist and has housed many businesses including a branch of Coop Bank, a student bookshop and provided offices for a number of unions (Transport and General Workers, National Union of Mineworkers). It is now occupied by AirSpace Contemporary Art Gallery - check them out at www.airspacegallery.org or better still pop in!



7 Bethesda Street

This Prominent corner building is another example of the fine architecture that can be found in this part of town. It uses glazed blue and white bricks to create a striking decorative scheme especially above the upper floor windows. Up until 1950s anyone looking out of those windows would have been looking at The Bell Works (pottery). The site is now occupied by the Potteries Museum and Art Gallery. The remains of the base of one of The Bell Works' seven bottle kilns can be seen to this day in front of the current museum building.



8 Regent Road

There are a number of properties in close proximity to one another in this part of Regent Road that feature decorative tiles. Ambrose Wood was a 'Wholesale Tile Merchant'. Regent House was his showroom. Decorative tiles can still be seen either side of windows and doors. Three tile signs were located above each of the three main windows. They stated 'Tiles' 'A. Wood' and 'Cement'.

Across the road was his home called Ambrose Wood House. The grand door and decorative tile 'string course' mark this building out. Next door also has interesting and unusual blue and white geometric (triangular) patterned tiles inlaid in the brickwork.



