

## **Manners, Morals and the Modern: Exporting Ideas and Publishing British Tiles in the Late Nineteenth Century**

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Abstract for presentation at the conference *Exporting Stoke and Beyond: Tiles and architectural ceramics in the world context* to be held on 12th November 2011 at the Potteries Museum and Art Gallery, Stoke-on-Trent. The conference is organised by the Tiles and Architectural Ceramics Society.

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This paper examines the significant role that the export of tiles played in distributing the morals and values of late Victorian society. Concentrating primarily on decorated tiles as an aspect of the domestic interior, it shows how a new interest in the ways that 'taste' could reflect an attitude towards life, morality and ethics had a profound influence upon tile design. At the heart of its discussion, the paper demonstrates that distinct and important parallels can be made between the technical changes that allowed mass produced tile manufacture in the 19th century, and the revolution in printing technology and resultant expansion in publishing for the popular market that is such a feature of the Victorian era. Both were truly international in scope and both allowed the many, rather than the few a way of understanding and shaping the world around them. The paper asks therefore, can and should late nineteenth century British tile design and manufacture be seen as part of the pottery industry, or instead as an aspect of a widely exported, aggressive and pugnacious publishing industry?