

New American Friends of the Spode Museum Established

America's Spode Enthusiasts Offer Support

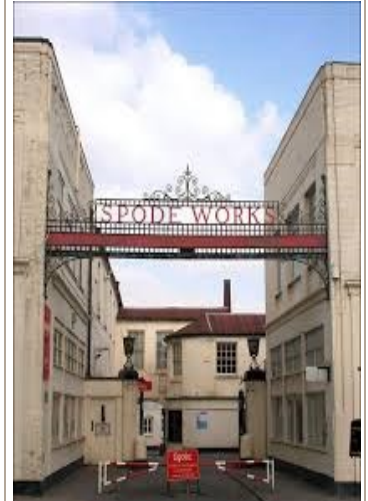
by Richard Halliday
& Loren Zeller

The American Friends of the Spode Museum (AFOSM) was established in 2015 under the leadership of TCC Vice President Michael Sack to strengthen the Spode Museum's international presence. It will afford donors subject to U.S. Income Tax the opportunity to support the Spode Museum Trust with their charitable deductions by making their donations to AFOSM. The American Trust will then be able to make donations directly to the Spode Museum Trust.

The main objective of the Spode Museum Trust is to re-establish the entire dispersed Collection and Archive in appropriate and secure areas on the original Spode factory site thus allowing full access to the Collection for comprehensive research and educational purposes by the community. The entire collection is owned by the Spode Museum Trust, a registered charity, and it is protected in perpetuity.

A Heritage Lottery Fund grant in 2012 made it possible for the Trust to re-establish a small presence back on the site with a taste of what the Trust has and can offer in the future. The site is known as the Spode Works Visitor Centre and it is supported by a group of hard-working volunteers. Efforts are now underway to make the entire collection accessible to the public. The full collection includes the paper archive, 25,000 copper plates and 40,000 ceramic pieces, sprig molds, plus a host of other Spode related items ranging from antique furniture to portraits, shards, and potter's tools.

In order to attract potential capital funders, the Spode Museum Trust must demonstrate that it is able to generate independent income to ensure sustainability and resilience for the long term security of the Collection. To this end, the Trust needs to establish a retail space in the Visitor Centre. This will be accomplished by extending the Visitor Centre into the former retail area behind it. Refurbishment of other areas of the site available to the Trust is also required to accommodate demonstration and exhibition space for school projects, family visits, professional art and photographic exhibitions with the major space in the Art Deco 'Ronald Copeland Art Gallery' being retained for large prestigious public events and lectures.



Historic entrance to the Spode Works.

Important Steps Taken to Achieve the Spode Museum Trust's Goals

Under the new leadership of Paul Wood, Chairman of the Trustees of Spode Museum, the Trust have made remarkable progress. Buoyed by a commitment from the members of Stoke-on-Trent City Council's cabinet in June of 2015 to spend £1,777,000 of capital and revenue funds to restore the overall site (infrastructure, electricity, drainage, etc.), Mr. Wood and fellow Trust Committee members have begun fundraising efforts to establish the desired retail store on the site. Profits from the store will be used to

provide funding in support of the future Spode Museum. The Trust Joins with the City Council's long term plans to bring vacant historic buildings on the site back into use. As such, the Trust will dedicate its efforts to re-establishing a museum exhibition site which will take into consideration all the valuable trust collection.



Famous Spode Blue Room c. 2003

TCC members touring the now vacant Blue Room in October 2015.



Paul Wood, Trust Chairman, details museum renovation plans for TCC members.

Read more about the Trust's
fundraising efforts
on Page 2.



The Spode Museum Trust Seeks International Support

The Spode Museum Trust will pursue funding both by application for grants for larger scale capital projects as well as through smaller specific projects for which financial support and assistance could be more appropriate from the two 'Friends' organizations.

Donations will play an important part in the overall aims of the Trust. The establishment of the American Friends of the Spode Museum will be vital to ensure that the Collection and Archives are available to the public and secure for generations to come.

To learn more about the Spode Museum Trust initiatives, go to : www.spodemuseumtrust.org/spode-museum-friends.html



Space on the historic Spode factory site planned for the new museum.



Visitor Center Display. This display of Spode's blue and white is only a small sampling of the Centre's attractions and a very small part of the ceramic collection as a whole.



Spode Pot Pourri Vase with Tumbledown Dick Pattern



Iconic Spode Logo

*Richard Halliday is a Committee Member of the Spode Museum Trust and a Member of the TCC
Loren Zeller is President of the Transferware Collectors Club*