



Robert Jefferson
Quiet Virtuoso
Richard Dennis

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Robert Jefferson truly was a multi-talented man expressing his gift for design in many ways. As a student at the Burslem School of Art he gained experience with Agnete Hoy at Bullers Pottery before winning a scholarship to the Royal College of Art ceramics school. He held several design posts, particularly at the Odney Pottery near Cookham. Then his career centred round his work as Resident Designer at Poole Pottery from 1958-1966. His achievements were remarkable introducing new tableware shapes Contour and Compact that put the factory at the forefront of the modern tableware industry. He brought Poole into the oven-to-tableware business and developed a new range of printed patterns. He improved the Pottery's production processes and was responsible for graphic design, exhibition stands and packaging but most important of all was his establishing of the Poole Studio and introducing the Delphis range – a new look at shape and decoration with the revolutionary concept of decorators producing their own designs in a factory situation. His career took further turns, first designing for the new team at Purbeck Pottery then extensive modelling commissions from his colleague Jo Ledger at Royal Doulton and Royal Crown Derby where his initial six paperweight models set the standard for their extensive range attracting thousands of collectors over some thirty years, the mainstay of the factory output. But we must not forget his artwork – painting, enamelling and jewellery designs and commissions for the Society of Wildlife Artists. This book illustrates all aspects of his life's work so much of which centred round his intense love of nature.