

Willam Morris Society collection 2025



***“I determined to do no
less than to transform the
world with beauty.”***

William Morris

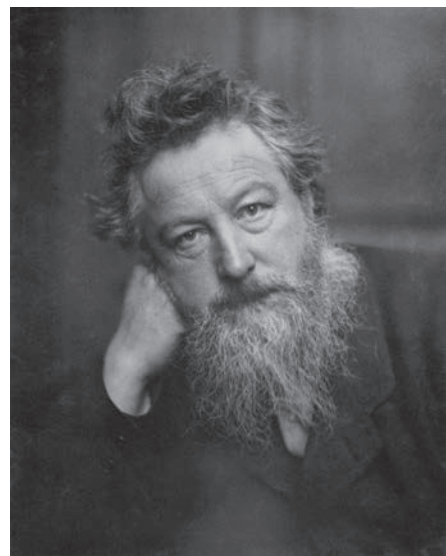


Willam Morris

William Morris (1834 - 1896) was an artist, a craftsman, poet, scholar and a revolutionary thinker.

Today, he may be best known for his wallpaper and textile patterns, but his work transformed Victorian England's view on craftsmanship, design and fashion.

Morris became one of the most influential figures in the Arts and Crafts movement. He began experimenting with various crafts and designing furniture and interiors. He was personally involved in manufacture as well as design, which was the hallmark of the movement that advocated individuality and know-how over the mass production and uniformity of the industrialism.



William Morris (1834 - 1896) was an artist, a craftsman, poet, scholar, and a revolutionary thinker.

William Morris

The William Morris Society

The William Morris Society, established in 1955, is a cultural institution dedicated to safeguarding and preserving the heritage of William Morris and to make his work available for future generations.

The Society operates from its museum in London, located in Morris's home in Hammersmith. The collections contain Morris's original works, manuscripts and his personal artifacts.

The archive also includes works by his daughter, artisan and embroidery designer May Morris, as well as originals by John Henry Dearle, Morris's assistant and later associate.

The foundation is actively engaging in educational initiatives. It promotes awareness of Morris's contributions to art, design, social reform and to ensure the enduring impact of the Arts and Crafts movement. It also serves museums around the world for Morris's works to be exhibited for all to enjoy.



William Morris Society Collection 2025

A unique collaboration between William Morris Society & Formpress

Together with William Morris Society, Formpress has access to all the patterns William Morris created during his lifetime and one by one they are now being restored and digitized. In addition to these approximately 500 patterns, there are also around a hundred sketches that were never completed, known as "Hidden Treasures."

Exclusivity

William Morris's patterns are now released because he has been passed away for over 70 years. What makes our products exclusive is that the products can be marked with William Morris Society copyright, images of William Morris, his signature and the products can also bear your brand and personal touch. Formpress must be mentioned in some way.

In this catalogue, we present our basic collection consisting of ten different William Morris patterns. Are you interested in selling trays featuring William Morris' fantastic patterns? Feel free to contact us, and we'll tell you more.



Strawberry Thief

Blue

Strawberry Thief, designed by William Morris in 1883. Featuring pairs of charmingly mischievous birds nestled amongst glorious foliage and flowers, Strawberry Thief became one of Morris’s most commercially successful repeating patterns. As with all of Morris’s designs, there is a story behind the pattern. The inspiration for this pattern came to Morris whilst at his garden at Kelmscott Manor, his beloved country home in Oxfordshire. Morris came across thrushes stealing fruit from his kitchen garden, providing him with an ideal subject for his next design. This splendidly colourful textile continues to be one of Morris’s most popular patterns and is arguably his most recognisable design.



Strawberry Thief, Blue
Designer: William Morris
Serving tray
Birch veneer
320x150 mm



Strawberry Thief, Blue
Designer: William Morris
Serving tray
Birch veneer
270x200 mm



Strawberry Thief, Blue
Designer: William Morris
Serving tray
Birch veneer
360x280 mm



Strawberry Thief, Blue
Designer: William Morris
Serving tray
Birch veneer
200x200 mm



Strawberry Thief, Blue
Designer: William Morris
Serving tray
Birch veneer
320x320 mm



Strawberry Thief, Blue
Designer: William Morris
Serving tray
Birch veneer
380x380 mm



Strawberry Thief, Blue
Designer: William Morris
Mini tray
Birch veneer
Ø110 mm



Strawberry Thief, Blue
Designer: William Morris
Serving tray
Birch veneer
Ø310 mm



“I determined to do no less than to transform the world with beauty.”

Willow Bough

Green

Willow Bough, designed by William Morris in 1887 A naturalistic treatment of one of Morris’s favourite themes, Willow Bough is a strong example of Morris’s close relationship with the landscapes around him. His daughter May wrote of it: ‘We were walking one day by our little stream that runs into the Thames, and my Father pointed out the detail and variety in the leaf-forms, and soon afterwards this paper was done, a keenly-observed rendering of our willows that has embowered many a London living-room.’ Willow Bough remains as popular today as it was in Morris’s own time and is a truly iconic William Morris pattern.



Willow Bough, Green
Designer: William Morris
Serving tray
Birch veneer
320x150 mm



Willow Bough, Green
Designer: William Morris
Serving tray
Birch veneer
270x200 mm



Willow Bough, Green
Designer: William Morris
Serving tray
Birch veneer
360x280 mm



Willow Bough, Green
Designer: William Morris
Serving tray
Birch veneer
200x200 mm



Willow Bough, Green
Designer: William Morris
Serving tray
Birch veneer
320x320 mm



Willow Bough, Green
Designer: William Morris
Serving tray
Birch veneer
380x380 mm



Willow Bough, Green
Designer: William Morris
Mini tray
Birch veneer
Ø110 mm



Willow Bough, Green
Designer: William Morris
Serving tray
Birch veneer
Ø310 mm



***“Have nothing in your houses that you do not know
to be useful or believe to be beautiful.”***

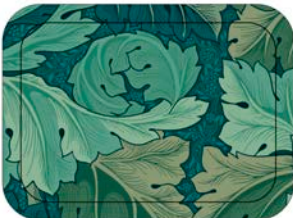
Acanthus

Dark Turquoise

Foliate pattern of intertwined acanthus leaves in shades of turquoise, by William Morris in 1875. William Morris became one of the most influential figures in the Arts and Crafts movement. He began experimenting with various crafts and designing furniture and interiors. He was personally involved in manufacture as well as design, which was the hallmark of the movement that advocated individuality and know-how over the mass production and uniformity of the industrialism.



Acanthus, Dark Turquoise
Designer: William Morris
Serving tray
Birch veneer
320x150 mm



Acanthus, Dark Turquoise
Designer: William Morris
Serving tray
Birch veneer
270x200 mm



Acanthus, Dark Turquoise
Designer: William Morris
Serving tray
Birch veneer
360x280 mm



Acanthus, Dark Turquoise
Designer: William Morris
Serving tray
Birch veneer
200x200 mm



Acanthus, Dark Turquoise
Designer: William Morris
Serving tray
Birch veneer
320x320 mm



Acanthus, Dark Turquoise
Designer: William Morris
Serving tray
Birch veneer
380x380 mm



Acanthus, Dark Turquoise
Designer: William Morris
Mini tray
Birch veneer
Ø110 mm



Acanthus, Dark Turquoise
Designer: William Morris
Serving tray
Birch veneer
Ø310 mm



***“Give me love and work
- these two only.”***

Bird & Anemone

Beige/Green

William Morris became one of the most influential figures in the Arts and Crafts movement. He began experimenting with various crafts and designing furniture and interiors. He was personally involved in manufacture as well as design, which was the hallmark of the movement that advocated individuality and know-how over the mass production and uniformity of the industrialism.



Bird & Anemone, Beige/Green
Designer: William Morris
Serving tray
Birch veneer
320x150 mm



Bird & Anemone, Beige/Green
Designer: William Morris
Serving tray
Birch veneer
270x200 mm



Bird & Anemone, Beige/Green
Designer: William Morris
Serving tray
Birch veneer
360x280 mm



Bird & Anemone, Beige/Green
Designer: William Morris
Serving tray
Birch veneer
200x200 mm



Bird & Anemone, Beige/Green
Designer: William Morris
Serving tray
Birch veneer
320x320 mm



Bird & Anemone, Beige/Green
Designer: William Morris
Serving tray
Birch veneer
380x380 mm



Bird & Anemone, Beige/Green
Designer: William Morris
Mini tray
Birch veneer
Ø110 mm



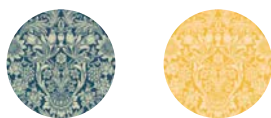
Bird & Anemone, Beige/Green
Designer: William Morris
Serving tray
Birch veneer
Ø310 mm



***“The true artist is the one who teaches us
to see the world anew.”***

Sunflower

Blue/Beige



Sunflower, designed by William Morris in 1879 Sunflower is a beautiful symmetrical pattern featuring central sunflowers with abundant grapevines and glorious curling leaves. Sunflowers were among Morris’s favourite plants and featured in several of his own gardens including Red House, in Bexleyheath, Kent. Sunflowers appear in Morris’s designs, prose and lectures. In his famous lecture Making the Best of It (1880) Morris wrote of the Sunflower: ‘ ... though a late comer to our gardens, [the sunflower] is by no means to be despised, since it will grow anywhere, and is both interesting and beautiful, with its sharply chiselled yellow florets relieved by the quaintly patterned sad-coloured centre clogged with honey and beset with bees and butterflies’.



Sunflower, Blue/Beige
Designer: William Morris
Serving tray
Birch veneer
320x150 mm



Sunflower, Blue/Beige
Designer: William Morris
Serving tray
Birch veneer
270x200 mm



Sunflower, Blue/Beige
Designer: William Morris
Serving tray
Birch veneer
360x280 mm



Sunflower, Blue/Beige
Designer: William Morris
Serving tray
Birch veneer
200x200 mm



Sunflower, Blue/Beige
Designer: William Morris
Serving tray
Birch veneer
320x320 mm



Sunflower, Blue/Beige
Designer: William Morris
Serving tray
Birch veneer
380x380 mm



Sunflower, Blue/Beige
Designer: William Morris
Mini tray
Birch veneer
Ø110 mm



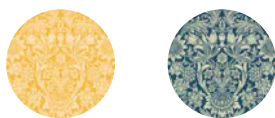
Sunflower, Blue/Beige
Designer: William Morris
Serving tray
Birch veneer
Ø310 mm



***”So long as I have work to do which
I am content to do, so long shall I live.”***

Sunflower

Yellow/White



Sunflower, designed by William Morris in 1879 Sunflower is a beautiful symmetrical pattern featuring central sunflowers with abundant grapevines and glorious curling leaves. Sunflowers were among Morris’s favourite plants and featured in several of his own gardens including Red House, in Bexleyheath, Kent. Sunflowers appear in Morris’s designs, prose and lectures. In his famous lecture Making the Best of It (1880) Morris wrote of the Sunflower: ‘ ... though a late comer to our gardens, [the sunflower] is by no means to be despised, since it will grow anywhere, and is both interesting and beautiful, with its sharply chiselled yellow florets relieved by the quaintly patterned sad-coloured centre clogged with honey and beset with bees and butterflies’.



Sunflower, Yellow/White
Designer: William Morris
Serving tray
Birch veneer
320x150 mm



Sunflower, Yellow/White
Designer: William Morris
Serving tray
Birch veneer
270x200 mm



Sunflower, Yellow/White
Designer: William Morris
Serving tray
Birch veneer
360x280 mm



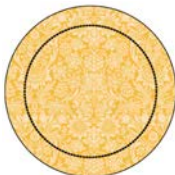
Sunflower, Yellow/White
Designer: William Morris
Serving tray
Birch veneer
200x200 mm



Sunflower, Yellow/White
Designer: William Morris
Serving tray
Birch veneer
320x320 mm



Sunflower, Yellow/White
Designer: William Morris
Serving tray
Birch veneer
380x380 mm



Sunflower, Yellow/White
Designer: William Morris
Mini tray
Birch veneer
Ø110 mm



Sunflower, Yellow/White
Designer: William Morris
Serving tray
Birch veneer
Ø310 mm



**“Let some word reach my ears
and touch my heart”**

Arcadia

Blue/Beige

Arcadia, designed by May Morris in 1886 May Morris, William’s younger daughter, produced three wallpapers for Morris & Company in the mid-1880’s. The other two are Honeysuckle, 1883, and Horn Poppy, 1885. The flowing meander of Arcadia has a fibrous quality to its motifs. That characteristic makes it stand out from works by William Morris and other Morris & Company designers. Arcadia was May’s final wallpaper before she concentrated her efforts on managing the embroidery department of Morris & Company when she was just twenty-three years old.



Arcadia, Blue/Beige
Designer: May Morris
Serving tray
Birch veneer
320x150 mm



Arcadia, Blue/Beige
Designer: May Morris
Serving tray
Birch veneer
270x200 mm



Arcadia, Blue/Beige
Designer: May Morris
Serving tray
Birch veneer
360x280 mm



Arcadia, Blue/Beige
Designer: May Morris
Serving tray
Birch veneer
200x200 mm



Arcadia, Blue/Beige
Designer: May Morris
Serving tray
Birch veneer
320x320 mm



Arcadia, Blue/Beige
Designer: May Morris
Serving tray
Birch veneer
380x380 mm



Arcadia, Blue/Beige
Designer: May Morris
Mini tray
Birch veneer
Ø110 mm



Arcadia, Blue/Beige
Designer: May Morris
Serving tray
Birch veneer
Ø310 mm



”I determined to do no less than to transform the world with beauty.”

Oak Tree

Yellow

This beautiful William Morris pattern showcases the traditional English oak tree, with bountiful acorns interspersed with oak leaves. William Morris became one of the most influential figures in the Arts and Crafts movement. He began experimenting with various crafts and designing furniture and interiors. He was personally involved in manufacture as well as design, which was the hallmark of the movement that advocated individuality and know-how over the mass production and uniformity of the industrialism.



Oak Tree, Yellow
Designer: William Morris
Serving tray
Birch veneer
320x150 mm



Oak Tree, Yellow
Designer: William Morris
Serving tray
Birch veneer
270x200 mm



Oak Tree, Yellow
Designer: William Morris
Serving tray
Birch veneer
360x280 mm



Oak Tree, Yellow
Designer: William Morris
Serving tray
Birch veneer
200x200 mm



Oak Tree, Yellow
Designer: William Morris
Serving tray
Birch veneer
320x320 mm



Oak Tree, Yellow
Designer: William Morris
Serving tray
Birch veneer
380x380 mm



Oak Tree, Yellow
Designer: William Morris
Mini tray
Birch veneer
Ø110 mm



Oak Tree, Yellow
Designer: William Morris
Serving tray
Birch veneer
Ø310 mm



”The true secret of happiness lies in taking a genuine interest in all the details of daily life.”

Pink & Poppy

Green

Pink & Poppy, designed by William Morris in 1880. In this pattern the fragile, curling petals of the poppy flowers droop downwards, while the marigolds, with their frilly petals, and the pinks, seen in profile, lift the pattern upwards. The ‘pink’ of the title is a type of flower, part of the Dianthus genus. Veining and dotting, printed by pins hammered into the blocks, give movement to this gorgeous, eye-catching pattern.



Pink & Poppy, Green
Designer: William Morris
Serving tray
Birch veneer
320x150 mm



Pink & Poppy, Green
Designer: William Morris
Serving tray
Birch veneer
270x200 mm



Pink & Poppy, Green
Designer: William Morris
Serving tray
Birch veneer
360x280 mm



Pink & Poppy, Green
Designer: William Morris
Serving tray
Birch veneer
200x200 mm



Pink & Poppy, Green
Designer: William Morris
Serving tray
Birch veneer
320x320 mm



Pink & Poppy, Green
Designer: William Morris
Serving tray
Birch veneer
380x380 mm



Pink & Poppy, Green
Designer: William Morris
Mini tray
Birch veneer
Ø110 mm



Pink & Poppy, Green
Designer: William Morris
Serving tray
Birch veneer
Ø310 mm



**”The reward of labour is life.
Is that not enough?”**

Acorn

Turquoise

A monochrome pattern of acorns and leaves, designed by William Morris in 1879. William Morris became one of the most influential figures in the Arts and Crafts movement. He began experimenting with various crafts and designing furniture and interiors. He was personally involved in manufacture as well as design, which was the hallmark of the movement that advocated individuality and know-how over the mass production and uniformity of the industrialism.



Acorn, Turquoise
Designer: William Morris
Serving tray
Birch veneer
320x150 mm



Acorn, Turquoise
Designer: William Morris
Serving tray
Birch veneer
270x200 mm



Acorn, Turquoise
Designer: William Morris
Serving tray
Birch veneer
360x280 mm



Acorn, Turquoise
Designer: William Morris
Serving tray
Birch veneer
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Acorn, Turquoise
Designer: William Morris
Serving tray
Birch veneer
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Acorn, Turquoise
Designer: William Morris
Serving tray
Birch veneer
380x380 mm



Acorn, Turquoise
Designer: William Morris
Mini tray
Birch veneer
Ø110 mm



Acorn, Turquoise
Designer: William Morris
Serving tray
Birch veneer
Ø310 mm



“Art made by the people and for the people, as a joy to the maker and the user.”

Wooden trays handmade in Sweden on the island of Öland

Formpress was founded in 1996 and our trays made from birch veneer are the core of our business. We manufacture our trays one by one, by hand, in Sweden on the island of Öland. This means that every tray that leaves our factory is unique. In short, it is a true craftsmanship.

In our production, we use neither water nor solvents. We are also constantly trying to improve by striving to minimize our use of energy and materials and cutting the length and number of transports. Whatever waste there is, is recycled. We are FSC®-certified which guarantees that all the wood we use in our production comes from responsibly grown forests.

We work with customers from all around the world. By delivering high-quality products, that withstand tough conditions and have a long lifetime, we have been trusted to collaborate with some of the world's biggest brands.

Formpress AB



***”The secret of happiness
lies in taking a genuine
interest in all the details of
daily life.”***

William Morris



Formpress AB | Kraftvägen 10 | 386 32 Färjestaden | Sweden
+46 485 650 680 | info@formpress.com | formpress.com | [@formpresstrays](https://www.instagram.com/formpresstrays)