

HOME FURNISHINGS

Wedgwood goes behind the scenes of Jasperware production in new content

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The company is highlighting the history and craft of one of its founder's impactful inventions. Image credit: Wedgwood

By ZACH JAMES

British home and lifestyle brand Wedgwood is embracing one of its historic designs through an ongoing campaign.

Since the beginning of the year, the company has been saluting its signature Jasperware material, a form of pottery which is now celebrating its 250th anniversary. The label has released a series of creative initiatives aimed at uplifting the design over since January, with releases spanning bespoke pieces, short films and community competitions.

Blood, sweat and tears

This week, the brand unveiled the latest portion of the commemorative programming, showcasing the craftspeople behind the creation of Jasperware products.

Titled "In Good Hands," the clips focus on specific workers within the Wedgwood factory in Staffordshire, England, detailing their experience with the company and what their job entails.

Wedgwood presents the first episode of "In Good Hands"

The inaugural release of the digital content features Chris Mottram, a 22-year veteran of the homeware label's throwing department. The key production step sees the formation of the clay by hand, a painstaking, precise process that demands years of artisanal training and a healthy passion for pottery.

Mr. Mottram is now a supervisor of all Jasperware products, overseeing craft across several aspects of the manufacturing process. To further spotlight his work, Wedgwood is releasing a collection of Large Portland Vases in Flaxen Jasper, limited to 20 pieces, each of which was hand-thrown by the professional.

In the second episode, lathe spinner Neil Burton becomes the subject, displaying the high level of artistry and skill necessary to master the more than 260-year-old invention, which was also used by founder Josiah Wedgwood. Mr. Burton, like Mr. Mottram, began working for the business as a teenager and has remained on board for 52 years, honing his craft of carving designs into the raw clay following the throwing process.



The company is granting the public a behind-the-scenes look at stoneware production. Image credit: Wedgwood

Alongside the new series, Wedgwood is highlighting several signature designs through the limited-edition Icon collection, fitting them with new looks, including the Panther, Portland and Borghese vases. The is also launching a line of 250th anniversary pieces under the Magnolia Blossom banner in the milk colorway, with orders only accepted during this calendar year.

Artistic pursuit

Alongside bespoke products and glimpses into product manufacturing, the British brand is also handing design power to the general public.

In partnership with London-based computer software company XXII Studio, Wedgwood unveiled Jasper 250 in April. The program leverages generative artificial intelligence to help consumers and creatives alike forge their pieces from the material in a virtual space, with entrants being entered into a competition.



Entries for the artistic endeavor were submitted on social media via #Jasper250. Image credit: Wedgwood

The winner, amateur potter Chase Archer, was chosen by an expert panel earlier this summer for his submission of a lobster-inspired design, which was subsequently 3-D printed and acquired by the V&A Wedgwood Collection museum.

"Chase has managed to generate something completely outside the parameters we set - that's impressive," said Emma Glynn, creative director of Wedgwood, in a statement.

"What's even more compelling is how he's rooted his creation in Wedgwood's history, drawing on the sense of curiosity and wonder that defined 18th-century design."

Other high-end players are also embracing AI, with U.S. retailer Saks Fifth Avenue launching a voice assistant powered by the emerging technology just days ago ([see story](#)) and British auction house Christie's hosting the industry's first-ever major sale dedicated entirely to AI-generated art earlier this year ([see story](#)).