

FEB 2016

Louisa as Chair of Malvern Civic Society Architectural Heritage Group went to investigate and take photos. As Building Conservation specialists we directed them to a Tile Conservator for advice

FISHY DAVIS Carter Tiles revealed in the Exchange Building Malvern



THE EXCHANGE BUILDING MALVERN

Substantial eight Bays, four storey brick building clad in terracotta with slate roof. Purpose built as an exchange/commercial building with fine terracotta details c. 1897-1900. Occupying a prominent site/corner position in the centre of Great Malvern Name tablet 'The Exchange' in buff terracotta set into corner upper façade. Several original ground floor shop fronts and windows on Graham road and Church Street [HER Record Buildings of Worcestershire 2014 Photographic Survey]

In 1960 Catherine Moody for the Worcester Photographic Survey said:-

"Davis-Fishmongers shop known as 'Fishy Davis' now refronted-1960 Summer. Glazed ceramic Ionic pilasters, Doorway of unglazed terracotta. All Details of the ornamentation are appropriate to the fishmongers trade e.g. ceramic tile mural of fishing smacks-possibly the boats belonging to the founder of the business. Relief glazed tile ornament of fish. The door has been demolished-some of the interior has been covered with board. Florian-the-flower shop has similar decorative schemes-still intact" (Catherine Moody Feb 1961) (Moody, 1960)



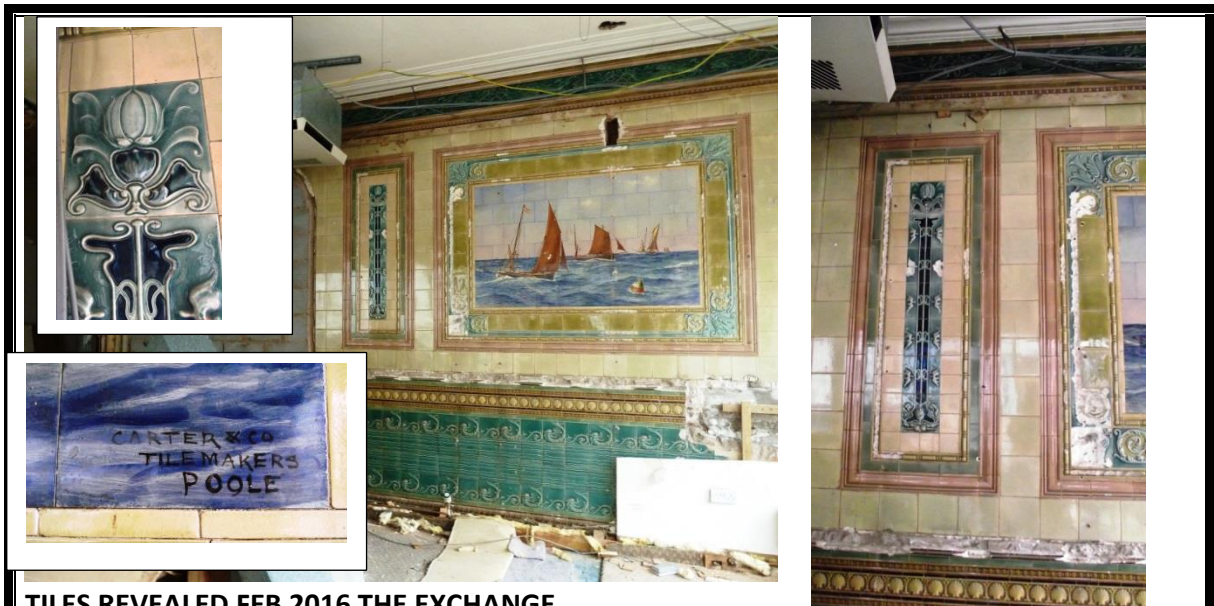
Catherine Moody Photo 1950s



Photo 2013 HER Project

The Victorian era with its increasingly industrialised urban town centres meant that terracotta was seen as a bright and clean product to use particularly for public buildings. Terracotta was cheap and attractive and there were a range of colours and textures, it was durable and had

low maintenance and provided a convenient substitute for stone. The red terracotta used on libraries and schools in Birmingham came from J.C. Edwards of Ruabon in North Wales. Other firms that specialised in architectural ceramics were Gibbs & Tanning of Tamworth, The Hathern Station Brick & Terracotta Co Leicestershire, Burmantofts of Leeds, John Blashfield of Stamford Lincolnshire and Doulton & Co of London and Rowley Regis. The regional pattern of manufacture was shaken up by the introduction of faience. Frost proof glazes could be applied and Doulton, Burmantofts and Carter of Poole prospered while J.C. Edwards in Ruabon went into decline. **In light of the Carter Tiles now found inside perhaps the whole Terracotta and Faience Scheme for the Exchange was Carter of Poole?**



TILES REVEALED FEB 2016 THE EXCHANGE



More information on Carters of Poole <http://www.pooleimages.co.uk/Pages/CartersTiles.aspx>