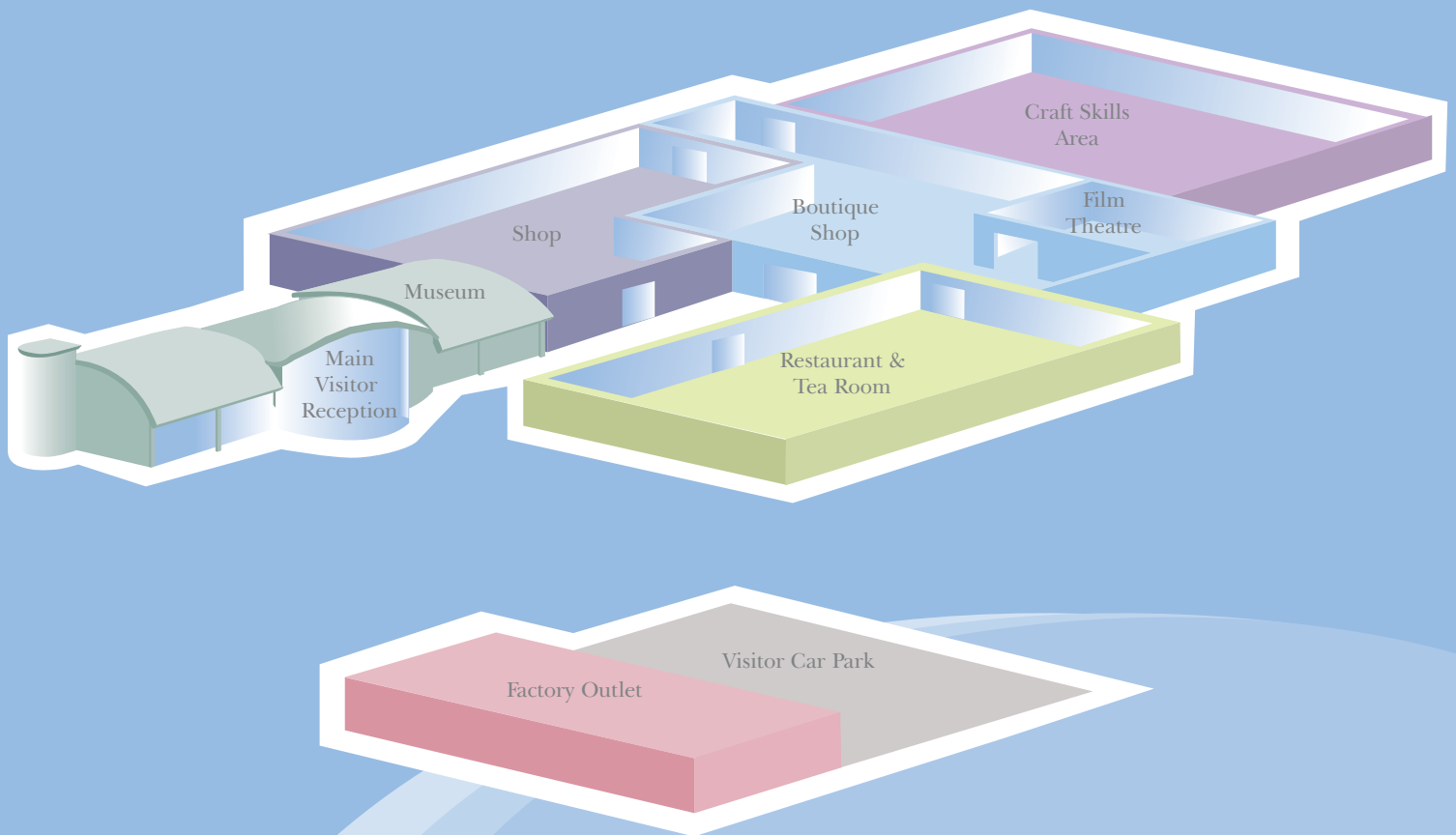


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WEDGWOOD
VISITOR CENTRE

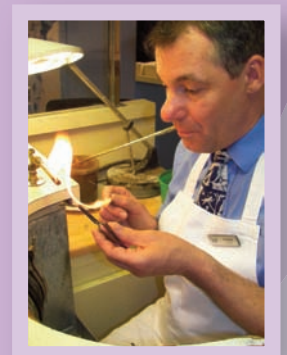
The world famous home of Wedgwood is set in 240 acres of lush parkland on the outskirts of the Potteries and with easy parking for cars and coaches, the destination boasts a host of activities for all ages.



Craft Skills Demonstration Area

Marvel at the skills on show in our crafts demonstration area. Take this opportunity to see how it is done at close quarters, meet and talk to the artisans at work. They will be happy to answer your questions and you will come away with a wealth of knowledge. The skills demonstrated by these elite craftspeople are truly breathtaking. Whilst the skills that are on show vary from day to day we regularly have demonstrators showing the skills of hand painting, ornamenting, potting, figurine painting, jewellery making and more. Some of the processes they use remain unchanged since the days of Josiah Wedgwood I.

Then try out some of these skills for yourself. Discover your inner potter or paint a plate ... just a couple of the activities you can try. All under the close tuition of one of our master craftspeople.



Working Factory Tour

This guided walking tour of the factory, taking up to 45 minutes, will give you a very special insight into the processes that go into creating the Wedgwood products available today.

The factory tour is available from Monday to Thursday, March to October, and runs at specific times during the day.



Personalisation Service

Unique to the Wedgwood Visitor Centre is the facility to commission your own bespoke hand painted Wedgwood piece as a memento or gift. Bring a photograph, sketch or reference and the Wedgwood hand painter will produce a piece that is unique to you. Or choose a figurine to be decorated with your choice of name, and colour for eyes, hair and dress.



Shopping in Style

You will have access to the world's largest selection of Wedgwood group products, including collections exclusive to the Wedgwood Visitor Centre in our Boutique Shop. The relaxed environment, knowledgeable staff and special offers all add up to shopping heaven. And you don't have to carry your purchases home with you ... there is a worldwide delivery service.



Shop for a bargain in our spectacular factory outlet. Incredible offers on all our brands are available in this 8,000 square foot outlet store where all the product is displayed on equipment directly taken from our factory. Learn about the equipment and procedures used within our factory environment whilst picking up those bargains!

Museum

The Wedgwood Museum has something for everyone.

The museum chronicles the life of one man, the company he founded and the people whose skills, artistry and ingenuity have for many generations kept Wedgwood at the forefront of taste and fashion.

Josiah Wedgwood I, the 'Father of English Potters' was a fascinating individual, scientist, artist, entrepreneur and social reformer and one of the most important figures of his age.



Housed in a stunning contemporary building, the collection is displayed chronologically from 1730, the birth of Josiah Wedgwood, to today. It houses paintings by famous artists, intriguing documents and an outstanding display of some of the world's finest Wedgwood ceramic pieces.

The award-winning museum, illustrating the changing styles, fashions and taste throughout the years, is self-guided and has staff on hand to answer your questions leaving you free to explore the wonders of the collection.

Listen to the words of Josiah and other influential commentators, enjoy a virtual reality tour of the purpose-built Etruria factory and even create your own electronic portrait medallion.

Restaurant and Tea Room



The self-service restaurant serves award winning home cooked food on Wedgwood china in a light, airy and relaxing setting. For groups we can reserve tables within our restaurant and create individual menus all served at the table by our team of waitresses.

The Tea Room provides a sophisticated alternative for groups and offers a special High Tea menu served on tiered tea stands.

All our food is served on Wedgwood fine bone china, of course!



Bespoke Visits

Here at the Wedgwood Visitor Centre we are able to tailor make your visit to suit your needs. If you would like to book in for a quick shop and coffee break stop our proximity to the motorway, ideal central location and plentiful coach parking make us an ideal venue for this type of visit ... and a bargain hunter's paradise with our Factory Outlet.

For a longer stop there is so much more to see including the craft skills demonstration area and Museum. Many of our groups stop with us for 3 hours or more. There is an admission charge and our bookings team would be happy to discuss our group rates with you.

For those specialist groups we can truly customise your visit to include lectures by the Museum curatorial team or we can provide a group have-a go activity with some of our craft skills.



WEDGWOOD

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Your Visit

All elements of the visit, apart from the Factory Tour, are self guided so you can choose to spend as long as you like in each section or if the weather is nice why not just sit outside with a cup of tea or have your photograph taken with Josiah's statue.

- Award Winning Museum
- Exclusive Wedgwood Shop and Factory Outlet
- Craft Skills and Demonstration Area with hands on opportunities
- Factory Tour
- Wedgwood Restaurant and Tea Room - Group Menus available
- Driver and Organiser Incentives
- Special Group Rates
- Excellent Motorway Links
 - only minutes from J14 or J15 of the M6
- Only 90 mins by train from London
- Extensive free Coach and Car Parking



For further information about group visits please contact Julie Gibson, Bookings Manager or Martyn Finney, Bookings Assistant.
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