



HYWEL PRATLLEY
HBP
SCULPTURE



ARTS & CRAFTS LEGACY:
A STATUE OF WILLIAM MORRIS

HONOURING HAMMERSMITH'S MOST FAMOUS
RESIDENT WITH A PUBLIC MONUMENT

Hammersmith's Visionary

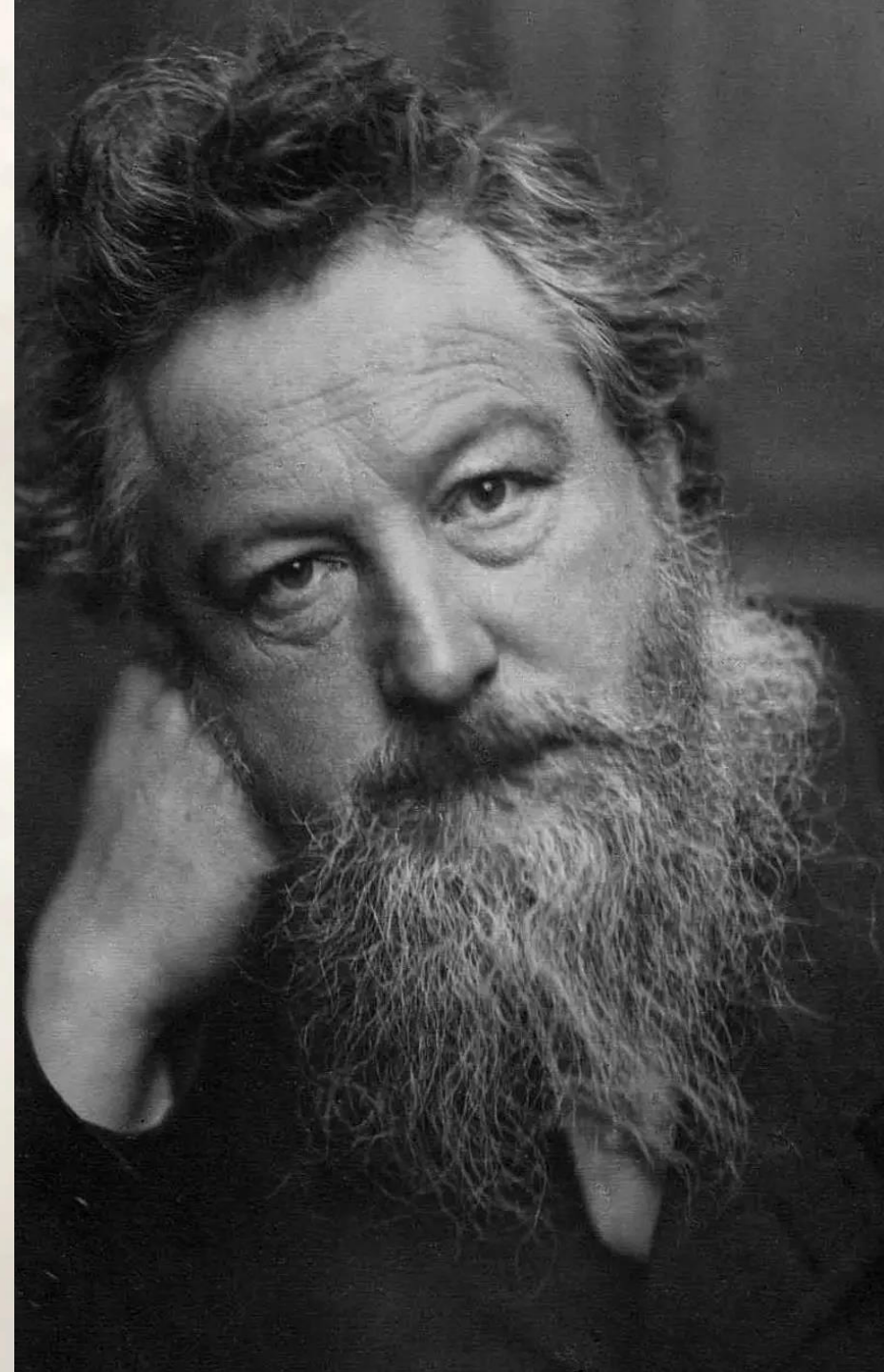
William Morris was a leading figure of the Arts and Crafts movement, who championed craftsmanship, beauty in everyday objects, and the dignity of labour.

Internationally recognised for his textiles, wallpapers and influential ideas on design, he was also a poet, writer, artist, social reformer and early conservationist.

I propose a bronze statue in a prominent Hammersmith riverside location to honour his legacy.

A statue to reflect his years living, socializing and working nearby, at Kelmscott House and Hammersmith Terrace.

The monument aims to foster public engagement with local history, inspire community pride, support heritage preservation, and serve as an educational focal point for future cultural initiatives.



Maquette Build



Artistic Vision / Statue Design

Life-size standing figure in bronze six feet tall

Morris dressed in his customary Victorian tailoring

Morris & co fabric trailing from his left hand

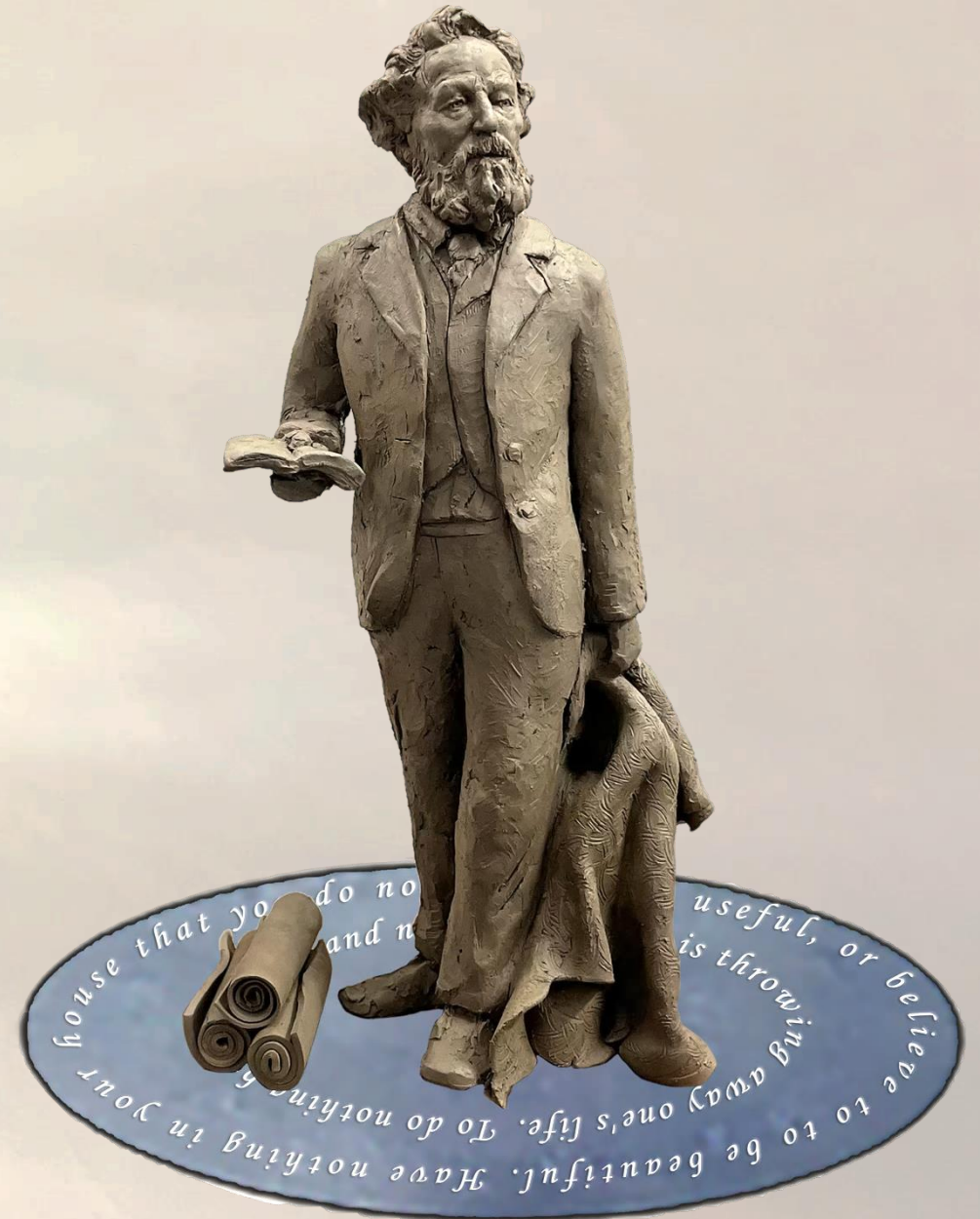
Rolls of Morris & co wallpaper by his feet

Book of poetry in hand

Circular Portland stone plinth with engraved quotes:

“Have nothing in your house which you do not know to be useful or believe to be beautiful ...” WM

“To do nothing but grumble and not to act – that is throwing away one’s life...” WM



Upper Mall Open Space



William Morris took daily walks from his home at Kelmscott House, still the home of his printing press – to the homes of his daughter May Morris and his great friend Emery Walker at Hammersmith Terrace.

Upper Mall Open Space



Former home of Morris's daughter, the Director of Embroidery at Morris & co, lived here with her husband Henry Sparling.

The former home of English engraver and printer Emery Walker, Morris's close friend and an important figure in the English Arts & Crafts movement.

Black Lion A grade II listed late 18th Century pub which may have originated as a piggery.
Old Ship Mentioned in the 17th-century Fulham Manor Court Rolls, with claims of a 17th-century porch.

Kelmscott House, where Morris lived from 1879 until his death in 1896.

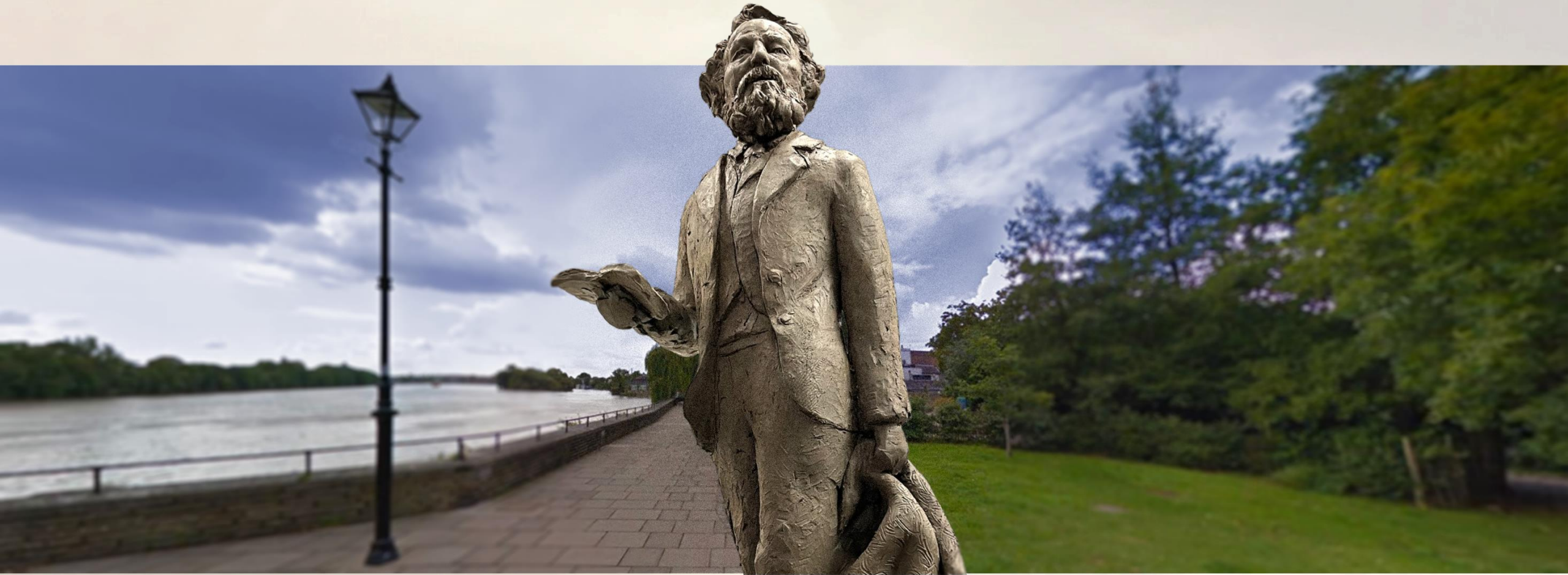
May Morris Gardens



A statue here would enliven the river walk, increasing the potential for educational enrichment. Set between Kelmscott House and Hammersmith Terrace, local history will come to life.

With enough public support, a May Morris statue could accompany her father...

May Morris Gardens



View looking West towards Chiswick

May Morris Gardens



Statue looking North-East towards Kelmscott House

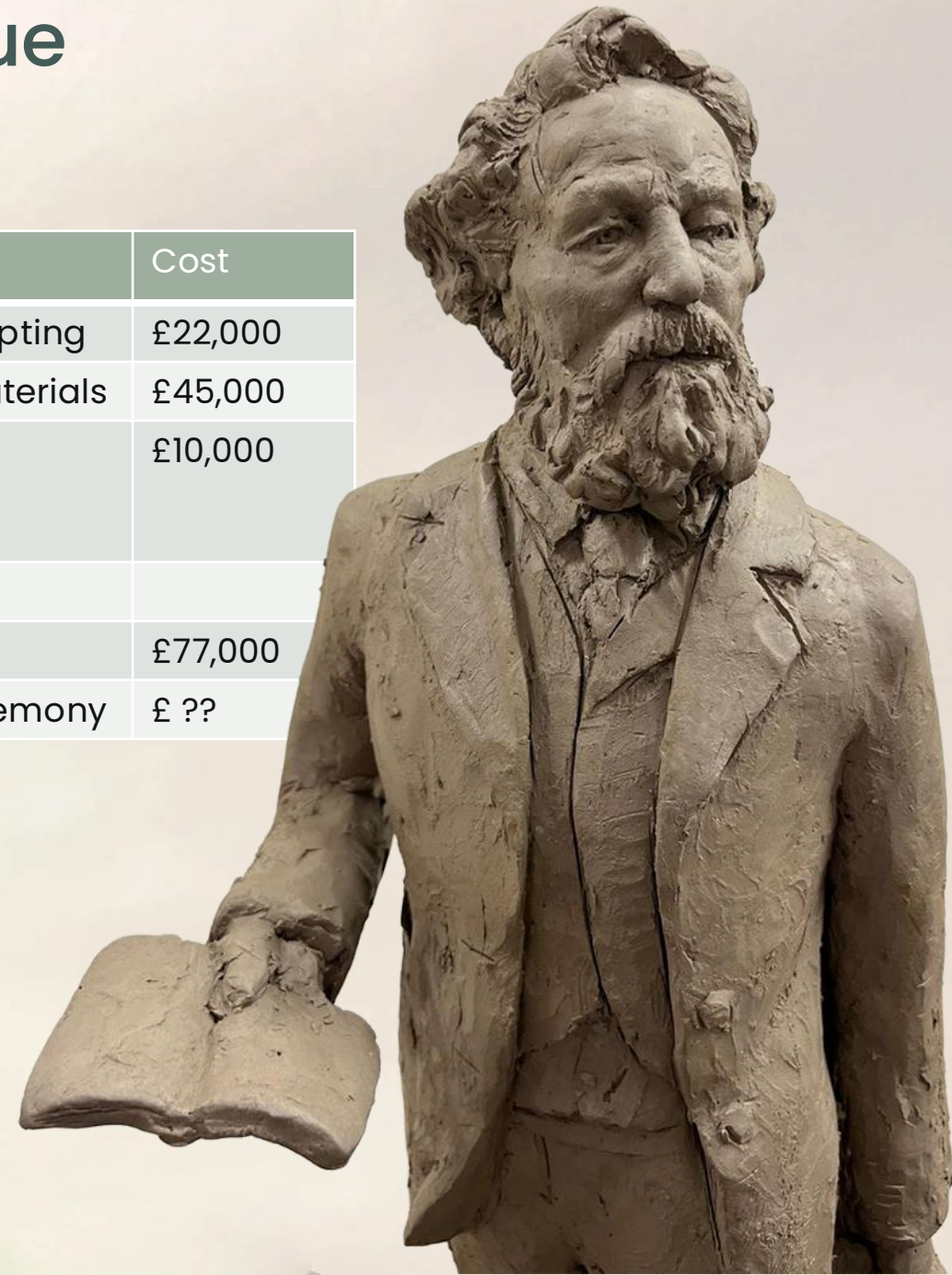
Implementation for a bronze statue

Timeline

Activity	Timeline
Maquette preparation	4 weeks
Armature Preparation (following maquette approval)	2 weeks
Clay sculpt	14 weeks
Mould fabrication	3-4 weeks
Wax pour and fettle	2 weeks
Bronze casting <ul style="list-style-type: none">• Welding• Chasing• Patina• Finishing	8 weeks
Installation <ul style="list-style-type: none">• Ground-works• Stone masonry• Letter carving (simultaneous to statue creation)	8 weeks
Total	34 weeks

Budget

Project	Cost
Design & sculpting	£22,000
Casting & materials	£45,000
Groundworks, installation & masonry	£10,000
Total	£77,000
Unveiling ceremony	£ ??



Funding

Funding Sources

Community fundraising

Public subscription

Sponsorships

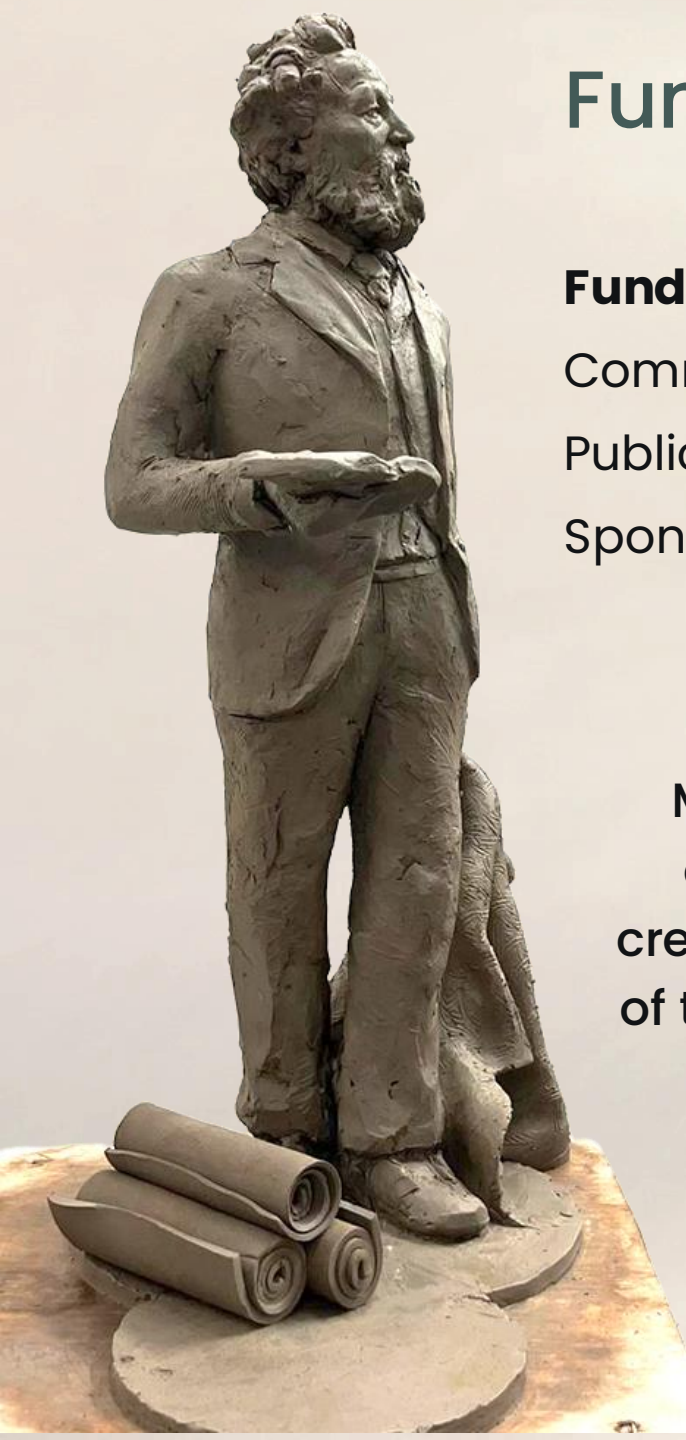
Community and Cultural Impact

Enhanced local tourism

Support for local arts

Fostering cultural pride, identity
and artists in the borough.

Morris & Co. has a strong history of successful brand collaborations. Building on that legacy, we can now create mutually beneficial partnerships with one or more of the well-established institutions that have been at the heart of Hammersmith & Fulham for decades.



Legacy

The Arts & Crafts Legacy statue will celebrate William Morris's contributions to the arts, to Hammersmith and to humanity, providing a lasting legacy for future generations.



Your Sculptor: Hywel Pratley

A Hammersmith sculptor with international acclaim

Public sculptures

- Queen Elizabeth II (and corgis), Oakham, Rutland
- Sir Stanley Thomas, Cardiff University
- Sir Joseph Williamson, Rochester
- Al-Farabi monument, Almaty, Kazakhstan

Short CV

- 2008 – now: Freelance Sculptor. Studio in Ravenscourt Park
- 2025: Society of Portrait Sculptors, Vice President
- 2020 – now: Royal Society of Sculptors, Member
- 2021: Spitting Image – Puppet Sculptor
- 2007 – 2023: Florence Academy of Art, Italy. Principal Instructor
- 2008 – 2023: Masbro Centre, London. Sculpture Tutor
- 2004 – 2007: Florence Academy of Art. Diploma in Realist Sculpture
- 2000 – 2004: Hurlingham & Chelsea School, London. English Teacher





hywelpratley.com