



Selection of typical 1970s Hornsea patterns, including Saffron, Bronte and Heirloom.



70s trendy gear, everything from coloured Wrangler jeans to the new 'miniature' cassette recorder from Bush.



Typical 1970s black leather and chrome recliner and foot stool, no makers name. £70-100.



Typical of the vogue in the 70s for stainless steel. This set is Danish and has a raffia handle on the large jug. £50-70.

The Seventies Scene

by Judith Clarke



Large Homepride Fred plastic flour dredger and two Fred weights.

Like the Fifties and Sixties the Seventies is an equally dynamic decade for collectors and social historians alike. Several very strong themes emerge from the period. Many areas of life were influenced by a trend for handcrafted items and a back to nature approach, witness the popularity of studio pottery and the self-sufficiency sit-com 'The Good Life'. In direct opposition to this was the coming of supersonic travel (Concorde) and the electronic age. Though the Sony Walkman (launched in 1979) was a must have of the Eighties the Seventies had plenty to offer the average consumer in the form of hi-fi (high fidelity) products, new designs for telephones, chunky watches with LCD displays and pocket calculators.

Calculator collecting is a phenomenon in itself, such is the keen interest from collectors that rare early boxed calculators, in particular made by Sinclair, can fetch around the £200 mark. They should ideally be in excellent and working condition. Other names to look out for include Hewlett Packard and Casio examples from the very early 1970s. Digital calculator wrist watches are also keenly sought after by those into retro gadget mania.

The culture of the Seventies was also increasingly concerned with television, film, numerous crazes (such as skateboarding) and music, all of which spawned their now collectable merchandise. Though the musical decade began with the demise of The Beatles, the following years danced, boogied and jumped up and down to Glam Rock, Abba, The Bay City Rollers, Disco, New Wave and Punk, all with their distinctive fashions to match. Punk and the anti-movement with its Vivienne Westwood styles and outrageous behaviour of the Sex Pistols and other bands will probably emerge as one of the most dominant collecting areas of the Seventies, in sharp contrast to the cosiness of the Partridge Family, Osmonds and David Cassidy.

Turning to ceramics in the Seventies Troika Pottery is still highly collectable although a lot of the very high prices achieved at auction are for the sculptural and smooth textured pieces designed in the Sixties. English ceramics are dominated as in the 50s and 60s by the ever changing styles of Midwinter and Poole Pottery (the Seventies saw Poole continue to develop their Delphis, Atlantis and Aegean ranges) and the studio pottery vogue was good news for Celtic, Tremaen and Eric Leaper Pottery (all



Sex Pistols single 1979, nice picture cover. £2-3.



Two ABBA LPs from the mid 1970s. More unusual items would be picture discs and ABBA ephemera.



Photoplay film annuals from the 1970s.



located in the Penzance district of Cornwall). The heavily textured large bodied lamps made by Tremaen Pottery are a hit with collectors and good examples can be purchased in antiques shops for between £50-£100 each usually depending on size.

On the furniture front a major aim was to combine comfort with function. The previous decade's design love affair with plastic was dealt a blow following on from the energy crisis of the early 1970s and chrome and leather along with glass and other see-through materials for table tops became very much the fashion. Nowadays chunky plastic and leatherette chairs are sought after as one-off style statements and are available in good condition for between £100-£200. Find a period designer's name on the item and a well respected European manufacturer and you may well be talking several hundred if not approaching the £1,000 mark for a single item.

Also in a different price league, whether as originals or later made editions, are such popular culture icons as the famous Marilyn Monroe lips sofa (c1970), the boxing glove shaped chair and the Joe DiMaggio baseball glove chair, available in either denim or leather. Many of these design classics are still being made today. Stacking and space saving systems for the obligatory hi-fi and books were all the rage and some of the most stylish of these furniture units are reminiscent of brightly coloured blocks of Lego.

Kitchenware is always a popular collectable and though fondue set collecting may never take off many other items offer a good flavour of the Seventies. Hornsea Pottery storage jars in their distinctive floral orange, tans and browns are very reminiscent of the period. (though from a collectable point of view not unusual at all) Carlton Ware's Walking Ware items continue to fetch good prices and there is still a huge secondary market for Denby tableware. Denby designs have more than stood the test of time and people are still looking for replacements for their 1970s sets. Expect to pay around £10 for a dinner plate in a good pattern.

Portmeirion Pottery is also keenly collected though their Seventies designs are not as sought after as their 1960s output which was much more innovative. Old Hall stainless steel is a trendy collectable as well and £15-£20 for a well made cruet set from the period is not unusual. Old Hall now has a Collectors' Club. Useful for brightening up any Seventies style kitchen would be Homepride Fred memorabilia, advertising, aprons, recipe booklets and the plastic multi-sized figures of Fred originally made by Airfix are all keenly snapped up and have been popular for a long time.

The Seventies was a very eclectic decade for fashion. For a time it looked to the past for inspiration and in particular to the sinuous floral designs of Art Nouveau. This decade also played host to platform heels, flares, hot pants, tank tops, bell bottoms, jeans, cheesecloth, the caftan, synthetic and shiny fabrics, ever bigger collars on shirts and the midi and maxi length fashions for women. It saw Punk with its slashes in fabric, stud collars, zips, anti-establishment slogan T-shirts, chains, safety pins and the transformation of tartan into menacing bondage. (original designer-made Punk fashion commands top prices) Anywhere between £10-£20 is an average price for a 1970s hat, belt, pair of shoes or handbag of the period but doesn't carry any really sought after designer's label, such as Biba, (the store closed in 1975) Vivienne Westwood, Malcolm McLaren or Zandra Rhodes.

Film and television spawned a huge amount of associated toys, annuals, games and other memorabilia. Some of the best remembered though not necessarily valuable include Happy Days, the Six Million Dollar Man, the Partridge Family, (from the early seventies) Charlies Angels, Starsky and Hutch and Wonder Woman. Starsky and Hutch rarer toys seem to do well with collectors and the recent 'tribute'-movie will please everyone who's hung on to their Starsky and Hutch memorabilia. Another iconic programme of the period for the whole family was Dad's Army and memorabilia from this classic is very sought after.

Major films of the period which have made a lasting impact include Star Wars, (1977) Clockwork Orange, Apocalypse Now, The Godfather, the Bond films of the Seventies and the Rocky Horror Picture Show which came out in 1975. Prices for original film posters are always high as they are so easy and effective to display and it's been well publicised that original boxed Star Wars toys are a collector's dream.

Other 1970s classics include Adidas sports items, Pogo sticks, the Trimphone and the Raleigh Chopper Bike. First launched in this country around 1970 the Chopper remains a very desirable collectors item with original versions costing between £250-£500 for a very good model. Though the Chopper has very recently gone back into limited production on the back of the Seventies retro craze (priced at £199.99) the distinctive gear change in the middle has been removed to comply with modern safety standards.

As the most recent collectable decade there's currently a very strong nostalgia base for everything Retro. How wise an investment pieces of the Seventies will prove to be is still unknown. There are so many items still surviving in people's homes that, unless something is quite rare, the market soon becomes swamped. However, certain items by iconic designers should always remain desirable.



Carlton Ware walking ware egg cup, expect to pay between £15-20 at least for each single piece.



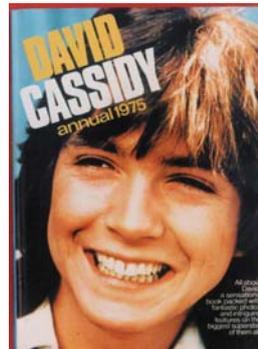
Raleigh Chopper, popular 70s icon. Even policemen tried to steal them!



Large Tremaen pottery lamp base and hessian shade. (Pottery established by Peter Ellery c1967 Marazion Cornwall)



Midwinter Stonehenge shape teapot, much more rustic and natural looking.



David Cassidy, teen idol supreme along with Marc Bolan, Donny Osmond, David Bowie - annual for 1975. £2-3.



The Trimphone, 60s design, but a feature of the 70s home with its distinctive ring tone. Two tone green in good working order. £30-50.



A 'Natural' early 1970s interior, bold repeating wall pattern, crochet, hessian and wood.



Poole Pottery Atlantis ware with its darker and much more rugged surface textures. Photo courtesy Poole Pottery.