



Project Brief

I. Marketing/ research

A. buy

1. fabric

a. second hand

charity shops, donations from others, advertise, probably have enough to see me through to age 90, but always room for more

b. new

see bondaweb, endorse in exchange for fabric?

2. wadding

Lyn Snow introduced me to bamboo wadding, eco friendly, lovely feel, so wholesale supplier

3. thread

supplier at wholesale prices, at the moment buy from sale baskets

4. sewing machine maintaiance

see bondaweb

5. irish?

where can I borrow one from when course complete

6. dye/print equipment

if print is helpful, think of ways it will help in future to have own equipment

7. bondaweb

I live on bonda web so maybe contact manufacturer to endorse product in exchange for use of image in advertising?

B. sell

1. galleries

start compiling list of galleries and contacts, approach to see if interested. would also like to know more about contracts, reasonable deals, presentation of work, e.g. do I take stuff or make computer presentation? can I send dvd to far galleries, (have to be home by 3 most days and cannot afford large amounts of speculative travel.

Hold show somewhere in hired gallery with others off the course? not really keen, too much outlay for uncertain return.

2. magazine articles

As a follow on from approaching Patchwork and Quilting for reader stats, have article being published re School Quilt (also entered in National Quilt Show) and 3 seperate articles all about me, with pics, all publicity is good publicity!?!.....

Approach other magazines that are read by target market to see if they would be interested in features etc?

3. other less conventional ways

like magazines? if only I could think of something original.....

4. website/ blog

maintain blog to keep as a reminder of where I have been etc and inspiration. Think about extending to sell via website, research usefulness of etsy etc for selling expensive items, (over £400)

5. card designs

find card companies (Amanda?) need intro? format for interview ???

6. trade shows

investigate liklyhood of return for investment at each show this year for ? entry next year.

C. target market

who are they ? bless them, the lovely people who like my work?

How do I find them?

II. inspiration/ research

I am looking at work that makes me feel, the way I want others to feel about mine, I am also looking for philosophies that express my ideas in a broader sense.

A. expresionism/ fauvism

I don't care if its old fashioned, these artists work is alive, passionate, vibrant, and each mark, shape and colour adds to its overall sense of beauty. I will read more to understand what motivated them and the symbolism used.

B. trees

I have decided to make my first cohesive set of work based on trees and outside space, I find being outside therapeutic and love the lines and shapes against the sky made by trees, I will investigate the leaf shapes, bark patterns, and colours and attempt to replicate these using fabric. I would also like to learn how to identify different types of trees by their shape, bark, leaf etc and maybe wildflowers, plants etc

C. wabi sabi

Penny made me aware of this concept, I am beginning to research it to see if there s anything I can use, I think the idea of imperfect nature etc may tie in with my work.

D. textile artists

For inspiration, and to see where they have exhibited in order to increase my list of contacts, I may contact some directly to see if they have any ideas for starting out, but feel I need to think about what it is I need to know before bothering them?

Matthew Harris

E. collage

peter clarke, I like that the paper chosen and the print add dimension and texture to the work, it also seems to express his humour.

other collage artists to explore, Braque, Picasso, Matisse, Juan, Gris, Kurt Schwitters, Peter Blake, archimboldo

III. experimentation/ research

A. irish

see if freedom of line and tree branch details would look better done by irish machine

B. texture

bark, leaves, folds mess around with sewing machine

C. 3 D

I think I may want to experiment with making some 3 dimensional landscapes from textiles, as I am trying to get away from anything that could be likened to a quilt in the accepted sense of the word/idea

D. colour

I am going to look at the unexpected colours found in nature and try to organise them in swatches

for different tree groups

E. freedom with line/ drawing

going back to expressionism, fauvism, that sense of care free, slapped on life not neat tidy or confined, think rollerblading at speed for that feeling of utter freedom and heightened heady rush of being alive, then translate to work! in other words draw draw draw!

F. space

as in my use of, does everything have to be included in a rectangular outline or can I miss stuff out and just attach the relevant bits to the wall directly, and allow the viewer to fill in the gaps? how much space etc, how to fix to wall

G. print

print for cloud effects, colour line etc, and for fun to learn and see if it adds anything to work, or gives better effects

IV. writing

other, peoples, on why they do what they do, and also me to learn to express in words why I do what I do

V. Ideas I would like to keep

I do not like perfect, I like my sense of humour (just as well am stuck with it) like unfinished look juxtaposed with very clean e.g. presentation possibly perspex