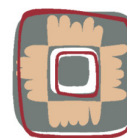




GETTING CREATIVE



Hannah Day is the arbiter of all things creative here at My Shrewsbury – and we love her introductions to new illustrators in our town. This issue, Hannah explores borrowing in art and meets vintage-inspired designer Sukie Buzzacott

All our ideas start out as someone else's. You may have heard the saying 'good artists copy, great artists steal'.

I prefer TS Eliot's idea, that good poets will make what they take into something better, or at least something different.

Let's be clear, your creativity will sit within a wider context or set of styles; you won't be the first to create work exploring whatever theme or idea you are focusing on, but you will be the first to do it your way.

We are not hermetically sealed as creators, we must see others' work and ideas if we want our own to be rich in these things. Work outside of a known and understood context lacks depth or relevance as it fails to be part of a wider cultural conversation.

So don't shy away from research, but embrace it, as Sukie Buzzacott does.

Sukie Buzzacott, a freelance designer and illustrator from Shrewsbury, knows all about the importance of source material.

Her work builds on research and finds, discovered in galleries or museums and in vintage shops, and second-hand bookshops of the town. Vintage finds offer Sukie inspiration for details, artworks, and motifs. Never quite knowing what she will find is all part of the excitement with her work for the British designer menswear brand Kent and Curwen.

Take, for example, an embroidered rose, developed from sketches inspired by an old book sourced from Raven Books. Note the inspiration taken from embroideries and bullions found in the Shrewsbury Regimental Museum, and you'll appreciate that the work for this very contemporary, very urban brand, is firmly rooted in our historic town.

This approach, coupled with this the seasonal nature of the fashion industry, means that every six months the focus shifts, bringing a challenge to both hold onto the central visual aspects of a piece and the need



HANNAH LOVES...



to make it new, relevant and contemporary.

English heraldry is a major source of inspiration that Sukie returns to. It was only on relocating back to Shrewsbury at the start of the pandemic that Sukie realised where this interest had come from. All around the town she noticed these pieces of design, decorating the historical buildings we are so rich in. These visual snippets are examples of inspiration picked up subconsciously, but very much embedded in the mind and so in Sukie's creative output.

And once inspiration has been gathered, the design work begins. A nudging along of ideas, from initial sketches, digital workings, and samples, reviewed and tweaked until a design holds together. The small changes and details being the elements that shift a design from good into excellent. The small details, in fact never being small in importance.

With new clients, Sukie recognises the need to identify the icons and parameters of their brand, to determine where she can take it; she'll look at their archives and see what has been used before. Interpreting or reinventing something iconic whilst keeping its inherent qualities are all part of her work. But her work is not all fashion brands. Sukie has completed many commissions for a wide range of individuals and organisations, including bespoke pieces and family crests.

We can all have a Buzzacott piece on our walls!

● Hannah lives and works in Shrewsbury and can be found on Instagram, Facebook, Etsy, Pinterest and Not on the High Street. Just search for Hannah Day UK.

● Sukie can be found via Instagram @sukie.buzzacott or via her website sukiebuzzacott.co.uk and is open for commissions.