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with expertise from Erika Knight

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“INSPIRATION IS LIKE THE STRONG FLASH OF ENERGY. IT'S THE ENTHUSIASM”



Danielle Clough has many strings to her bow. Her impressive CV includes work as a photographer, designer and VJ artist. Oh, and she's pretty nifty with a needle and thread...

With the tones, shading and detail of a fine artist, Danielle Clough's impressive embroidery takes on subjects and mediums that are often far from the norm. From succulents in tennis rackets to fast food on soft furnishings, the 'out-there' captures her imagination – and her incredible work is about to capture yours.

FROM DAY TO NIGHT

Born and raised in Cape Town, South Africa, Danielle started out studying Art Direction and Graphic Design at the Red and Yellow School of Advertising. “While I was studying I would make plush toys for extra money so I always had thread and felt on me,” she says. “Bored at work one day I started 'drawing' a rabbit on a scrap piece of felt. I really enjoyed it and kept doing these 'thread sketches'. It was less of a case of being interested in the craft first and learning how to do it, but of doing it and realising later that what I was doing was embroidery!”

Danielle has received a lot of approval and assurance from her beloved Cape Town. “The amount of support that I have here has really helped encourage my growth and pushed me to follow my passions. The relentless kindness of

Cape Town would probably be the thing I appreciate the most.” This support has enabled Danielle to explore and pursue different projects and creative channels. “I enjoy doing live visuals (video jockey) at events as much as I enjoy embroidery. They both cater to different parts of my personality. Embroidery is quiet and considered, whereas the visuals are spontaneous and energetic. It's like a different career for the day and for night.”

A BOLT OF INSPIRATION

It's her beautifully intricate embroidery that first caught *Homemaker's* eye. “I'm usually inspired by colours, photography, new materials and tools. I find inspiration and motivation are two very different forces in any creative work. Inspiration is like the strong flash of energy. It's the enthusiasm. I am motivated to follow through with these moments of inspiration for very different reasons, mainly so that I can live every day making something that I am passionate about.” Using unusual mediums as a base for her work is part of the charm. “A friend showed me a really simple heart woven into a racket and I was sure that I could find a way to interpret my style of embroidery onto them too. It took a bit of work to find and develop the technique,





and some failed rackets are littering my studio, but it was worth the time.”

SEWING IN THE SPOTLIGHT

Her unique style and modern interpretation of embroidery has brought the craft back into the public eye, with Danielle receiving coverage of her work in some top global titles. “I think it's being featured on sites that I have always seen as the pioneers of the creative industry that makes me most proud. So many of the people I look up to I have found through sites like thisiscolossal.com, so to be seen in the same light is an honour.”

Just as her native Cape Town encourages her, Danielle has certainly inspired us to pick up our trusty needle and thread and get crafting. And even with a portfolio of beautiful stitch projects, it's comforting to know that the professionals make mistakes too. “I often spend hours on something and realise it's not working out the way I had hoped and it ends up in a shoe box on the shelf. The biggest shoe box fail was when I started putting greens into the skin tones of a girl I had spent hours sewing. She ended up looking like something from The X-Files.” 🙄



MEET THE MAKER



MAKER PROFILE

Danielle Clough

WHO IS SHE?

Artist, photographer, VJ

WHAT'S HER CRAFT?

Embroidery

TOP THREE CRAFTY TIPS

- Get good scissors!
- If you're lazy, instead of tacking a hem, use tape
- Don't spend too much time looking at other people's work and patterns; rather, spend time finding out what brings you the most pleasure. Follow that, and have fun

FIND OUT MORE...

danielleclough.com

[instagram.com/fiance_knowles](https://www.instagram.com/fiance_knowles)

