

When did you first become interested in art and design?

I always seemed to be drawing when I was a youngster, particularly very brightly coloured flowers and plants. I think I knew from a very early age that I wanted to be an artist.

Did you study art and design?

Yes, I have a degree in Textile Design and also a Master's degree in Design.

What were your first design projects?

The first time my work was published was while I was studying for my Master's degree. A greetings card manufacturer commissioned me to produce a range of cards for Clinton Cards. I was then fortunate enough to be asked to produce a range of floral designs that were published as art prints and sold throughout the world by IKEA.

Where do you find inspiration for your designs?

I have always loved and been inspired by the beauty of flowers. No matter how often I draw other subject matters, I am always drawn back by the colour, vibrancy and sheer variety of floral images. I am very fortunate that as far as art and design is concerned, florals are never out of favour.

Do you ever suffer from artist's block?

Now and again I find I can struggle to create a piece of artwork for my portfolio. The difficulty with portfolio work is that the subject matter is up to you as the artist. When you are working to a client's brief, you have a guide to work to and this helps to get the design process started. If I do get artist's block, I walk away from my drawing board and do something that will clear my mind. I might go to the gym, meet a friend, or even clean my flat! Fortunately, it generally doesn't take long for my inspiration to return.

How did you get involved in designing for the craft industry?

I exhibit my work at three international exhibitions – two in the UK and one in America. These exhibitions introduce me to representatives of companies working in various industries, including the craft industry. It was at one of these shows that my work was viewed by Trimcraft. Following the exhibition I was fortunate enough to form a close working relationship with them, and this has gone from strength to strength over the last few years.

Do you have a favourite medium to work in?

When I was younger I loved working with paints (mainly watercolours or acrylics). During the final year of my degree I experimented with digital painting and soon became aware of this medium's flexibility. It was my digital work that first attracted publishers and manufacturers and now I do all my work using a computer drawing tablet. I have to say that I love producing artwork using my computer.

Do you make your own cards?

I have made my own cards to display for exhibition purposes, but I have never made any to be sold. Unfortunately, I find that I don't have enough time because of my work commitments.

Q&A with...

Kate Knight



We catch up with artist Kate Knight, the designer of your beautiful free paper stack this issue...

What are you working on at the moment?

I am currently working on a new range of papers for Trimcraft. I'm really excited about this because I can sense that they are going to be popular! I'm also busy preparing for an exhibition I have in New York soon.

What has been the highlight of your career so far?

I get a real sense of pleasure and pride every time a publisher or manufacturer markets their products under the banner 'Kate Knight'. The fact that they want to brand their products in this way means such a lot to me and every time it happens I regard it as another highlight in my career. So my highlights are ongoing, and hopefully never ending!

What are the highs and lows of your job?

The thing I enjoy the most is attending exhibitions. I love to be able to show my work to new and prospective clients and I really appreciate their feedback. The hardest and least enjoyable thing about my job is that I spend so many hours working alone and sometimes I can feel a bit isolated.

What's next for you?

My main career aim is to continue building a recognisable brand name for myself. It is really lovely when a company wants to sell their products under my name. The more this happens the stronger my brand name becomes and this in turn makes manufacturers approach me, rather than me having to try and seek them out, as I did when I started my career.

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Kate Knight's cardmaking ranges are available from Trimcraft stockists. For more information or to find your local stockist visit www.trimcraft.co.uk