

CREATIVE FUTURES

Meet the Designers
- Clare Willard, Surface Designer

**DESIGN
MUSEUM**

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Clare is a textile design graduate who has moved on to working in wood and laminates to create a range of unique and colourful interior decorations.

Which design disciplines do you work in and why?

I work on surface designs, on the edge between textiles, wood-work. I love combining techniques and materials and processes that make for something new and unique.

Can you pinpoint what first inspired you to become a designer?

It was a combination of factors, such as being inspired by patterns and textiles from around the world, and wanting to make something unique. Seeing young designers in East London making it happen, made me realise I could too!

Which part of your education has been most crucial to your progress as a designer, and why?

My time at Chelsea College was most important to my progress, because it gave me dedicated time and a free reign to work on my chosen project, with plenty of machines and technicians to help me.

If you could visit yourself aged 16, what advice would you give yourself about your future as a designer?

Keep your options as open as you can, but go for your dream.

Describe a typical day at work.

Arrive at the studio, and get on with some CAD work on the computer. Work on some new designs in sketchbook. Spend the afternoon in the office working on my mailing list of architects, art consultants, galleries, interior designers etc, emailing, updating my blog, and writing a press release.

What are the big issues affecting your industry at the moment?

Working on 'art' or design within buildings is something that often gets cut from the budget when times are tough.

Where do you hope to be in 5 years time?

I hope to be designing ambitious installations in collaboration with architects. I hope to have an established reputation as an innovative designer.

What are the key attributes needed for a successful design career?

Vision, discipline and determination.

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