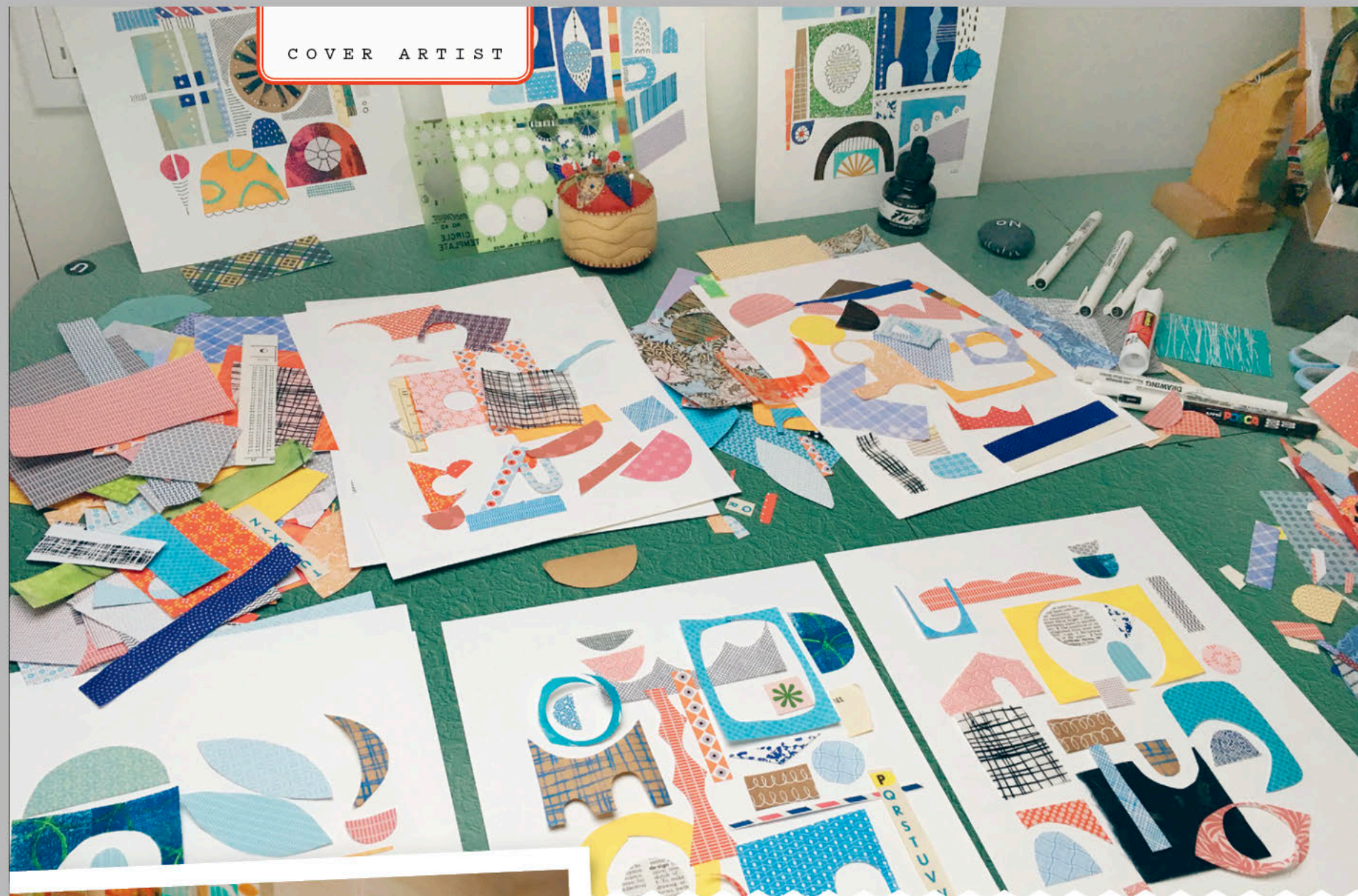


COVER ARTIST



Lucie Duclos

IN HER OWN WORDS

LUCIE'S CREATIVE CAREER

“I studied fine arts in college, spending my days painting, sculpting and drawing. It was a two-year program and I never missed one class, I couldn't wait to go to school every day! But I wasn't sure how I could make a living as an artist so I decided to do a bachelor in graphic design at the University of Quebec in Montreal. My first job out of school was an assistant art director position at Coup de Pouce magazine in Montreal. I loved the dynamic environment of magazine publishing because I worked with a whole team of creative people, from writers, photographers and editors, to illustrators and designers. I then moved to California and realized a long time dream of designing my own line of children's clothing. I loved the process of pattern drafting and draping in apparel design but it was pretty difficult to keep up with with the inventory when you have to come up with a new collection every season. My business was doing well with over 400 stores carrying my line, but I eventually ran out energy and funding to keep it going so I decided to go back to graphic design.

That's when I fell into packaging design! The perfect match of illustration, pattern design and graphic design. It's like making a little dress for a product. Designing patterns for packaging is a little different than designing for fabric because you don't necessarily use

a seamless repeat, you strategically place the designs and arrange them around the copy and logos to emphasize the brand, so the pattern design is not the star but a supporting actor.

FAMILY PATTERNS

I have always been interested in pattern design on textiles. My grandmother was an avid and talented seamstress and would bring me along on Rue St-Hubert in Montreal where all the little fabric shops were lined up for several blocks. She would head straight for the remnant bin in search of the perfect little "coupon de tissu" as she called them in French. I was in awe of her skills and was fascinated by her considerable fabric stash and how quickly she could transform a piece of fabric into a stylish and fashionable garment. Everyone in the family had something made for them by grand-maman Lucile. I was named after her and she remains a powerful source of inspiration in my life.

When I moved to California, I took a fabric design workshop with Zeida Rothman in Berkeley, this was a very long time ago, before computers. She had her own little textile design school and she was showing us how to paint a repeat with gouache by hand. It would take forever to paint different colourways, as you can imagine.

APPLIED PATTERN

I designed patterns for entire collections of seasonal products for several companies including Harry & David in Oregon, Illuminations in Petaluma, California, and Popcornopolis in Los Angeles. It's always a thrill to see my packaging work in a store or featured in a catalog.

In 2009 I started designing fabric on Spoonflower, they were a brand new business at the time. I love the Spoonflower community and I think it's a great platform to experiment and have fun creating whole collections of personal work.

TEACHING IN PERSON AND ONLINE

When I moved back to Canada, I started teaching an Intro to Fabric Design workshop at The Makehouse, a little sewing studio and retail shop in Victoria, British Columbia. In a 3-hour session, I give an overview of all the different types and motifs in surface pattern design, followed by a little show and tell of my work and process. Then I show them how to create a seamless repeat using the paper cutting technique and how to upload their designs onto Spoonflower. It's amazing the work that comes out of that class considering most people don't have a design background. Everybody is so intrigued by surface pattern design, this class sells out every time and we are adding an advanced class in the spring.

My online classes on skillshare.com are all about creating patterns and textures and experimenting with different media. What's great about teaching online is the possibility of reaching people around the world. My most popular class on is my "Collage and Go" class, and I am currently working on a portable version of this workshop that I can teach in-person and take on a road trip across Canada in 2020. Explore my country, stop to teach a workshop here and there, and meet other artists along the way? Sounds like a dream trip to me. And one of the stops will definitely be at the UPPERCASE studio in Calgary! 📍

duclosdesign.com

