

Story Angles

Rural Enterprise

Sarah Walker is a member of WIRE - Women in Rural Enterprise and works from her home studio on the eastern slopes of the Malvern Hills. She sells her work through two other rural businesses – a furniture makers showroom and a craft gallery. Her mail order service is facilitated by her local post office. She collaborates with other local rural designer makers to market and sell her work as part of the Worcestershire Guild of Designer Craftsmen.

Second Career/Mother Working from Home

Sarah Walker relocated from Surrey in the 1990s leaving behind a career in corporate marketing. She attended the local art college in Malvern gaining City & Guilds creative design and embroidery Parts I & II and set-up her company designing and making lampshades in 1999.

Sarah gave birth to twins in October 2000 and managed to combine their full-time care with growing the business. It has been the ideal business to fit in with a family – many of the shades are made to order and no one expects handcrafted items to be made overnight.

Craft Commissioning

Sarah Walker is passionate about British crafts; she volunteers on the marketing team of the Worcestershire Guild of Designer Craftsmen. She is keen to increase awareness of the ease at which the general public can access individually hand-crafted items designed especially for their home. There are 4.4 million potential buyers in the whole craft market of 11.3 million that have not yet bought any original craft, by designer makers living or dead, but aspire to do so.*

*Making it to market: developing the market for contemporary craft by Morris Hargreaves McIntyre

http://www.artscouncil.org.uk/publications/publication_detail.php?rid=0&sid=&browse=recent&iid=504

Contemporary Makers using Traditional Techniques

Sarah Walker uses the traditional technique of reverse appliqué in a contemporary way by using plant-fibre paper in place of fabric. Reverse appliqué is believed to have been developed by the Kuna Indians of the San Blas islands off Panama, where it is still used to decorate the traditional blouses or 'mola' worn by the women. It was also popular with the American settlers when stitching their highly patterned quilts. Layers of fabric are stitched together and areas between the stitching are subsequently cut away to reveal the layers beneath.