STORIES & INSIGHTS

Meet Deborah Kruger

STORIES& INSIGHTS MAY 25, 2023

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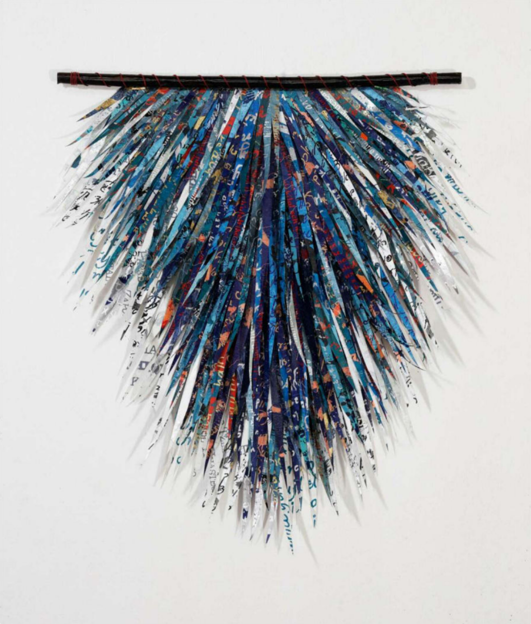
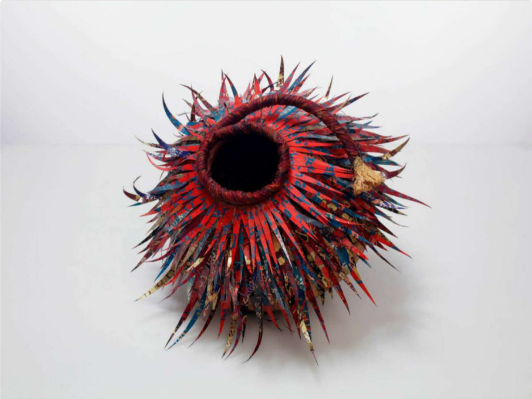
We're excited to introduce you to the always interesting and insightful Deborah Kruger. We hope you'll enjoy our conversation with Deborah below.

Deborah, looking forward to hearing all of your stories today. We'd love to hear the backstory behind a risk you've taken – whether big or small, walk us through what it was like and how it ultimately turned out.

The biggest risk I have ever taken was to move to another country in order to pursue my artwork. Although I still have a studio in Durham, NC, my production studio is based in Chapala, Mexico. It has been hard to be far from old friends and family and learn a new language, but it has been worth it to be able to create large-scale work with a team of Mexican assistants. I learned that moving outside of my comfort zone was essential to achieving my creative vision.

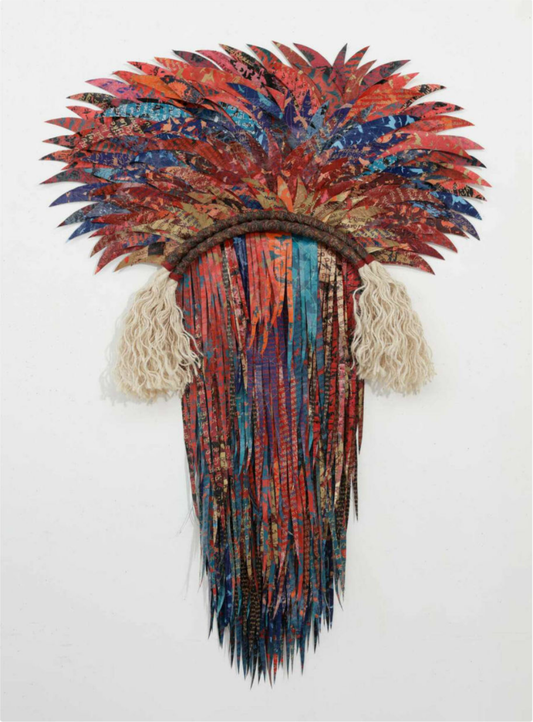




As always, we appreciate you sharing your insights and we've got a few more questionsfor you, but before we get to all of that can

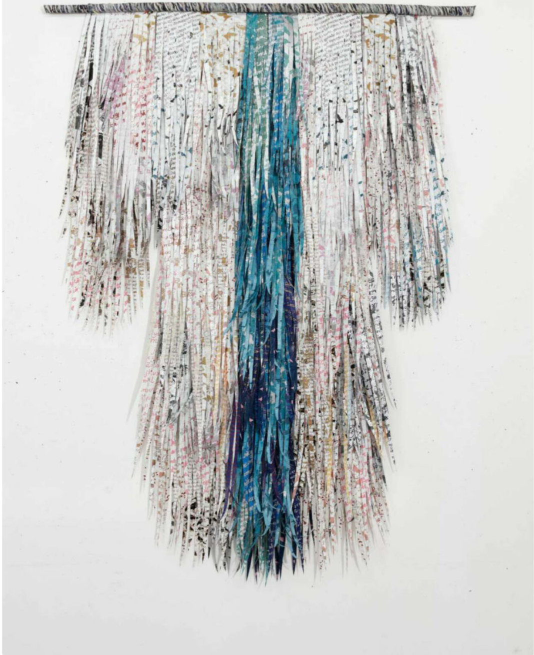
you take a minute to introduce yourself and give our readers some of your back background and context?

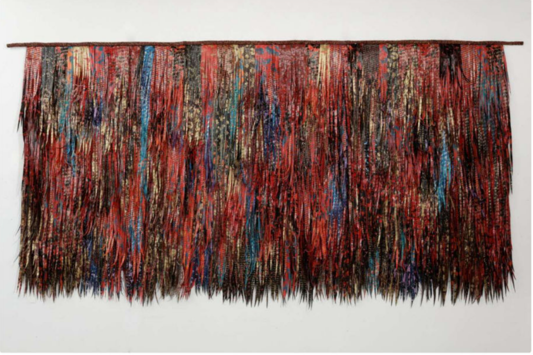
I have gradually developed a distinctive visual style that combines my textile background with my concerns about the environment. At first, you will see that my artwork is colorful and abstract. On closer examination, you will notice images of endangered birds and endangered languages. My work is highly textured and appears to be paper or fabric. In fact, it is created by thousands of feathers made from recycled plastic bags! I show my work in museums and galleries around the world. I love collaborating with clients to create unique pieces for the home or for public installations.



Is there something you think non-creatives will struggle to understand about your journey as a creative?

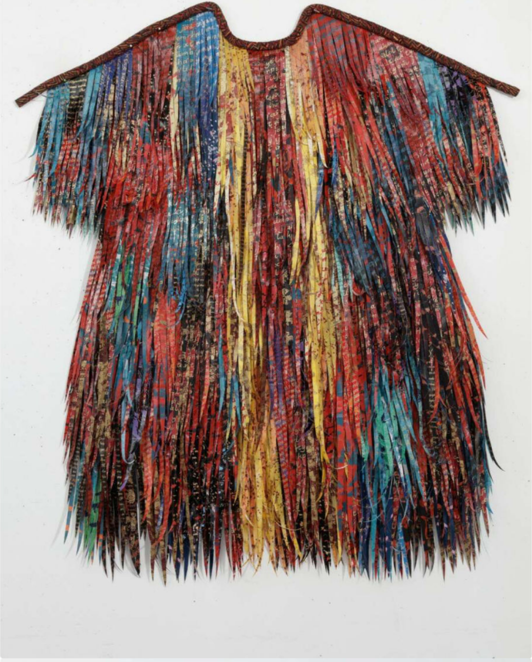
In a largely capitalist society, it is often hard for non-creatives to understand how artists can pursue their creative vision despite not making a living from their art. Statistically, only 1-2% of artists support themselves from their artwork. Despite these poor odds, we are driven by a need to express ourselves through our chosen media. This probably seems insane to most people in business. Most of us support ourselves through other avenues that might be related to the arts, like teaching, or simply a day job or gig to make ends meet. We all struggle to find time for studio work while balancing family, health and employment. For myself, making art is my way of processing and understanding the world. It feels as essential to my life as air and water.

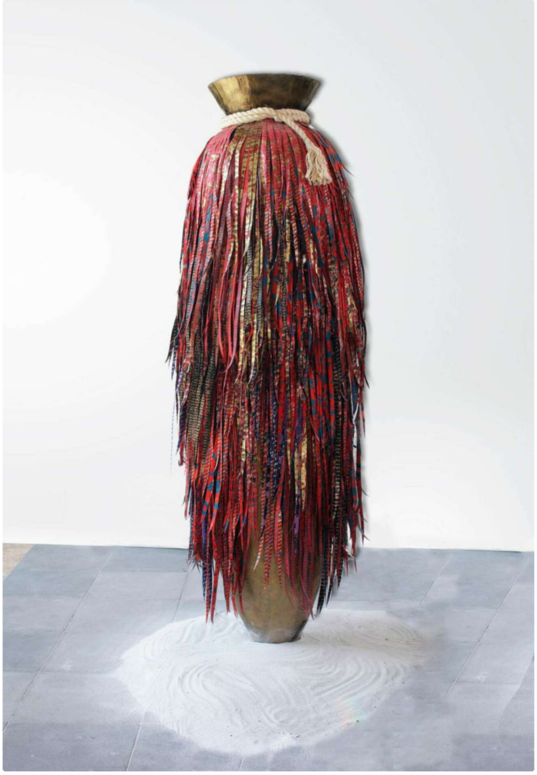




How can we best help foster a strong, supportive environment for artists and creatives?

When you are shopping for clothes, jewelry, athleisure, home decor, bedding, and birthday, holiday, hostess and wedding gifts, please train yourself to shop from creatives instead of Amazon. We artists are a huge engine of creativity and by shopping on Etsy or Indiemade, you will find unique, clever, and beautiful items that aren't available anywhere else. If you know artists, ask them if they sell merchandise in addition to their fine art. My artwork is scaled and priced for museums, but I have a merchandise site (www.deborahkrugerdesigns) where I sell over 200 items that incorporate details of my colorful artwork. My merch site allows anyone to have my artwork in their homes, even if they are not an art collector. If you love to read, order books from the authors rather than on Amazon. These are examples of how you can directly support artists and creatives. If you listen to blogs, or read content-rich newsletters, subscribe! If you are a philanthropist, spend time on GoFundMe or KickStarter. You will learn about exciting creative projects that you can help bring to fruition.





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