Philosophy/attitude

Edwina is passionate about the power and uniqueness of illustration as a visual communication tool, particularly the way in which it engages with its audience - "It makes folk pay attention. They may be touched for a moment." The subtlety and space of her work communicates this desire to create drawings with the strength to embed themselves in the viewer's visual memory, yet with enough restraint to remain elusive and unique. Edwina is concerned with creating purpose for materials and images, and considers her role as an illustrator to be important, subtle and mysterious.

When asked of her philosophies, it is obvious from the thoughtfulness and eloquence of her reply, that her work is driven by strong artistic ideals - "To turn refuse into precious things. To have a strong reason for an image to exist. To contest the formal properties of beauty. To enter into the collective consciousness as softly as humor can or music or food. To prove that art and design could function so that difficult text such as law could be understood, finance can be interesting, fashion can be intelligent... Pictures can be left behind to tell a thousand words and they are mysterious in the way they connect with your audience."

It is clear from the unusual beauty, intelligence and power of her illustrations, that she practices what she preaches.

"Pictures can be left behind to tell a thousand words..."