

Claudia Voglhuber

Melk - Austria

GIVING WORLD
ILLUSTRATOR



1. What is your technique and medium of drawing and painting?
I'm painting mostly traditionally with watercolor. Most of the colors I use are handmade by little independent labels and my dear sister.

2. How do you get inspired to produce a piece of artwork?
I have a very vivid dream life where I am able to fly and visit all kinds of wondrous worlds, where animals speak to me and everything is plunged into an atmosphere of love. Those dreams inspire me a lot, but not only for my artwork, they influence my whole way of being. Besides my dreams, I get inspired by everything that catches my attention, like a leaf that I see on my walk, a flower in our garden, the ever-changing weather and seasons, and certain feelings that arise in me.

3. What artist inspires you?
Recently I discovered the doll maker, textile artist, and painter „Pantovola“ on Instagram and was mesmerized by her art! She embodies exactly my imagination of a true artist. Someone who creates a whole new world where you are allowed to step into and loose yourself in it as a visitor. I love when you clearly feel that an artist has to do what he does from deepest reasons, when his whole being is somehow wrapped around his creations. Such kind of people are very inspiring to me!

4. What do you do to overcome a creative block?
The hardest part for me is to accept a creative block and to convince myself that it won't last forever. I once had an art block for almost two years and it felt so bad and endless that I started to give away nearly all of my art supplies in that time. But I also learned from that phase of my life. If I feel blocked now, I do not try to push myself to create, instead I stop it completely and do other things like gardening, writing letters, forest walks, mundane things like sorting out my closet or reading.

5. When did you start illustrating?
Drawing was always something that I loved to do as a child. So I thought it would be a good thing to study graphic design as I thought it's the best way to have a safe job as a creative person nowadays. But I ended up working mostly with the computer to do logo design, advertisement, business cards, etc. It somehow did not fit my personality to work with serious companies in the commercial field and I also was not made to sit in an office the whole day. Actually, it made me very sick. So I started freelancing and producing all kinds of things for an online shop on the side. I sewed, crocheted little colorful rugs, made woodcuts, stationery and stamps and at some point, I started illustrating again, but mostly digital. I invented a collage technique for myself where I would paint with gouache and oil pastels on different papers, scan them, and cut them out digitally with Photoshop to create colorful and bold collages. This brought me somehow back to the illustration field and finally, I was able to somehow express myself better than I could do with graphic design jobs. Then I had a phase where I was drawing with Procreate, but it also did not make me utterly happy, somehow I always felt bad when sitting too long in front of the screen. At the end of 2019, I felt very overwhelmed by worrying happenings in my life, I remember that time clearly, I just wanted to distract my mind from all the painful experiences and took out my old watercolor box and started to paint traditionally and it really helped me to ease my mind and forget about everything around me. I shared the process on my Instagram page and to my surprise people liked it and it did not take long until I got inquiries and commissions from all around the world and because my love for illustration only increased, I started officially working as an illustrator and re-opened my little Etsy store in 2020. So I am quite new in the watercolor field, but I am hooked somehow! Even though it's so much more tricky and time-consuming than other mediums I used, I finally feel more content about my art. In my opinion, traditional art is more soulful than digital art and I love watercolor especially as you can not control it so much and it creates those happy accidents that can look very charming.

6. What does art mean to you?
Art is my way to express my love for the biggest artist there is out there: Our creator.

7. Tell us an unexpected fun fact about you, that might come as a surprise to others.
I love wearing jumpsuits from the children's wear department for sleep, but I'm not sure if this comes as a surprise. By the way, I dress my illustrated animal characters mostly in clothing that I would love to wear myself. Nothing goes over comfortable clothes!

8. Where are you from and what places would you love to visit one day?
I am from the heart of Europe, Austria. I grew up in Melk, a pretty town in Lower Austria, that is located next to the Danube. After studies, I moved to Vienna where I lived ten years until I moved back to Lower Austria to a very small rural village in the wine quarter.
One day I want to enjoy the hot springs in Iceland and swim with the pigs in the Caribbean sea.

