



Get To Know...

Lucia Mallea

The colourful crafter discusses representation, Instagram and having too many ideas

Bright spark

"Sometimes, when working for a brand, I have to make projects using their corporate colours," says Lucia Mallea. "And sometimes those colours are black and brown." Suffice to say, Lucia is not a black and brown kind of crafter, such is her love of a good splash of colour. "The only way I'm able to move forward with these projects is by covering my filming table with confetti!"

She does point out that working with brands is a generally great experience. "Most of the time they give me so much creative freedom," she admits. "It's also been a dream come true to work with brands that I've always loved, like Disney and Discovery Kids, and brands I use every day, like Sharpie and Brother." Yet the experience is always better if there's a bit of colour involved. "It just comes naturally to me," Lucia suggests. "I can't imagine creating anything that's not screaming rainbow."

To anyone who has seen the work of fellow crafter Obed Marshall, all of this might sound rather familiar. "Obed is the best!" Lucia enthuses. "I love his retro-inspired colourful world." It is not just a love of bright things that bind them however, but also the experience of being a bilingual designer in the crafts world. Both speak Spanish and

English, but as Lucia points out, there is little crafting content in Spanish available in the US. "Latinx crafters are very underrepresented," she argues. "Almost 20% of the US population is Latinx, and I'd bet at least half of them love crafting."

Where Obed has released bilingual collections, Lucia is trying a different approach. "I feel like my crafts have no language," she suggests. "Or maybe I should say they speak all languages. I really want to include and welcome everyone into my crafty world." Switching languages like some crafters do feels awkward to her, so Lucia usually lets her hands do the talking.

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Social media master

Lucia frequently shares videos on Instagram, joining a feed full of gorgeous makes and crafty inspiration. "Social media is such a big deal in crafters' careers today," she explains. "It definitely puts you out there and allows you to share your ideas with anyone. You can build relationships with your followers, you can collaborate

with fellow crafters, you can monetise your work through partnerships. It's huge. However, I also feel like there are too many strings attached, and it can limit your creativity. Social media is constantly telling you what to post, what music to use, how long your content should be. If you want your content to be shown and perform on their platform you kind of have to give in to these 'demands'."

Whilst social media may be where Lucia finds her 200k-strong audience, her day-to-day focus is very much still on the practical art of crafting. The day starts with a coffee, before the creative magic begins in Lucia's craft room. "I prioritise branded content since those projects have a deadline, then I move on to my personal projects," she says. "A lot of the time I have so many ideas backed up in my head that I feel like I can't move forward with anything else until I try them. Whatever they are, I always leave room for them. There has to be room to play." Allowing herself this room to play is key to Lucia's creative success. So too is her ambition. With a book in the works, she shows no signs of slowing down. "I always say I have more ideas than life," she jokes. "There are so many things I want to do. Someone clone me please."

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