

Casey Arts

Sarah-Jane McMartin



@sarahjanemcmartin



How would you describe your art practice?

My practice is quite chaotic if I'm being completely honest since I wear many different "hats". On a surface level, I'm a fashion stylist; I dress and style individuals to create visually stimulating images that reflect a desired aesthetic. Since I am also formally trained as a Visual Merchandiser; I can create displays as well as source and build props. I am extremely selective when it comes to personal projects due to social media having an over-saturation of content being made. I believe in creating work that I find meaningful as well as collaborate with individuals who are just as passionate about their craft. I'm one of those individuals who takes their time on their projects rather than saying yes to everything that comes my way, it needs to feel right in my heart and gut. I would describe my work as glamorous, nostalgic and eccentric.

Where is your inspiration coming from at the moment?

Currently, I am being consumed by memories of my childhood and the environments that it took place in as well as rediscovering interests and hobbies. I find there is a charm of taking something from the past and reinventing it. Some of my best ideas coming from completing mundane activities such as cleaning my bedroom.

How is your work influenced by your surroundings?

My mind is like a sponge and I absorb everything around me while also filing this information away for a later date to reference in my work. I find that living in the South East helps me focus on my work since I am not distracted by comparing myself to other creatives who are creating similar work to me; there is a space for everyone to create.

Are you working towards a project or exhibition for the future?

I am currently working on a few personal projects at the moment that are really for myself. I'm taking this period to reflect, learn and experiment with a variety of creative formats without placing the pressure to create for others.

