

Friends  
Through

*Stitches*

A hand-embroidered book by

*Jenny La*



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# A Friendly *Introduction*

Friends Through Stitches explores visual communication through a typographic and illustrative hand-embroidered book.



# The *Abstract*

When you think of hand-embroidery, do you ever think about why that particular imagery or typography was chosen for the design? What stories do they hold? How are they expressed through embroidery? By definition, hand-embroidering is a process that involves using a needle to apply thread or yarn. Embroidery has been around since the 30,000 B.C., evolving in ways that changed its purpose and techniques throughout history. From embellishing textiles to garments, and later translating to actual paintings, this craft has been known to enhance objects aesthetically. However, did you know that embroidery was used as a language to communicate stories, personal identities, and understand our place in the world?



- ✕ The process of hand-embroidery may sound and look simple, but with each individual stitch involves delicate placement and thought. The design that is chosen by the embroiderer is heavily reliant on how they perceive the subject they're embroidering for. In this case, I intend to visually express personal identities through typographic and illustrative hand-embroidery in the form of a book. I want to understand my intentions as the embroiderer and the thought process behind choosing the typography and illustrations for my subjects.

- I want to understand my intentions as the embroiderer and the thought process behind choosing the typography and illustrations for my subjects. I want people to experience the intimate process through these pieces of embroidered fabric in the form of a book. The physicality of the embroidered book will be displayed in a way that will allow readers to flip through and visualize the process through the backing of each piece. Despite the messy nature of these backings, they are part of the process in creating the design which can hopefully express the intentions of each artwork.



I intend to visually express **personal identities** through typographic and illustrative hand-embroidery in the form of a book.



# Research *Questions*



How does typography express the way we think?



How do illustrations/symbols express personal identities?



How can hand-embroidery communicate these ideas through the form of a book?

Janae Chan  
Oliver Chen  
Chris Columbres  
Rachel Lam  
Alex Luc  
Maricris Villanueva

## Introducing *Friends*

An initial step to starting this project required me to understand my friends on a deeper level. For this project, I decided to interview 6 of my friends. Based on these conversations, I needed to figure out how I could interpret my friends' personalities through typography and illustrations.





## ○ Conversations & *Interviews*



Rather than having formal interviews, I wanted these conversations to be casual. Something you would have on a daily basis with your friends. I wanted each page to capture bits and pieces of what I saw in



everyone's characters, but also include elements that reminded me of them. From the interviews, I pulled different answers from each conversation to create a page that I thought best fit my friends' personas.

Can you introduce yourself?

One word to describe yourself?

Favorite color?

Favorite food growing up?

What animal represents you?

Favorite movie?

What fruit represents you?

What symbols/motifs represent you?

Favorite flower?

What object represents you?

Love languages?

Dream job?

✕  
✕

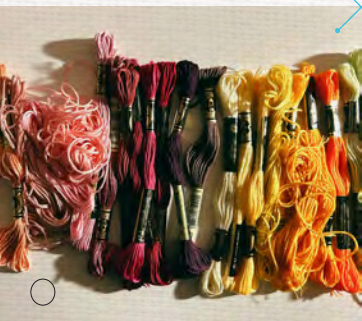
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# Figuring Out a *Visual Style*

The process of figuring out a visual style involved a lot of different sketches and experimentation. I decided early on that I wanted the overall visuals to feel handmade, and the sketches eventually headed in the direction I was going for.





D.M.C Embroidery Thread  
 6 inch Embroidery Hoop  
 Embroidery Needle  
 Linen Fabric  
 Fabric Paint  
 Blue Pen  
 Ribbon Lace  
 Polyester Stuffing



# The *Materials*

One of the most exciting parts of this project for me was picking out all of the different colored threads and collecting fabrics. I had a difficult time choosing what colors to use and what type of fabric I wanted to use, but after experimenting with various options, I stumbled upon a set of materials that felt right for this project.



# Dear, Janae Chan

You're someone who is loyal, kind, and caring towards everyone you meet. You're not afraid to drop everything you're doing just to lend a hand.

# LOYAL

Fleur Display



**Loyal**

**Pink**

Burmese Salad

Seal

Alice in Wonderland

Strawberry

**Stars**

**Lilies**

**Leaves**

**Kindness**

Art Director





# Dear, Oliver Chen

Chaotic would be the best word to describe you. You're full of energy and always finding ways to make people around you laugh.

## Chaotic Blue

Beef Noodle Soup

## Sand Crab Cars

Kiwi

## Rectangles

Lavender

## Wheels

Quality Time

Race Car Designer

PF Fuel





# Dear, Chris Columbus

I would describe you as a friend who always has my back. If I'm ever in need of life advice, I would go to you. You're kind, thoughtful, and honestly a fun person to be around.

Scale VF

**Indecisive**

**Beige**

**Burgers**

Blobfish

E.E.A.A.O.

Mango

**Stars**

Bird of Paradise

Stick

Quality Time

Art Director







# Dear, Rachel Lam

Bold is the perfect word to describe you. You're not afraid to let others know what you think or stand up for. Your confidence is something I've always found charismatic.



**Bold**

**Pink**

**Spam Masubi**

Golden Retriever

Lilo and Stitch

Pineapple

**Fireworks**

**Rose**

Keys

Quality Time

Disney Marketing Designer

Azo Sans





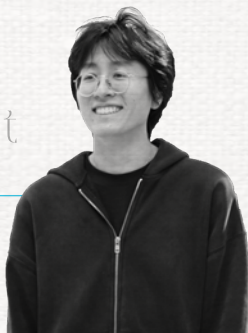
# Dear, Alex Luc

You're someone I would describe as gentle and full of creativity. Always thinking of ways to create outside the box and make your ideas come to life.

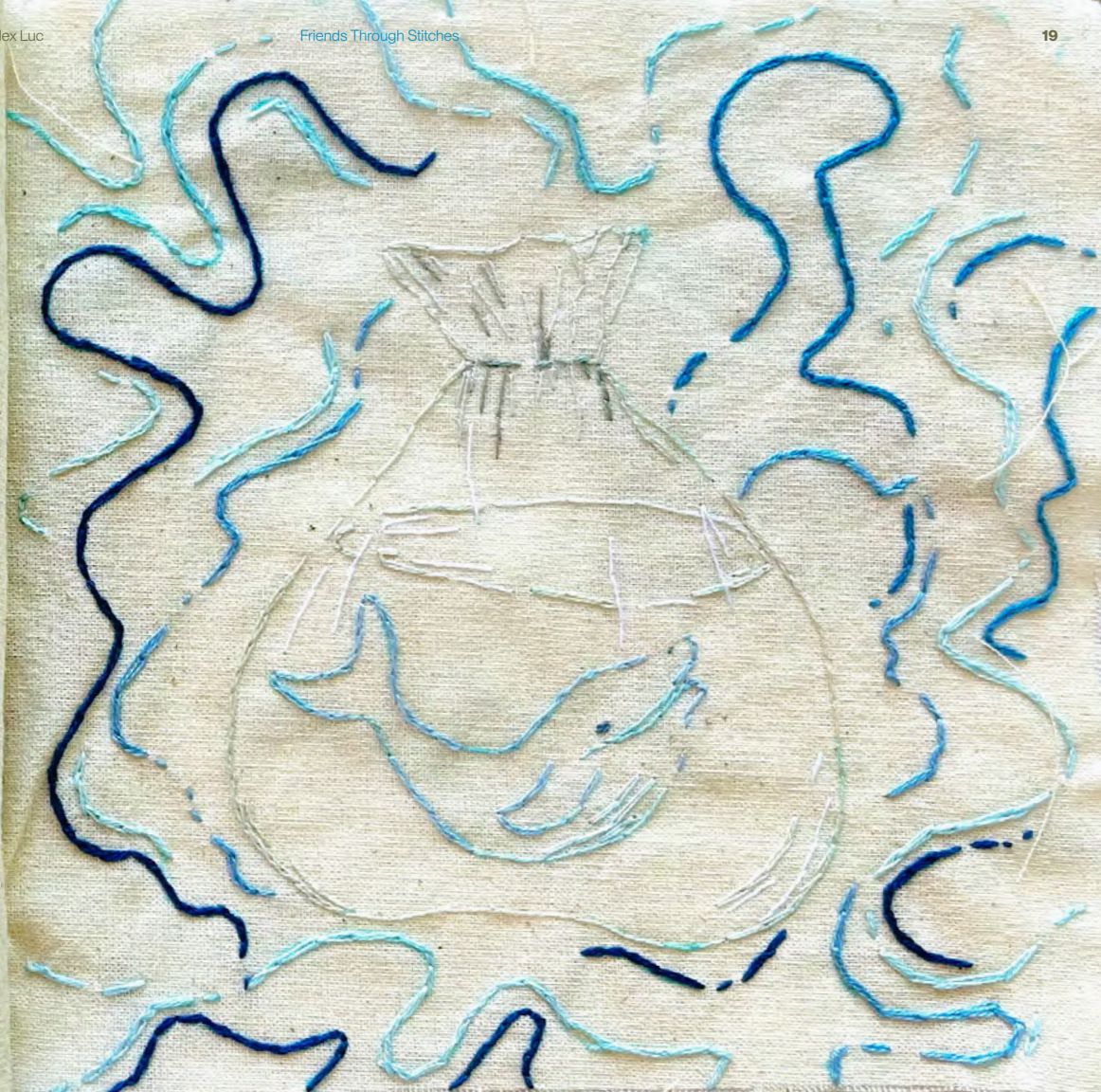
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Casta Thin



- Lost**
- Green**
- In and Out
- Whale**
- Spiderman 2
- Lime
- Ripple**
- Wisteria
- Water**
- Quality Time
- Graphic Designer



# Dear, Maricris Villanueva

If I had to choose a phrase to describe you, it would probably be life of the party. You're funny, full of life, and vibrant.

W

ei

BC Mikser

rd



**Weird**

**Pastels**

Sinigang

**Tarsier**

**Digimon**

Mango

**Sparkles**

Lily of the Valley

**Smiski**

Words of Affirmation

Self-employed Artist





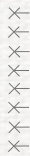
✂ A personal identity can be expressed in any **way, shape, or form.**

○  
✂ The **physciality** of a book matters.

○  
**Make the most** out of what you've learned and what you have. ✂

○  
Not everything needs a fixed **narrative.** ✂







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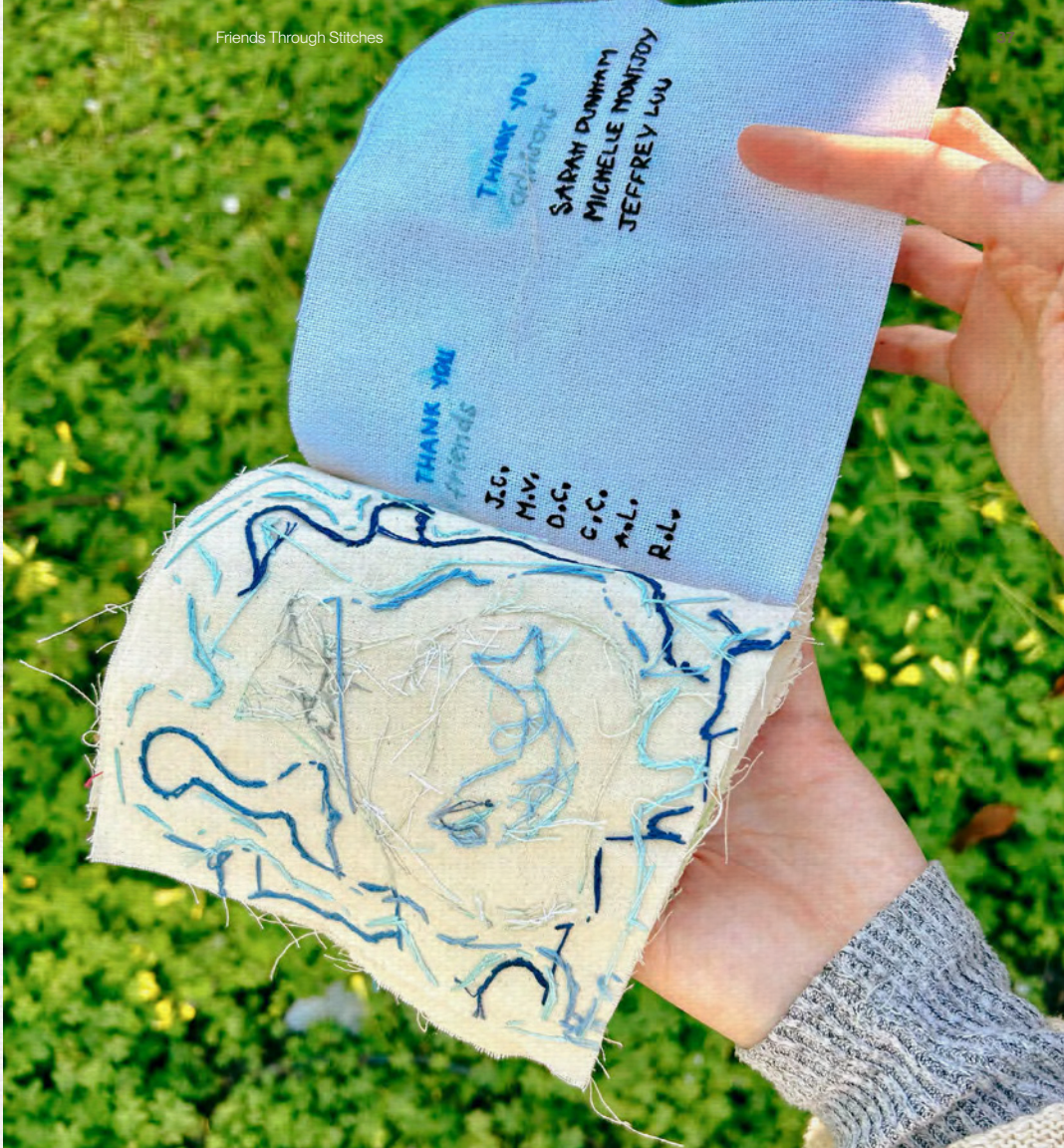
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THANK YOU  
FRIENDS

J.C.  
M.V.  
D.C.  
C.C.  
A.L.  
R.L.

THANK YOU  
COLLECTORS

SARAH DUNKHAM  
MICHELLE MONTJODY  
JEFFREY LOU







FRIENDS  
BY  
Stitches