

INSPIRATION FEED

Eleanor Shakespeare

Photomontage illustrator Eleanor Shakespeare works for a range of clients and contexts and mostly uses Instagram to post pictures of her work – either in progress, in her sketchbook or in print. “The last one is especially important because so much illustration is seen online and sometimes it’s helpful to see it in its print context,” she notes.

Believing that people want to see behind the scenes of a designer’s life as well as their work, Shakespeare also posts snippets of her South London home or her travels; anything she finds beautiful. “If I admire the work of a certain illustrator, the chances are I want to know more about what inspires them, where they live and what they get up to,” she says.

Shakespeare also uses the platform as a more sociable, less formal way of communicating and building relationships with clients, designers and art directors. “I’ve got jobs through Instagram and even landed an agent because of my feed. If my website is the polished, refined, leather-bound portfolio, Instagram is my sketchbook,” she explains.



www.instagram.com/eshakespeare

