



# eye spy

In a casual tête-à-tête with Skinny laMinx's Heather Moore, we explore her process, how the city and her travels inspire her, and we hear what's next...

Words by Lynette Botha Imagery by Heather Moore

**Clockwise from top left** Sea Point Library. Tiles in Porto. Stairway in Tokyo. Palmetto tile by Skinny laMinx for Concrete Studio. Vintage store in Porto. Sunny Day tile by Skinny laMinx for Concrete studio. Heather Moore in Lisbon.



Skinny laMinx's Heather Moore has been beautifying our interiors with her cool and quirky, bright and bold designs for over a decade. Her store on Bree Street – which has become somewhat of a landmark – may be closing, but her studio will remain, concealed beyond the shopfront, where all the magic happens.

As a well-known local brand – and with an online business that's going from strength to strength – there's no real need for a physical store. And when one door closes

(quite literally...) others will open.

Heather's pattern designs have always been inspired by everyday things – it was in 2007 that she started screen-printing onto fabric as a fun pastime, when her hobby transformed into her business, which she named as an ode to her Siamese cat, Monkey.

Fast forward 15 years, and Skinny laMinx is a household name... But it's no easy feat staying motivated, creative and maintaining a small business. So, how does she stay inspired? >

**Clockwise from top right** Tiles in Aveiro. Pattern experiment with carved eraser. OPorto tile by Skinny laMinx for Concrete Studio. Tile study for Daisy Day tile pattern. Daisy Day tile by Skinny laMinx for Concrete Studio. Textures in Tokyo. Patterned buildings in Aveiro.





**The process**

'My process is very slow... it's organic... everything and anything brings me inspiration. If I have my camera with me, nothing is off limits. I usually don't realise in the moment that what I am capturing will form a part of my next collection or prints. It's often that only later I will start seeing a pattern form – literally and figuratively – from things that I have gathered over time.'

**The formation**

Patterns and shapes in architecture – and those in urban landscapes – have been a constant source of inspiration for Heather. 'But it was only when I started visiting Portugal as a teacher that I saw that towns and cities could intentionally be covered in beautiful, colourful patterns – something that has stuck with me ever since.'

**The 'doing'**

'During the second lockdown in South Africa I had more time on my hands, so I set myself a creative challenge to spend 100 days creating patterns from small stamps that I carved and printed daily. This reinvigorated me and kept me motivated and inspired. For me, it's the hands-on practice – it's in the doing that things develop. The thrill of the exercise was to discover just how many patterns I could make, just using different combinations of a single motif. It was endlessly astonishing!'

**The now**

'In mid 2021 I was approached by Concrete Studio to collaborate on a range of tiles, and it couldn't have come at a better time, I was drowning in ideas. It felt very serendipitous and of course, not something that I could turn down.'

Having her unique prints reimaged onto concrete tiles opens up a whole new avenue for Heather. Coupled with this, her designs will be further redefined into adhesive wall tile stickers in association with long-time collaborator, Robin Sprong.

So whether you'd like a long-term addition or something semi-permanent, you're able to easily introduce a little bit of Skinny laMinx into your space. ●  
@skinnylaminx @concretestudiosa @robinsprongwallpapers

**Clockwise from top left** Skinny Curve tile by Skinny laMinx for Concrete Studio. A page from Heather's #100daysofpattern challenge.

Patterned walls in Porto. OPorto tile by Skinny laMinx for Concrete Studio. Breeze tile by Skinny laMinx for Concrete Studio.

Daisy Day tile by Skinny laMinx for Concrete Studio. Patterned walls in Lisbon.