



### Hey thanks for taking the time to answer these questions, could you introduce yourself?

I'm Emmie (known online as Cockney Cowgirl) and I'm a 28 year old illustrator from North London.

### Do you have any formal art education?

I do! I gained a degree in Fashion Illustration in 2019 and prior to that I studied for a Foundation and gained some A-Levels and GCSEs in art-based subjects. Even in the academic subjects I took at school, I tried to find a way to make them creative (if I couldn't, I doodled on my textbooks instead).

I'm personally not a big fan of London (sorry) but there's no denying it's got some great stuff going for it, based purely off the name you must have some praises to sing of London?

I was born here and it's where my family are from so I feel pretty biased already, but I find in London you can generally be who you want be without anyone caring. That could be considered a downside if you're trying to get noticed, but that makes you put your work out there even more (or dress weirder, whatever floats your boat).

The creativity and artistic outlets London offers are like nowhere else. Of course in a bigger city you're going to find more people, businesses, groups or galleries to feed your creativity and you're never short of something to do here.

London is also one of the best places to immerse yourself in other cultures and learn about the world around you. It's so diverse. I'm a queer, disabled and working class artist and diversity is something I really look for.

A lot of your work seems to draw on personal inspiration, is it ever exhausting tapping into your personal life for artistic inspiration or is it cathartic for you?



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I think it can depend on what the subject is that I'm working on. Generally though, I find it cathartic and as an escape from whatever I'm dealing with. I say that, but also as well as escapism, I find creating art sometimes gives me answers for what I'm looking for. If I'm working on something to do with my chronic illnesses for example, I have to research bits and along the way I sometimes learn things about them – I learn things about myself too.

Personally, I think that without being able to create I'd probably not be answering your questions now.

### At what point did your art start taking on a politically radical influence?

I can't quite pinpoint a specific moment but when I was at school I embroidered misogynistic slurs on to old bras and burnt them as a project. It was in the very naïve beginning of learning about suffrage and feminism. As a teenager this seemed controversial to me and I wanted to make a point, albeit a rather cliché one.

I grew up listening to 2-Tone music thanks to my dad and I was very aware of the ties it had to racial justice and inclusivity – I feel like this unconsciously influenced my work. I wrote my dissertation at uni about it and the implications of modern-day skinhead culture and how there was such a shift in what it meant compared to the public narrative. This, as well as all of my degree projects had an overwhelming political message, be it about racial inclusivity or about misogyny in healthcare. Uni gave me the space to create largely politically motivated work.

### So it's no secret you absolutely love Paramore, what else is on the cockney cowgirl moodboard? Music, art, fashion etc?

I really do love Paramore. I find my moodboard filled with photographs of London punks in the 70s and 50s kitsch animal illustrations (lots of amazing greetings cards from these days!). I cannot create anything (or do anything generally...) without having music on in the background. It's got to be fast paced, funky or heavy though. I follow a lot of tattoo artists and illustrators online and I think it's so important to stay



NEUTRA GREAT GENDE inspired with people like this when you find yourself mindlessly scrolling through social media.

# What's your creative process like, do you have a set method for creating work or is it more experimental? What do you do if you ever find yourself in a creative rut?

There's a method to my madness – I sketch a lot of things, often from something I overhear or see on the news. I don't sleep too well so I often wake up at 3am with a ridiculous idea stemming from something I've seen that day and scribble it down for me to decipher in the morning when I'm fully awake.

I find myself in a creative rut a lot of the time. I think I force myself to pump out work simply for the Instagram algorithm and have to step back and ask myself; do I even like this? Have a created this only to gain Instagram engagement? It's important to look at your process every so often and check in with yourself whether you're still remaining true to yourself. If I get stuck in a rut, I try to take a break from drawing and go and indulge in a film screening or gallery visit. This usually sparks something.

# Do you have any milestones or goals that you're aiming for in 2024? Will it be the year of cockney cowgirl tattoo artist?

I would love to promise tattoos by Emmie, but it all depends on my physical health. I'd love to do it, but I'm over beating myself up if I don't achieve it for another year. I'd love to do another exhibition but perhaps push the boat out and do a solo one. I've toyed with the idea of creating a pop-up shop too. Larger scale work would be so fun, I'm really open to murals or more window painting. Also, I've begun a skeleton of a zine/book too...I've given myself quite the list to work through this year!

# You certainly don't shy away from being confrontational with your work do you find it separates the wheat from the chaff?

It really does help. I do often find myself living in a bit of an echo chamber. I've not received much hate online for my work or views surprisingly – but I'm not complaining about that as I really can't be





bothered platforming silly people. The great thing about having an online presence is a block button!

### Do you ever notice that your political work catches people off guard because of the cute/pink aesthetic?

I really do and the reaction is usually quite comical. I recently had an older woman pick up a print at a market and go. 'Awww. OH! Brilliant. Well said, cute too'. Her facial expression changing was brilliant. One thing I want to remain is having cute artwork – the world is a fucked-up place and if I can create a soft, safe way for people to share their views I hope it encourages even the most introverted person to share a common word on social justice.

### Is there anything else you'd like to add?

For as long as I can draw, I will challenge; society, the government and the far right.

Lastly; Rishi Sunak is a wasteman, Black trans lives are beautiful and FREE PALESTINE.



