



WHITNEY VANHEUVELEN

MY PROCESS

1. **Conceptual Development:**
My work is deeply inspired by personal experiences, particularly themes of childhood, young adulthood, and the roles I navigate as a parent, wife, and daughter. These reflections shape the core of my concepts.
2. **Digital Creation:**
As a trained graphic designer, I begin by crafting my compositions in Adobe Illustrator. I develop the forms, select colors, and prepare the digital art in various ways.
3. **Preparing the Materials:**
Next, I move to a more analog process. I prep and paint the wood for each composition, carefully masking it with large sheets of tape to protect it from burn marks during the laser cutting process. Each color is its own sheet(s) of wood.
4. **Laser Cutting and Assembly:**
I then laser-cut each form, one color at a time. After all the pieces are cut, I remove the masking tape and begin assembling the composition. While I have a general vision of how I want to create depth, many decisions are made spontaneously as I work. Once I'm happy with the layout, I glue the pieces together and mount them on MDF. The pieces fit together like a puzzle for easy assembly which I plan out in the initial digital creation on the computer.
5. **Framing:**
As a final step, my husband frames each piece, completing the work. It's a joint effort to decide on the right tone of wood to enhance the final piece.
6. **The Final Result:**
The final compositions are ultimately a mix of graphic design (digital) and fine art (analog) processes that utilize both the computer and my hands.