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Monday
Nov042013

DEBRA VALENCIA PROCESS



DEBRA VALENCIA *design process*

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I met **Debra Valencia** through taking her workshop about Surface and Textile Design, though an inspiring mentor recommended I reach out to her years before. I am happy to share a "behind the scenes" view into Debra's colorful style.

Working by hand with pencils and watercolor and on the computer, Debra has a precise eye for details and painting skills due to her strict Swiss design education. Her painting desk looks out to a sweeping canyon view filled with wildflowers, trees and wildlife with the Pacific Ocean in the distance. On a clear day, Catalina Island is fully visible. It is quiet except for the sounds of birds and frogs in the creek at the bottom of the property. Proficient on the computer from her years as a graphic designer, she often designs vector patterns and icons to coordinate with her handpainted art, applies them to product mockups and creates presentations for licensees.

Like her artful creations, Debra Valencia, the artist, has timeless style. Born in Washington, D.C. of Euro-Asian ancestry including Filipino, Spanish, Irish and German heritages, Debra's artistic talent has been passed down from generations. Her paternal grandmother, Socorro Valencia, was a fine artist as well as several family members showing artistic talent. From the early age of five, she remembers dreaming of becoming an artist. With fantasies of far away exotic places, she would draw pictures of herself in a hula skirt dancing on a tropical island or as a mermaid swimming in the ocean. A star artist throughout grade

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school, Debra continued her artistic path in art college, pursuing graphic design as her major, with interests in fine art, interior design and architecture.

The Debra Valencia™ lifestyle brand is a creative blend of geometric and organic patterns mixed and matched in interesting color combinations, all with a distinctive sense of style. At its core, it stands for timeless style that transcends culture, language or age. The brand reflects a fresh and imaginative approach to the creation of contemporary classic patterns that are chic and sassy, yet fun and lively. Mixing stripes with florals or colorful images on plaid, each collection distinctively captures the essence and personality of the brand.

Debra Valencia™ designs have endless applications in stationery, gift, craft and home décor. The artist is working with over 30 manufacturers in paper products, social expression, textiles, home fashions, tabletop, gift, craft and hobby, children's merchandise and jewelry. Her artwork is currently licensed for over 1,200 products in stationery, home office, gift and textiles.

For more information about Debra's work, please visit her website [here](#).

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