



Get To Know...

# Sena Runa

The quilling expert shares her journey from corporate to crafts, and offers some advice for new artists

## Do what you love

"I have been interested in art for as long as I can remember." Sena Runa may have been a creative child, but it has taken some time for her to truly embrace this early love. For a while, crafts were a mere hobby alongside Sena's corporate job. "There's a famous quote," she says. "Choose a job you love and you'll never work a day in your life." In something of a leap of faith, that's exactly what she did.

"I was wondering how amazing it would be if I found my dream job," she explains. "When I started quilling as a hobby, I had no intention of quitting my career. But after a handful of earnings, I took the risk and made the decision to leave the corporate world. I'm grateful, because that decision changed my life for the better." Running her own crafting business gave Sena control over her time.

"I work when I want, and if I don't want to work I do my hobby. Which is quilling!" Sena jokes. "I work from home in a studio in our apartment. Every day is pretty much the same: I work in my studio all day long, usually watching a TV series at the same time, and sometimes listening to music. If it's a shipping day, then I'll prepare the

packages and head to the post office. After that I continue to concentrate on crafting until I go to sleep."

As busy as Sena is making her gorgeous quilling creations, she still found the time to author not one but two books on the subject. "Writing a book takes so much time and energy," she admits. "But at the end you have something that you're proud of. I am open to writing another one if the offer is there." That said, there's plenty else for Sena to be focussing on. "Creating artwork for brands is so fun," she says. "It would be amazing to see one of my creations on a billboard."

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## Paper passions

She may always have been artsy, but quilling itself didn't come into Sena's life until 2012. "I remember my first project," she recalls. "It turned out awfully, but at the time I thought it was pretty good." Despite its beauty, quilling is still a relatively niche part of the papercrafting world compared to the giants of cardmaking and scrapbooking. "I think finding a new

kind of art attracted me at first," Sena suggests. "I wasn't actually aware that quilling existed."

She's well aware now, however, and is making brilliant use of the craft. "Paper is a medium that has many limitations, but also has many possibilities," she argues. These possibilities have led Sena to what she believes is a unique style of crafting. "I like to try new things and combine crafts," she explains. "Lately combining quilling with paper cutting has been my favourite." Whatever approach she's taking, there's usually a touch of nature in Sena's crafts. "There is so much beauty in nature," she says. "Recreating that beauty in a different medium is very satisfying."

It's very satisfying for her audience too, with quilling artwork being among the most spectacular and intricate of crafts to behold. With a craft boom having occurred in the last couple of years, now might be the perfect time for a new legion of papercrafters to pick up quilling. Sena's advice? "It's easier to copy an artwork when starting out, but it's much more fun creating your own. So don't be afraid to try something new and use your imagination." Sena did, and it's worked out pretty well so far.

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