

SEVERINA SEIDL

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ARTIST | DESIGNER | HAND-EMBROIDERER

I capture organic and unpredictable art in stitch, experimenting with a variety of materials and textures. Strong contrasts are a recurring theme in both my designs and creative process. I find inspiration in pushing the boundaries of materials and techniques, whether through mixing different mediums or applying traditional embroidery methods to unconventional materials.

EXHIBITIONS

May 2026

Part of London Craft Week, **Blackdot Gallery**, London

April 2026

Part of Milan Craft Week, **Ambientarti VII**, **iKonica Gallery**, Milan

January 2026

New Talent Area, **Trendease International**, **Heimtextil**, Frankfurt, Germany

October/ November 2025

Embroiderers' Guild Graduate Showcase, **Knit & Stitch Show**, London and Harrogate

July 2025

Finalist in the **Tex+ Showcase**, **Chelsea College of Arts**, London

July 2025

New Designers, **Business Design Centre**, London

June 2025

Royal School of Needlework Degree Exhibition, **Hampton Court Palace**, London

October 2024

Hand embroidered ribbon on Bowler hat exhibited as part of an display for the 175th anniversary of the Bowler hat, **Lock&Co. Hatters**, London

EDUCATION

2022 - 2025 Royal School of Needlework, London – BA (Hons) Hand Embroidery
2018 - 2021 Modeschule Kehrer, Stuttgart (Germany) – Fashion Design

AWARDS & PRIZES

November 2025

Winner, **Merchant Taylors' Design Competition for 2027 Embroidery**, with **Ruta Malik**

November 2025

First Prize, **Student Textile Art category, Hand & Lock Prize**

October 2025

Shortlisted for the **Global Creative Graduate Showcase 2025** (in collaboration with **Google Arts & Culture** and **Monaco Foundry**)

September 2025

First Prize, **Mixed Media category, Mr X Stitch Embroidery Prize**

July 2025

Tex+ Trustees' Prize for Technical Excellence (Industry Award)

July 2025

PriestmanGoode Spotlight Award, New Designers

June 2025

Most Innovative Stitch Award, Worshipful Company of Needle makers

January 2025

Recipient of Madeira UK Sponsorship

September 2022 – July 2025

Coats Foundation Trust Bursary