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It's easy to lose hours on Pinterest pinning dream-homes or cute photos of cats.

If, like me, you're a budding Pinaholic, why not get productive by using it to explore ideas for your art?

This way you get your Pinterest fix while at the same time learning more about your own creative drives.

Using Pinterest to Uncover Themes

Most of us pin images of art that we're instinctively attracted to, but we often don't analyse or understand exactly what we're doing.

It's a great idea to deliberately spend time looking for how images across different boards might be related. What do they have in common? Is there a theme which ties them together?

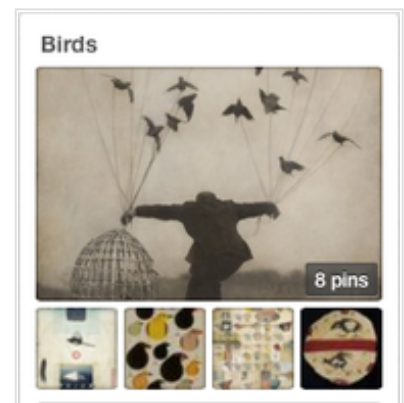
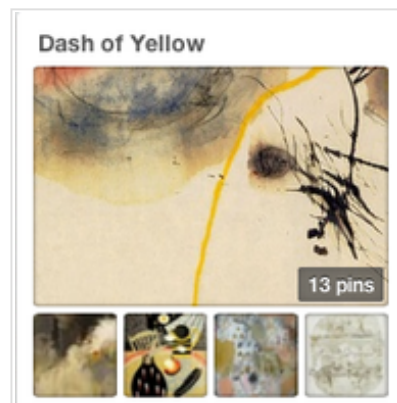
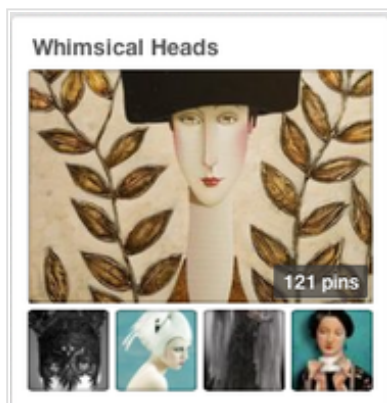
Creating Boards for Recurring Motifs

Another way to use Pinterest boards to strengthen your creative voice is to look for motifs, symbols and colours that recur often in our work and start boards for them.

Every time you spot a new image to pin to these boards, you'll be reinforcing these motifs, symbols and colours in your subconscious so that they gradually take on a more pivotal role in your work.

I've recently started boards for 'whimsical heads' and birds – both of which have cropped up repeatedly in my art. I've also got a board called 'a dash of yellow' because yellow is a 'surprise colour' that shows up frequently in my work without me being conscious of ever having put it there.

Creating these kind of boards is a way of consciously acknowledging our personal language of symbols, colours etc. and so strengthening our artistic identity or creative voice, whilst simultaneously storing up a great collection of imagery for inclusion in future work.



Pinterest for New Ideas - even for Writers

Pinterest boards are also a great way to explore new ideas we'd like to experiment with in our art. I recently started one called 'Intriguing Figures' because my current area of focus is figurative and through it, I've been discovering great art by artists I'd previously never heard of.

Pinterest is not just useful for visual artists but also great for writers: Gather images of what your characters might look like, the kind of clothes they wear, the homes they live in, their workplace, that dark alley where the fight takes place...Likewise, gather images of landscapes or interiors to set your

poetry in or colours that evoke a certain mood.

Or what about details? The kind of lock that was so easily picked, the pattern on the carpet the heroine noticed before she fainted, the ring the child's mother wore on a chain around her neck...

So, instead of whiling away the hours drooling over cupcake recipes, leverage your pinning time in the service of your art - gathering ideas for your work and honing your unique creative voice at the same time.