

## PRESS RELEASE

### **New husband and wife team elected to chair Visual Images Group for Bucks Open Studios 2012**

Now in its 27th year, The Visual Images Group (VIG) is gearing up for Bucks Open Studios 2012, which will take place for two weeks from 9th – 24th June 2012. The VIG would like to thank Pauline Holt, the outgoing chairperson. Pauline trades as Jazzy Lilly making bead jewellery and held the reigns for 2011. She helped design, create and produce the new look brochures with the fold out map in the middle which were a big hit with members and visitors alike. Pauline is remaining on the committee in the role of Treasurer.

Taking on the challenge as joint chairs for 2012 are Laura and Ben Boswell, a husband and wife team, who have big plans for the future of art in Buckinghamshire. Both are huge advocates of VIG and Bucks Open Studios and have lots of ideas for promoting the event to even bigger and better results – a hard act to follow with record visitors, feedback results and sales for this year.

**Laura Boswell** is a printmaker working in North Buckinghamshire. She comes to a career as an artist from a business background and has VIG to thank for her first big break, winning a major public art commission very early in her career through the VIG Newsletter. Her enamel murals for Aylesbury town centre can be seen around the bus station and are inspired by the local country side and the beautiful Chiltern Hills. This work, gained as a direct result of VIG membership, has led to other public art projects, at present she is working on an enamel artwork for Leysdown in Kent in addition to exhibiting and teaching. In 2009 she was selected as the British artist for an international residency in Japan to learn traditional woodblock and her work has been featured at Art in Action and in Artists and Illustrator's Magazine. *'I am delighted to be joint chairperson of VIG'* she says *'almost all the big breaks I've had can be traced back to either VIG directly or to the network of*

*people I've built up through being a VIG member. It's a truly useful organisation and shouldn't just be seen in the context of Open Studios, though that is a wonderful event and one of the highlights of my working year. I'm hoping I can give something back this year by helping to raise VIG's profile and by encouraging the membership to be active in their involvement with VIG.'*

Ben Boswell has many years experience in the photographic industry with a background in marketing and product management. He also has a respected archive of photographs which document the major names of late 20th century studio ceramics at work. He now works as a freelance consultant and writes for the photographic press. He is responsible for Laura's marketing as well as documenting her work for her website, framing her pictures and sharpening her tools! *'I'll be doing a lot of photography as part of my chairman's duties'* he says *'we are looking to build up a bank of good documentary shots of the membership to promote VIG. The membership covers an extraordinary range of techniques and processes and we'll be making the most of our members' talents in our marketing this year. Laura and I will also be sending out the regular newsletter and, starting in January, a weekly email to help members prepare for and market Open Studios with maximum impact'.*

If you're interested in taking part in Bucks Open Studios 2012 the deadline for entries is 31<sup>st</sup> January 2012. Visit: [www.bucksopenstudios.org](http://www.bucksopenstudios.org) to find out more and watch a video of the 2011 event.

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#### **About Bucks Open Studios - 9th – 24th June 2012**

Bucks Open Studios is an annual two week art event held in June every year when artists and makers all over the County open their studios or hold exhibitions and events showcasing and demonstrating their work. It is a wonderful opportunity to experience first-hand the creativity going on around the County. Bucks Open Studios is run by the Visual Images Group, an alliance of over 600 artists and makers living and working in Buckinghamshire. It's the largest open studios event in Buckinghamshire and one of the largest in the country. Deadline for entry 31<sup>st</sup> January 2012.

**For more information email:** [vi-group@btconnect.com](mailto:vi-group@btconnect.com) or Tel: 01296 614283

You can also contact The Visual Images Group by writing to: The VIG Co-ordinator, c/o Obsidian Art,  
Layby Farm, Old Risborough Road, Stoke Mandeville, Bucks, HP22 5XJ.

Or visit: <http://www.bucksopenstudios.org.uk/index.asp>

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### **Press Contact**

For more information about the event, to request images or to find out about the work of the artists taking part in Bucks Open Studios 2012, please contact: Ruth Holroyd at rh marketing on 07979 855047 or [ruth@ruthholroyd.com](mailto:ruth@ruthholroyd.com)