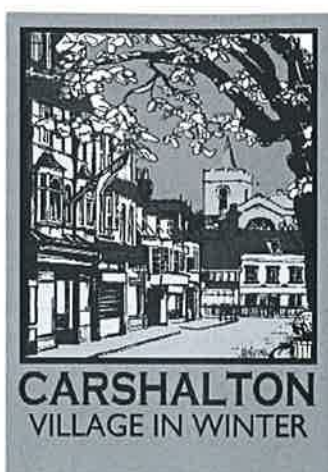


Poster Girl

A few years ago I was surrounded by friends who were successful painters, printers, photographers, web designers and gallery owners. In my heart I was an artist but the problem was I wasn't producing any artwork. The occasional sketch or attempt at a painting but that was about it. Nowadays it's a whole different picture. I've got a range of designs that are selling well, with regular orders, requests for commissions, new designs being added, social network buzz and articles in the local press...I've even been stopped in the street by a woman who gushed about how much she loves my work (this is lovely but takes some getting used to).



A good friend of mine who owns a gift shop in Carshalton bought me a calendar of vintage transport posters for Christmas last year. Over a glass of wine we agreed that a Carshalton poster would be good. I love these style of posters, so revamped a view I'd previously done of Carshalton High Street and bingo.

My designs start with a pencil drawing from photographs, which I then colour and edit in Photoshop. Working this way allows me to combine my love of drawing with the ability to edit easily on my computer.

The first poster design I produced was Carshalton Winter which I started selling in January. The first one sold within an hour of being delivered to the shop. They started selling faster than I could deliver them. It took me completely by surprise, I thought I might sell a few, so really wasn't prepared for the demand.

People who've bought the posters often tell me how much they like them. Couples seem to agree on them which is good to hear. They seem to appeal

to a wide age range and I've consciously tried to make them timeless which I think helps. So far I've heard they've gone to Cornwall, Ireland, South Africa and America.

The posters have so far extended into Christmas versions and tote bags. I've had regular requests for new poster designs and keep researching where to go next. I've got tons of ideas, I just need to find the time. I'm very fortunate to have a great support network around me which certainly makes producing and selling my artwork easier and more enjoyable.

So far, 2016 looks like it'll be another busy year. I was recently given a new calendar for my

birthday, this time it's vintage travel posters from around the world. So I'm going to dig out my old holiday photos from Morocco, Thailand, Australia and Barcelona and see what I can come up with. I studied art at college to degree level and have always enjoyed playing round with a wide range of creative ideas and techniques. I moved to Carshalton in Surrey in 2004 with my husband, who's also an artist. After 10 years working in the media industry, I trained as an art teacher and now teach part time in a sixth form college. I love sharing ideas with my students and helping them to explore materials and techniques which sometimes feed back into my own work.

My long term my plan was to try to make some money from my artwork when my kids were both at school so I didn't have to return to teaching full time. That's not until Sept 2016 so this has all happened much quicker than I ever imagined.

Helena Vaughan

London Transport, Patron of the Arts

A while back, Helena Vaughan worked on a project with the London Transport Museum and was lucky enough to be able to view their poster archive. She poured through drawer upon drawer of beautiful hand produced posters that are proving to be as popular as ever these days.

The early ads on the underground had been ineffective and new ideas were needed. Frank Pick, who was a British transport Administrator with a strong interest in design, realised that earlier advertising was inefficient and that not enough people were using the underground. Pick also realised that most of London's attractions were easily reached by the tube.

In 1916 he commissioned Edward Johnston to create a new typeface exclusive to the underground stations. Pick decided on a campaign of posters that would show pictures of the country side, shopping and sports events to encourage the

use of the underground. He commissioned many designers and artists, both internationally famous and newcomers, including Edward McKnight Kauffer who alone designed 140 posters. He also commissioned work from over 150 women artists.



Designed by Horace Taylor 1924

Subjects featured on the posters varied from sports, such as test matches at the Oval, rugby at Twickenham, tennis at Wimbledon and the boat race on the Thames. The zoo was a popular subject as were pastoral scenes like Kew gardens, Hampstead Heath and the Hop Gardens of Kent.

With artists producing excellent work such as Reginald Rigby in 1915, Laura Knight in 1921 and Alfred Leate in 1927, posters reached a peak of artistic quality and the underground had found a strong corporate identity. By 1933 London Transport was regarded as a Patron of the Arts.



Designs by Helena Vaughan