

Entrepreneur's innovative idea turns life stories into works of art

When Hudson Valley resident and businesswoman Sheryl Entwistle noticed she was hearing fascinating stories about people, but only at their funerals, her entrepreneurial spirit kicked in. How could these stories be captured while people were still living, so their grandchildren and the children after them would know what interesting ancestors they had? And so Living Celebrations was born.

Unlike traditional scrapbooks or memory albums, Living Celebrations creates what Mrs. Entwistle calls "Masterpieces" - museum-quality works of art that tell a person's life story in a unique way. "Just as every person is unique," says Mrs. Entwistle, "so is each of our Masterpieces. For instance, we told one woman's life story through a collection of twenty-eight Christmas ornaments." The ornaments, each handcrafted by artisans who are experts in their fields, represent different aspects of the client's life and were presented in a custom made chest of drawers. The Masterpiece was also accompanied by a professionally written, hand-lettered, hand-illustrated and hand-bound book.

Creating a Masterpiece is an intensive, collaborative process that requires a minimum of six to nine months to complete. Living Celebrations works closely with each patron and brings together a highly qualified team of artists, both locally and internationally, for each project.

"People respond emotionally to the concept," Mrs. Entwistle says. "Many have cried when I've shown them a Masterpiece, they're so touched." The deep sentimentality of these works of art is why Mrs. Entwistle says they make such an unforgettable gift for giver and recipient alike. "For one woman, it was a birthday gift. For a gentleman it was a retirement present to mark his many achievements, both personally as well as professionally.

For more information or to set up an interview with Sheryl Entwistle, please contact Laurel Hostetler at 845-454-5110, e-mail laurel@livingcelebrations.com or visit www.livingcelebrations.com.