



Sheryl Entwistle, owner of Living Celebrations, works with art director Bradley Clark at his studio in Rhinebeck while he creates some sample art work for their portfolio.

Photos by Lee Ferris/Journal

Living Creations

Company captures the life of a client for future generations

By Sarah Bradshaw
Poughkeepsie Journal

Keeping memories alive with art — that's what some local businesses are doing.

There are a variety of methods, but the motivation is simple.

"It goes right to the odd, insane genetic piece of us, that we need to leave our mark," Dutchess County Art Council President Benjamin Krevolin said. "That's what is great about art. Art is able to be a vessel for our most important emotional hungers."

Krevolin's examples include a prehistoric hand silhouette found in the Chauvet cave in France, statues and temples erected in Egypt and ancient Rome and more recently, the planning for the Sept. 11, 2001, memorial site.

Sheryl Entwistle developed a business that uses artists to take people's stories and craft them into what she calls "museum-quality masterpieces." The 51-year-old LaGrange resident launched Living Celebrations in 2004.

She said she realized we should do more to capture people's stories. Her keepsakes are designed by a team of freelance artists from around the country.

Life captured in book

One of her projects, for an oil executive, incorporated a flag book with snippets of his life, enclosed in a silver briefcase.

Another project, for a stay-at-home mother who loved Christmas, included a large green velvet



One of the examples of a masterpiece created by Living Celebrations.

A detail shot of the contents of a masterpiece.



box. Inside the drawers were ornaments that reflected her life: models of her childhood bicycle, home and pony; dolls resembling her children; and glass balls with photos of her grandchildren. A handcrafted book with illustrations of each ornament explained their significance.

The planning phase takes about six months and costs \$10,000. The designing phase takes between another four to six months, with costs ranging from \$5,000 to \$30,000.

"This is not someone's cousin who is going to art school making a scrapbook," Entwistle said. "This is museum archival materials to be passed down from generation to generation."

The preservation of memories doesn't have to cost a fortune. There are many local scrapbooking con-

sultants who teach people how to do it for under \$100. Rosemarie Gariolo, who lives in East Fishkill, is a consultant of a direct selling company called Creative Memories.

She said photo albums are good for browsing through pictures, but bad for knowing the story behind the moment, and that's why many people create scrapbooks.

For information

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