



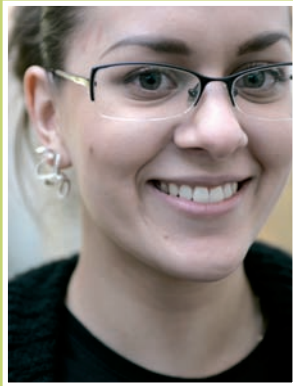
Selina Campbell

# Silversmith

Capturing the beauty of flora and fauna

After graduating with a 1st class Honors in Craft Design, Selina Campbell decided to pursue her ambition of setting up on her own.

Selina decided to get some advice and approached Business Support Solutions. With her own dedicated Business Advisor she worked through a business plan and a cash flow forecast. "Working through a plan has been fantastic, getting free advice and guidance has really helped me with the practicalities of setting up in business."



With a bursary, awarded to her by the prestigious Goldsmith's company, Selina decided to rent a creative studio space at a local craft and design centre, and launch her career as a Silversmith. Now based in the newly developed studio space at Broadstone Mill, Reddish, Selina is working alongside other artists and designers, adding to the diverse range of creative industries that have established themselves within the historic mill.



When asked to describe her artwork, Selina said, "I aspire to capture the beauty of flora and fauna, developed as three dimensional forms exploring aspects of nature. I am greatly inspired by the spontaneous layered structures and growing patterns displayed in nature. I construct single floral components which are arranged to produce intriguing contemporary forms. My designs are intended to evoke an appreciation of the pure aesthetic. The observer can decide the object's use, decorative or functional. I am fascinated by objects that have definite function from jewellery to tableware."



With access to free gallery space, Selina is able to exhibit her latest collections, and launch her new jewellery designs.

"Working in a creative, stimulating environment, has really helped me launch my business, it's great to share ideas, and work together with fellow artists to use the open studio space. Having a professional studio gives me a great place to work from, as well as a retail space to attract new customers. Setting up on my own has been a real challenge, but it's really been worth it."

[www.selinacampbell.com](http://www.selinacampbell.com)

**Business Support Solutions offers advice, information and resources to help you realise your business ideas. We offer sound, professional advice and high quality customer service, meeting a wide range of business needs.**

To find out more please contact us:

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