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PHOTOGRAPHS TAKE ON NEW FORM WITH PROCESS THAT DATES BACK TO 800 B.C.

(Philadelphia, PA, April 24, 2007) Renowned Philadelphia Photographer, **Susan Beard** is pleased to announce the launch of **Waxworks** a collaboration of photography and the ancient Greek technique, encaustic painting with dates back to 800 B.C. Encaustic painting features the use of beeswax and paint pigment and liquid resin to create a truly unique piece of artwork. **Waxworks** is a photography franchise that invites professional photographers to market the use of a unique, ancient Greek technique that transforms normal photographs in to tactile pieces of art. Details of this offering premiered at Wedding and Portrait Photographers International (WPPI) in Las Vegas at the end of March.

"Technology has changed the way we look at everything, says **Susan Beard**. "I think it is important to keep photography fresh by incorporating old and new techniques into products that clients find interesting. **Beard** continued, "In 2007 clients want to enhance the traditional wedding or Bar/Bat Mitzvah album with extra special keepsakes that capture the day. So now, clients have the option to showcase their moment in time with something more than a book of photos or a framed photo—**Waxworks** expands the medium to another very special choice. **Waxworks** pieces can be used to make any photograph more interesting and memorable. Babies, anniversaries, standard family portraits, boudoir shots, the choices are unlimited!

Every **Waxworks** piece is created by hand under the direction of the highly skilled professional artist and educator Leah MacDonald. MacDonald begins with a photographic image that is mounted on to a natural wood panel and coated in multiple layers of natural beeswax, oil paint and liquid resin. Custom colors and intricate strokes of hand painting are added to enhance the texture and tonality of each piece so that a special photograph becomes a piece of fine art for all to admire.

For more information about pricing and ordering call 215.499.7649 or visit waxworksphoto.com.

The Creators

Susan Beard has been a highly successful photographer/entrepreneur in Philadelphia. Susan has an astute eye for recognizing marketable and creative talents. Collaborating has always been the cornerstone to Susan Beard's lucrative business model. A few year's ago, Susan saw the opportunity to share a brilliant artist's work with the world. This collaboration with Leah Macdonald has become a profitable addition to her studio—thus, the creation of **Waxworks**.

Leah Macdonald is a teacher, professional wedding and portrait photographer and also an artist. During her graduate studies at California College of Arts, she experimented with photography and mixed media. Encaustic painting became her focus throughout her graduate studies. She perfected merging photography, beeswax, and oil painting to create a stunning work of art. She is exhibited by Galerie BMG and Rodger Lapelle Galleries. Her photography and wax pieces are imaginative, moody and provocative. Leah's participation in Waxworks combines her personal passion for the medium with a desire to share the beauty.

Julia Lehman-McTigue has been a professional photographer for over 10 years. Julia's work spans documentary, portraiture, fine art, commercial and bereavement photography. Her passion as a photographer has led her to be a very prolific artist. Julia's admiration for Waxworks not only incorporates this process in her personal work, but also added to her client product line with much success.

Photos, samples, and b-roll available upon request

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