

CASE STUDY - Rachel Carter Sculpture

Sculpting Future Business Growth



KEY POINTS

Support Received

- Action Planning Workshops
- Adviser support

Outcome

- Upskilling the business
- Ongoing business support

Sculptor Rachel Carter works from The Garden Studio on the Derbyshire / Nottinghamshire border, creating large scale sculpture for the garden and smaller intimate sculptures for the home using the lost wax technique to create bronze works. Rachel's passion for sculpture started after graduating with a BA Hons in Applied Arts, ever since she has found herself driven by process and material in sculpture. Repetition features heavily in Rachel's work, this could be the process of applying multiple identical lengths of material onto a frame to create surface pattern, or in the creation of an installation made from many identical forms. Hand processes such as weaving, knotting & tying, crochet and even corn dollie weaves have allowed that repetition to flourish to a point where Rachel's hands can almost sculpt independently of thought. Many commissions are underpinned by a love of history and ancestry, and Rachel is honoured to be able to represent our shared and complex histories within sculpture.

Rachel is a strong believer that learning and growth, both personal and in business, shouldn't end and that's why she tries to keep her skills up to date and learn new applications that could benefit her business by attending the webinars and workshops available through the D2N2 Growth Hub. Recently Rachel attended the 'Making Twitter work effectively for your business' action planning workshop, and although she'd been using twitter for some years now, the workshop gave her some new things to try, shared new developments in the app and much more. Since applying these to her business, Rachel has already grown her network and started new conversations with other businesses and customers. Rachel has also benefited from adviser support to help provide guidance on how to continue trading through the Coronavirus pandemic.

"I really enjoy accessing the D2N2 webinar programme, being able to dip in and out of workshops as I need them is so valuable as a small business owner. There are so many to pick from on a wide range of topics, they really do help"

Rachel Carter, Rachel Carter Sculpture

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