

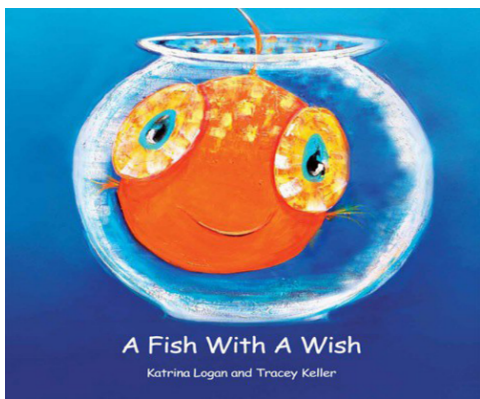
Tracey Keller

Artist of life

Tracey Keller is an amazing artist full of creative and inspiring ideas. I sat down and had a chat with Tracey and what follows is a look into her life.

Tracey was born on the 29th of August, 1967. She went to high school at Hervey Bay High and Maryborough High. She also went to university at Caseldine CAE – Associate Diploma in Recreation. Tracey has been painting professionally for almost 20 years. She has always worked from a home based studio. Before Tracey became an artist she was self-employed as a consultant to Hilton International as their Retail Operations Director. There are a lot of interesting facts about Tracey that not many people know. She used to own a

clothing factory, she has raised over \$400 000 for charities across the globe, and, she likes brussel sprouts. Tracey was also lucky enough to be able to illustrate a book called 'A fish with a wish'.



Tracey was motivated to get into a business after she got hit by a car as a child, she had to have many operations on her legs. This meant she had to give up college and always had to start new jobs because she was in hospital a lot. Tracey needed a job to get money but she couldn't seem to find one, so she decided the easiest thing to do was create her own job/business.

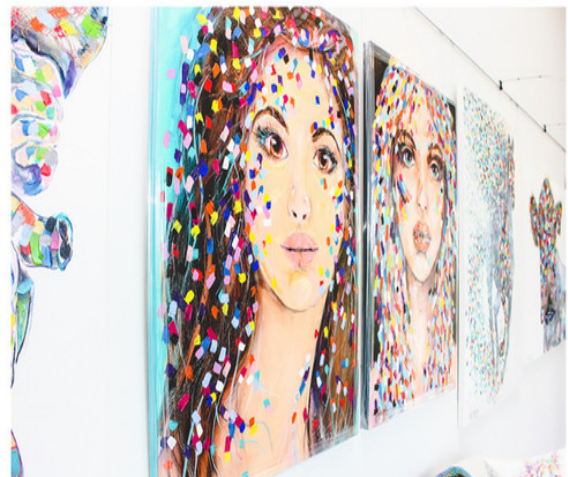


Tracey has always been good at art and she has also learnt about business and marketing. She figured she could create a product and then market it to the world. This is how it all started. Then she thought she needed to create something unique with less competition. That is how the iPhone cases and the cushion covers came to fruition.



Some of the iPhone cases

The skills, traits and knowledge Tracey has displayed are **Risk Management:** Tracey always love to try new styles and designs. Sometimes this is a huge risk, because people don't like it. BUT, from the feedback that she gets, negative comments always ensure that she has to improve and create better things. She also always learns from her mistakes. **Passion:** Tracey refers back to her challenge when she first started and galleries wouldn't exhibit her. This caused Tracey to continue and not give up. **Creative:** Tracey is always thinking of new techniques to create her paintings. She constantly educates herself by reading and watching YouTube channels, and this helps her discover new, improved techniques. When I spoke to Tracey she said "Georgia, remember when you came to the studio and watched me paint with water first, then I added ink? That is a new, inventive technique that I use."



There is some evidence that Tracey considers 'Relative Scarcity' such as, recycled fabrics are used in some cushion covers, environmentally friendly plastics are used in the wrapping and she also uses cardboard instead of plastic boxes.

If you like Tracey Keller's amazing and inspiring artwork you can contact her by:

Facebook Twitter Instagram



Or you can go to her website traceykeller.com/



Tracey gave me permission to tell this class a secret of hers..... soon she is going to be selling and creating sculptures!

