



**HELEN MORLEY**

**WAYBREADS**

Fine Art graduate Helen Morley designs and creates her stunning wallpapers at her home studio in Bishop Auckland, County Durham. She was inspired to create her distinctive and colourful designs by her time as a warden of nature reserves in her native Kent. Each of her designs features the beauty of English flora and fauna with its plants, seeds, creatures and complex habitats. She believes she's one of only a handful of designers in the country making lino printed wallpaper.

Her designs start with a country walk and images on paper before she cuts the pattern into lino. Helen built her own printing press and taught herself how to do repeat patterns. Helen's launched Waybreads with support from Durham Creatives and the Digital Women's workshops, describing herself as strictly analogue in relation to the means by which she creates her stunning hand printed lino blocked designs.

"I went to most of the Durham Creatives workshops as I'd never run my own business before. I found the people there very encouraging and their advice on things such as social media and Google is working already."

Having launched her business, Waybreads, just a few months ago, the artist has already had her work showcased in exhibitions and has been selected to sell on the coveted independent online retail site Notonthehighstreet.com. She has also sold her wallpapers to America and has signed a deal to distribute her designs in Japan.

"It's fantastic to be able to make a living from my creative interests."