

## INTO SOMERSET CASE STUDY – CREATIVE

### Corbin O'Grady Studio

Professional photographers Anita Corbin and John O'Grady ensure photo shoots are twice as effective by simultaneously taking images.

Whether in their Somerset studio or on location around the world, this innovative approach allows them to get the best from their subjects and maximises client choice and value.

Anita and John, of Corbin O'Grady Studio, have been working together since 1984 and moved their business from London to Wellington in 2001.

Anita says, "The reason we moved our business to Somerset was because of its good education facilities. We wanted the best for our children. What we found was good education, good family life and a good working life; all of these made for a great business location."

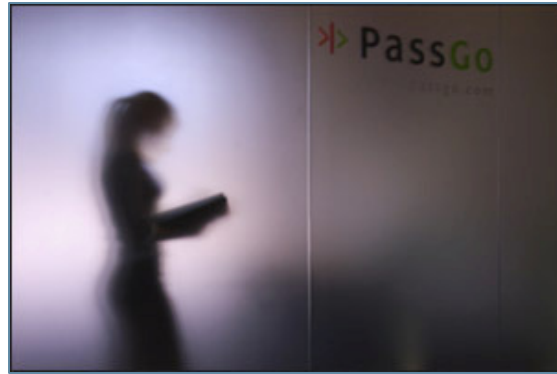
Somerset's fast transportation links means Corbin O'Grady Studio is ideally placed to attend client meetings. "We have found a thriving business community in Somerset and have picked up many new clients since moving here, but with the excellent road, rail and air links, we have also found we can still keep in touch with our major clients in London and further afield," says John.

Corbin O'Grady Studio undertakes a range of commissions from portraiture using complicated lighting set ups to lifestyle photography under natural light. It has provided images of top businesspeople for the annual reports of prestigious clients, ICI and Lloyds TSB and has carried out celebrity portraiture and editorial work for national colour supplements. It has also had a key role in Somerset Strategic Partnership's Business Image Database, which includes the above photo.

"Wilting under pressure is not an option and some subjects need sympathetic handling. When you need photographs, you need people with experience. You don't want a drama!", says Anita.

Another key benefit of being in Somerset is its excellent broadband system, which is vital for creatives. "For us, the availability of broadband means we have all the benefits of a rural lifestyle whilst being able to stay totally in touch with the marketplace," Anita explains.

And quality of life is also important. "There is a richness about Somerset – the attractiveness of the rural landscape, the welcoming nature of the locals, the general quality of life, not to mention the availability of fresh organic produce – which makes it a superb location for our business."



#### CONTACT DETAILS

Corbin O'Grady Studio  
Wellington  
Somerset

Tel: 01823 662329

Email: [anita.corbin@virgin.net](mailto:anita.corbin@virgin.net)

Website:

[www.corbinogradystudio.co.uk](http://www.corbinogradystudio.co.uk)