

The Record (Coulter Press)

Sunday, July 15, 2007
8:50 PM

Record

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Thursday, July 12, 2007

Art is all in the family

By Pam Pollan
RECORD CORRESPONDENT

SHREWSBURY— Aaron Fox earns his living as a graphic artist, Web site designer and photographer, unlike his wife, Shari Fox, who teaches visual arts at Shrewsbury High School.

"It's great because we are both artists we can bounce ideas off each other and critique each other's works. The two of us have very different backgrounds and artistic tastes which can make it difficult when it comes to decorating our home, but it is good because we challenge each other and become a little more open minded in the process," he said.

Fox runs a full-time graphic art and multi-media design business, BasementClubStudios.com, out of his home office and also works as a photographer in a studio in Marlboro.

"I design Web sites, online learning courses and marketing materials. I am also a photographer. I shoot almost every subject matter from models, nature, architecture and special occasions. I am now starting to shoot weddings and bar mitzvahs," he said. "The Internet is a powerful tool. When I can assist a company no matter how big or small reach potential clients and adding new fresh ideas to their information, I feel a great satisfaction knowing that I am helping them and I feel good about that. My photography is something I tend to do more or less for myself. It's a great way to express my ideas and if someone else likes what I have done then it's an added plus."

Fox is flexible and has done work for such companies as Blue Cross Blue Shield of Massachusetts, Staples, Tufts Health Care, Prudential Life Insurance, Novartis, American Eagle Outfitters, Sears, Circuit City, Sony, Home Depot, Best Buy, Foot Locker, General Electric, Iron Mountain and the Istanbul Leadership Conference Center, as well as schools, small businesses and nonprofits.

His work has been shown at Valley Photo Center in Springfield, Spirit of Shrewsbury, Central One Federal Credit Union in Shrewsbury, Post Road Art Center in Marlboro and Dream Dinners in Shrewsbury.

Fox grew up in Stoughton, the older of two boys in his family.

"My parents are great and very supportive. My father is an accountant for Grand Circle Travel in Boston. My mother is an artist; she attended the School of the Museum of Fine Arts," Fox said. "My father's dad, Abe, was a photographer for the Associated Press. He was also an official photographer for the Boston Braves and the Boston Red Sox. He traveled all over covering important news like Dutch Schultz's arrest and the findings of a Nazi sub off of the coast of Maine. His wife, Ruth, designed three dimensional artwork using old postcards and illustrations."

Before Fox attended art school, he designed posters, brochures and other print materials. When he returned to school, he was trained in graphic design and taught how to create multimedia interactive CDs and Web sites.

"Computer design was a new thing and at the time. UMass Dartmouth was starting a new major in electronic imagery.

I thought I would give it a try and combining art and technology was something I discovered that I really enjoyed doing," he said.

Fox graduated from UMass Dartmouth in 1996 with a bachelor's degree in electronic imagery and photography. He also studied illustration and film animation at Massachusetts College of Art.

"I began my career working as a digital photography editor for a catalog company, moved up to become a production artist for Click2Learn.-com designing E-learning courses for Fortune 500 companies," he said. "Eventually, as opportunities arose, I left Click and began working as a lead graphic designer at Beacon Learning Inc. I was promoted to art director and served in that position until the company closed its doors in 2003."

Since 1999, he has expanded his own freelance graphic design business, designing Web sites, e-learning courses, company branding, and print projects.

Fox is a member and the webmaster of the Shrewsbury Artist Guild, as well as the Boston chapter of the National Graphic Artist Guild.

"The best thing about being a member of the guild is being able to meet other artists and participate in workshops and lectures from guest speakers of all ages," he said. "After moving to Shrewsbury in 2005, we wanted to become established in the community so joining the Shrewsbury Artist Guild only seemed natural."

To learn more about Aaron Fox's artwork, visit his Web site at www.BasementClubStudios.com.

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