



**FOR IMMEDIATE RELEASE**

Media Contact:

Jennifer Ford & Bridget O'Reilly

hello@insearchofbeauty.net

www.insearchofbeauty.net

**ART PROFESSIONALS LAUNCH LONG TERM PROJECT TO DOCUMENT DIVERSE FORMS OF BEAUTY  
AROUND THE WORLD**

*By travelling the world in an intentional search for beauty, two women aim to highlight a variety of people, places, and experiences that provide inspiration in daily life.*

JUNE 12, 2017 -- Art Gallery owner Jennifer Ford and her former Gallery Director Bridget O'Reilly have launched a new blog entitled [In Search of Beauty](#) that will document their separate experiences traveling to various cities, towns, and villages around the world. The blog will be a repository of what the duo finds beautiful in the locations they visit by highlighting what to see, who to know, and how to live.

*In Search of Beauty* offers a multigenerational perspective on traveling. Ford will begin her trip in late-July with her 11-year-old son and will travel around Europe until mid-October and then to the Middle East and Africa until the end of this year. O'Reilly plans to make some weekend trips in North America in the upcoming months and then to Europe in early-October with her partner; the couple plans to have a more "play-it-by-ear" approach when they arrive overseas.

Already a seasoned traveller, Ford's decision to bring her son came when she noticed his fear and disappointment as he scanned newspapers for a current events assignment. This led to a discussion on how the two could make a make a positive impact on the barrage of information and images that they digest daily by traveling and sharing their experiences. After Ford told her plan to her former gallery director, it inspired O'Reilly to take the leap and travel internationally within the year as well. The two conceived *In Search of Beauty* to write about people all over the world contributing to our contemporary idea of beauty. This will include beautiful contributions to a healthy community, art and architecture created with the intention of beauty, and places on earth that could only be defined as naturally sublime.

In addition to their articles, Ford and O'Reilly will document their thoughts and tips prior and during their trips not only on *In Search of Beauty*, but on Instagram, Facebook, and Pinterest.

**ABOUT IN SEARCH OF BEAUTY**

In Search of Beauty is a travel blog that reflects a commitment to the arts and creative industry as a whole by finding the beautiful in our lived environments. While the definition of beauty will always remain subjective, the common definition is a person, place, object, or experience which obtains the perception of balance and harmony with its surroundings. We believe that beauty is everywhere. By starting in our own community and then working our way around the world, we hope to be a point of inspiration, positivity, and delight. For more information, visit [www.insearchofbeauty.net](http://www.insearchofbeauty.net)

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