

FOR IMMEDIATE RELEASE

LAURA KAUCHER NAMED ART DIRECTOR OF SPOONFUL MAGAZINE

Philadelphia, PA – January 19, 2017 – Laura Kaucher has been named Art Director of Spoonful Magazine, a seasonal magazine and high-quality cookbook that's at the forefront of the bookazine movement.

“Laura is the artistic visionary who helped make Spoonful Magazine one of the 30 Hottest Magazine Launches in 2016,” says Kristina Erfe Pines, founder and publisher of Spoonful Magazine, which is based outside Philadelphia in Wynnewood, PA. “We are proud to have her as our Art Director as we approach our first anniversary this March.”

A resident of Chicago, Laura began her career at Spoonful with the launch of the publication's first issue in Spring 2016. Since then she has managed Spoonful's Chicago-based creative team, while further developing the immersive design and evocative aesthetic the publication has become known for.

A graduate of Indiana University with a Bachelor of Fine Arts in Graphic Design and minor in Art History, Laura has worked directly with publications including Martha Stewart Weddings, Brides and Southern Weddings to showcase products for feature stories. She was previously the art director at ForYourParty.com, where she created personalized invitation suites and other customized paper accessories for high-profile clients, art directed photoshoots and television segments and designed and managed the wholesale division's product catalog.

Meet Laura Kaucher: <https://vimeo.com/148065119>

About Spoonful Magazine

A seasonal magazine and high-quality cookbook in one, Spoonful brings gracious entertaining back into the modern home with fresh ideas that celebrate home cooking, inspired recipes and small-batch artisans. Each issue immerses you in culinary and home entertaining experiences you'll never forget, while offering inspiration, encouragement, and tested tips and techniques from home cooks all over the globe. Spoonful can be found in Barnes & Noble, Whole Foods, more than 600 bookstores across the country, as well as 200 high-end grocery and specialty stores. For more information, visit www.spoonfulmag.com

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Editors note: Photos, videos and interviews available

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