

Beading Daily Announces Top 10 Most Popular Projects of 2007

Loveland, Colo., January 4, 2008: Beading Daily announced today the site's Top 10 Most Popular Projects of 2007, as told through the thousands of downloads conducted in 2007 by Beading Daily readers around the globe. Launched in August of last year, Beading Daily (BeadingDaily.com) is the new online community, library of free projects, online store, daily blog, and e-newsletter for beading and jewelry-making enthusiasts from Interweave Press, publisher of *Beadwork*, *Stringing*, *Step by Step Beads*, *Step by Step Wire Jewelry*, and *Jewelry Artist* magazines.

Beading Daily's Top 10 Most Downloaded Projects List reveals a portrait of the trends in the industry, proving that enthusiasts are interested in a wide range of projects from earrings and bracelets to rings and necklaces. The most popular project of the year was a simple snowflake ornament—a perfect last-minute holiday gift or home décor project. The most popular stitch was the ladder stitch, a technique used in five of the top 10 projects of 2007.

Beading Daily's Top 10 Most Downloaded Projects of 2007 and their designers, in order of popularity, are:

1. **Snowflake Ornament** — designed by Robin Cowart, this festive netted snowflake has many uses: Decorate your holiday gifts with it, dangle it on a small suction cup with a hook in a window, or hang it on a Christmas tree.
2. **Filigree Drops Earrings** — designed by Jamie Hogsett, these elegant earrings are an exclusive Beading Daily excerpt from *Create Jewelry: Crystals* (Interweave Press, 2007), using a custom crystal mix called Aquadesiac.
3. **Lazy B Ranch Bracelet** — designed by Beading Daily editor Michelle Mach, this western-style bracelet includes rugged opal nuggets, ladder-stitched beaded beads made of smoky quartz rondelles, and a silver buckle clasp. This project was created by Mach for the December 2007/January 2008 *Beadwork* challenge.
4. **Elegant Netted Bracelet** — designed by Deborah Meyer, this bracelet combines ladder-stitched cube bands with simple bugle and seed bead netting, with a few crystals for sparkle and fun.
5. **Ladder Rings** — designed by Dustin Wedekind for his latest book, *Getting Started with Seed Beads* (Interweave Press, 2007), this is a great beginner's project that teaches the basics of ladder stitch.
6. **Zulu Flowerette Chain** — designed by Diane Fitzgerald, this project garnered the most votes from Beading Daily readers in the site's offer to give away one free pattern from Fitzgerald's new book, *Zulu Inspired Beadwork* (Interweave Press, 2007).
7. **Cubed Herringbone Bracelet** — designed by Lorraine C. Menard, the ladder-stitched cube beads in this bracelet form a sturdy foundation row that helps begin herringbone stitch. The row is then repeated along the length of the bracelet for visual and structural support.

8. Bead Hoarder's Collage Bracelet — designed by Jeanette Shanigan using brick stitch, herringbone stitch, and ladder stitch, this is the perfect post-bead-show project for showcasing those special one-of-a-kind beads.

9. Afternoon Tea Necklace — designed by Knitting Daily editor Sandi Wiseheart, the sweet rose and purple lampworked beads are the stars of this charming necklace. To create this simple necklace, you need to know how to use jump rings and create wrapped loops.

10. Constellations — designed by Linda Herd for *Stringing* magazine, this simple wirework and stringing choker necklace might remind you of the constellations of the winter night.

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About Beading Daily

Launched in August 2007, Beading Daily offers a free e-newsletter and daily blog, free beading projects, online store, tips and techniques, galleries, artist interviews, event updates, and more for the growing community of beading and jewelry-making enthusiasts. More than 100 project instructions are available for free on the site, and new free projects are added monthly. Enthusiasts can also purchase many exclusive patterns in the Beading Daily online store. The site offers projects for every skill level in every design category imaginable: necklaces, bracelets, earrings, bags, home décor, and more. Beading Daily's mission is to help beaders bead, so techniques and tips represent an ever-growing section of the site. Step-by-step instructions for a wide variety of techniques and beading stitches are provided in the project instructions—from peyote, brick, and square stitch to right-angle weave, netting, stringing, wirework, polymer clay, beadmaking, and bead crochet.

About Interweave Press LLC

Interweave Press, a unit of Aspire Media, is one of the nation's leading craft media companies, with businesses in magazine and book publishing, interactive media, broadcast programming, and events for craft enthusiasts. The Interweave Press Publishing Group features 14 subscription magazines and many more special interest publications. Interweave Press has more than 250 books in print and annually publishes about 40 best-selling, how-to craft books on the same subjects as the company's magazines. Additionally, Interweave Press operates eight annual craft enthusiast events and has an extensive Internet presence that includes nearly 30 websites. Linda Ligon founded the company in the 1970s when she began publishing *Handwoven* and *Spin-Off* magazines. Since then, the company has grown to employ more than 100 people throughout the country, with corporate headquarters located in Loveland, Colo. For more information on Interweave Press, please visit www.interweave.com or call (970) 669-7672.

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