



Quilting Arts in Stitches eMag™ Debuts 3rd volume and Welcomes New Editor, Jane Dávila

Loveland, Colo., May 26, 2011: Interweave announced this week that Quilting Arts in Stitches Volume 3, the third publication of the Quilting Arts in Stitches eMag™, is now available for digital download to PC and MAC computers for \$14.97/issue. Jane Dávila, a best-selling crafting author and popular art-quilting and surface design teacher, is the new editor of the eMagazine; previous editor Pokey Bolton remains involved as editorial director.

Website: <http://www.interweavestore.com/Quilting/Magazines/eMags.html>

“Our first two issues were great successes and we are so pleased by how the art quilting community has embraced these new digital publications,” says Bolton. “Our new editor Jane Dávila has done a fantastic job with this new volume, bringing readers even more interesting and dynamic interviews and step-by-step tutorials.”

Editor Jane Dávila added, “If you read Quilting Arts and Cloth Paper Scissors magazines with your nose pressed against the page, trying to see more details and wishing that you could hold all those gorgeous quilts and projects in your hot little hands, then you’ll love this eMag. Zoom in on each photo until you can see every tiny stitch. Get super up close and personal with the beautiful art like you never could before. And if you’re a visual learner like me, then the videos of the artists working on hand and machine stitching techniques will be absolutely invaluable. Instead of just telling you how to do something, they’ll show you how to do it! It’s like having a team of experts right in your studio, ready to pause if you get interrupted, and replay over and over to catch every word.”

Quilting Arts in Stitches focuses on hand and machine stitch techniques—techniques that are essential for the art quilter but also very popular with traditional quilting enthusiasts. Inside this eMag, you’ll find exceptional content, videos galore, slideshows with zoom capabilities, scrolling informational and tip boxes, step-by-step instructional articles, printable materials lists, printable pages, and bios for all the contributing artists.

The third volume offers a variety of articles and projects, including:

- **Stitch as Mark with Gwen Hedley:** Learn how Gwen transforms her sketches into gorgeous art quilts.
- **Five Things to Know about Thread Sketching with Leni Wiener:** Watch Leni as she demonstrates tips on how to sketch with your machine.
- **It’s Slow, It’s Traditional, It’s Perfect with Lisa Call:** See how Lisa creates her own unique contemporary textile paintings using traditional machine stitching.
- **You Stitched What? An Alchemical Transformation: Embellishing Quilted Textiles with Stitched Metal with Judy Coates Perez:** Learn what happens when combining shiny, hard metals with soft, flexible textiles in this great new series.
- **Machine and Hand Stitching with Natalya Aikens:** Explore tips on how to combine machine and hand stitching to create various art quilts.
- **Put Your Best Face Forward with Maria Elkins:** Explore ideas to help bring your quilted portrait quilts to life.
- **Thread Painted Quilts with Barbara Barrick McKie:** Create stunning photo quilts with thread painting.
- **Creating Detail and Texture with Free-motion Quilting with Terry Grant:** Learn when and how to add shadows and pattern when quilting complex scenes.

- Around the World in Stitches: Kuba Rafia Textiles with Lisa Shepard Stewart: Learn about this unique sewing method from the Congo in our new series.
- Free-Motion, Machine-Sketched Black-Eyed Susan with Candy Glendening: Join Candy as she takes you through the steps to create your own botanical sketch of a black-eyed Susan.

The eMag is compatible with Macintosh and PC computers, with minimum system requirements of Intel Core™ Duo or Intel™ Pentium™ III processors, respectively. The eMag™ is built using Adobe InDesign and Adobe Flash CS5 Professional, with a custom digital viewer that runs on the Adobe AIR platform.

The eMag™ does not replace Quilting Arts Magazine, available by subscription and on newsstands, retail \$7.99/issue.

SOURCE: INTERWEAVE

Websites

<http://www.QuiltingArts.com>
<http://www.Interweave.com>
<http://www.Aspire-Media.com>

Useful Links

Where to purchase the eMag: <http://store.quiltingdaily.com/Quilting/eMags.html>

About Interweave

Interweave is the world's largest online and offline resource for artists and crafters with businesses in magazine and book publishing, digital content and social media, television and instructional videos, directories, eCommerce, events and workshops. Interweave publishes more than 40 consumer art and craft magazines, delivered to consumers when, where, and how they want: in traditional print format, on newsstands, in CD collections and digital downloads, and most recently in new interactive content products such as eMags™ that bring together articles, patterns and projects, photos, and videos into one immersive experience.

In addition to magazines, Interweave has more than 350 books in print while publishing more than 40 books annually. Interweave produces eight consumer events, sponsors and hosts three craft television series on U.S. public television, and operates 30 websites and nine online communities with e-mail newsletters. Interweave also licenses its magazine, book, and video content to media companies internationally.

Founded in 1975 by Linda Ligon, Interweave was acquired by Aspire Media in 2005. Ligon remains with the company as VP and Founder and is a member of Interweave's board of advisors. The company is headquartered in Loveland, Colorado, and has other offices in Pennsylvania, Massachusetts, and New York. For more information about Interweave call (970) 613-4616, 800-272-2193 or www.interweave.com.

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