



## **Interweave Knitting Lab, a New National Event for Knitters, Announces Debut in San Mateo, Calif. Nov. 3-6, 2011**

***Online registration opens Tuesday, May 3 at 1 p.m. Eastern***

Loveland, Colo., May 3, 2011: **Interweave Knitting Lab**, a new, four-day national knitting event that will explore every facet of the knitting craft, makes its debut this year at the Marriott San Mateo, Calif., near the San Francisco airport, November 3-6, 2011. This premiere knitting event offers innovative project-based classes, fascinating lectures, enticing panel discussions and other special evening sessions, plus three days of shopping opportunities at the Knitter's Market.

The event is put on by arts and craft media company Interweave, publisher of Interweave Knits and Knitscene magazines, as well as the online knitting community, KnittingDaily.com. As of May 1, sponsors of the 2011 event are Classic Elite Yarns, Jimmy Beans Wool, Manos del Uruguay yarns, Skacel Collection, Tahki Stacy Charles, Inc., and Tess' Designer Yarns.

Registration opens today online at [www.interweaveknittinglab.com](http://www.interweaveknittinglab.com) to attend the retreat and sign up for more than 70 different classes and lectures with more than 25 world-famous instructors. Classes at Interweave Knitting Lab range from rarely-offered classes on unique regional, ethnic, and historical techniques, to studio classes that apply new design and technique skills to original creations. There are classes in sock knitting, lace knitting, cables, sweater construction, knitwear design, color theory, mosaic knitting, intarsia, Fair Isle, and much more.

One keynote speaker is U.S. author and feminist Barbara G. Walker, inventor of more than a thousand original, never-before-see pattern stitches, more than any other single source known to history. She is also the inventor of several improved knitting techniques including "ssk"; a new method of pattern charting; and a new way of working color patterns, which she named mosaic knitting. Her knitting books include such timeless references as, "A Treasury of Knitting Patterns" (1968), "The Craft of Lace Knitting" (1971), "The Craft of Cable-Stitch Knitting" (1971), and "Knitting from the Top" (1972).

Other icons of the knitting world who will be instructors at this event are: Cookie A, Cat Bordhi, Beth Brown Reinsel, Ann Budd, Nancy Bush, Nilda Callañaupa, Donna Druchunas, Teva Durham, Karen Frisa, Kate Gagnon Osborn, Vivian Hoxbro, Stefanie Japel, June Hiatt, Courtney Kelley, Galina Khmeleva, Nancy Marchant, Annie Modesitt, Mary Jane Mucklestone, Robin Hansen, Shirley Paden, Clara Parkes, Carol Rhoades, Gayle Roehm, Susan Strawn, and Meg Swansen.

### **Registration Details**

During the first few weeks of open registration, starting tomorrow through May 25, **The Knitter's Weekend Package** is the only way to purchase entry to the Interweave Knitting Lab. The Knitter's Weekend Package fee is \$695 before May 25, and allows participants to sign up for as many classes, lectures and special events as they would like over the four day period, as well as gain access to all special events.

Only the full package option is open the first few weeks of registration to allow participants who are attending all four days the best chance to secure first-choice workshops at a great package rate. Event attendees can customize their experience and sign up for as many half-day and full-day classes as they want during the four days.

After May 25, The Knitter's Weekend Package price will increase to \$745 and workshops that still have availability will be sold as individual sessions. The price for individual session registration, opening at a later date—based on availability—will be \$95 for a half-day or evening class, \$190 for a full-day class or \$35 for a one-hour lecture. Materials fees vary by class and are in addition to the class registration fee. Materials fees are charged on the day that participants register online.

**The Knitter's Market** will be open Thurs-Sat. for shopping and is free and open to the public. Attendees will enjoy a unique shopping experience with local and national vendors selling one-of-a-kind yarns, books, knitting notions and kits, and much more. Knitter's Market Schedule:

- Thursday, November 3: 5 – 9 p.m. Pacific Time
- Friday, November 4: Noon – 9 p.m. Pacific Time
- Saturday, November 5: 9 – 3 p.m. Pacific Time

**Event Location:** Marriott San Mateo San Francisco Airport Hotel, 1770 South Amphlett Boulevard, San Mateo, California, (650) 653-6000.

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**Website:** [www.interweaveknittinglab.com](http://www.interweaveknittinglab.com)

**Facebook:** [Facebook.com/interweaveknittinglab](https://www.facebook.com/interweaveknittinglab)

**Twitter:** [www.Twitter.com/knittinglab](https://www.twitter.com/knittinglab)

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#### **About Interweave Knits**

*Interweave Knits* is a quarterly magazine for knitters who value elegant knitwear and find inspiration in creating their own style. Each issue features original designer patterns for garments and home décor that captivate the creative spirit, plus enlightening explorations of knitting around the world, in-depth technical articles, and the latest knitting news. Projects range from introductory to challenging and from traditional to cutting-edge, with a full range of sizing.

#### **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](http://www.interweave.com).