



Interweave Announces Creation of Video Department with In-House Studio and Editing Suite

New department within company will develop, shoot, edit and distribute original and existing video content for Interweave's multi-platform products

Loveland, Colo., May 17, 2010: Interweave, one of the country's leading art and craft media companies, today announced the creation of a video department with in-house studio and editing suite, based out of its Loveland, Colo. headquarters. The video department is a new division of the company that will develop, shoot, edit and distribute original and existing video content for Interweave's multi-platform products. Video will be produced for stand-alone DVD sales, for books and magazines as added value to the reader, and for free video on Interweave's websites, online communities, and social media.

The department is overseen by Video Studio Manager Garrett Evans, who was hired by Interweave in August 2009 to begin outfitting the in-house studio. Evans is an Emmy award-winning producer and editor whose former clients include HGTV, Animal Planet, Discovery Channel, AllRecipes.com, ESPN, CNN, NBC and ABC. Evans recently expanded the department and hired Rachel Link, a video producer who joins the company on May 17 from Los Angeles, where she was head of operations for a film distribution company, promoting independent films worldwide. Evans also hires teams of freelancers from the Denver region, where he says, "There is a wealth of talent coming out of the universities and the cable telecommunications industry."

The Interweave studio is located in Interweave's main offices in downtown Loveland and was converted from a former audio recording studio. "We really lucked into this location," says Evans. "The acoustics in here are fantastic and the space is just right for our needs."

Interweave's video department will shoot video this year in the studios and on-site in locations around Colorado, in New York City near *American Artist* magazine's editorial offices, and at various craft shows and retreats run by the Interweave events team.

Interweave's video initiatives for 2010 include more than 40 instructional DVDs to be filmed with Interweave's pool of editors and talented artisans featured in its publications and books. Some of these DVDs are handled by Evans's team from shoot to final production, and others are shot by video freelancers or outside studios and will be managed by the video department. Instructional DVDs produced by Interweave are approximately 60-120 minutes in length and are sold through independent arts and craft shops or direct to consumer through www.InterweaveStore.com.

Interweave will also produce another eight DVDs in 2010 for the books team—two on the spring 2010 title list and six on the fall title list. The DVDs are extra value for the book reader and offer instruction by the author on key craft techniques taught in the book. These DVDs are bound directly into the books and sold through the book trade, craft shops, and other retailers nationwide. In addition, Interweave will be including DVDs in some magazine special issues, such as the recent *Beadwork Presents: Favorite Bead Stitches* (April 24, 2010) magazine.

Interweave's video department also will produce free streaming video for Interweave's websites and online communities, as well as promotional vignettes and meet-the-author interviews for social media. Interweave's free videos can be viewed in the online communities or on the company's YouTube channel YouTube.com/InterweaveVideos.

"We're creating rich, original content every day out of our studios and editing suites," says Evans. "We took a few maiden voyages in the first quarter with the launch of instructional DVDs in the spinning and weaving divisions, and they were successful. We're expanding into a full-fledged department with robust recording and editing schedule through 2011, with no end in sight."

FORTHCOMING 2010 DVDS FROM INTERWEAVE

INTERWEAVE BOOKS WITH DVDS

- *Sculptural Metal Clay Jewelry with DVD* by Kate McKinnon (ISBN 9781596681743, \$26.96, May 2010)
- *Stamped Metal Jewelry with DVD* by Lisa Niven Kelly (ISBN 9781596681774, \$26.95, July 2010)
- *The Intentional Spinner with DVD* by Judith MacKenzie McCuin (ISBN 9781596683600, \$29.95, Sept. 2010)
- *Contemporary Copper Jewelry with DVD* by Sharilyn Miller (ISBN 9781596682894, \$26.95, Oct. 2010)
- *The Knitter's Companion Deluxe Edition with DVD* by Vicki Square (ISBN 9781596683143, \$24.95, Nov. 2010)
- *The Jewelry Architect with DVD* by Kate McKinnon (ISBN 9781596681767, \$26.95, Nov. 2010)
- *Wirework with DVD* by Dale "Cougar" Armstrong (ISBN 9781596682900, \$26.95, Nov. 2010)
- *Knit Kimono Too with DVD* by Vicki Square (ISBN 9781596682399, \$26.95, Dec. 2010)

RECENT AND FORTHCOMING DVDS, in order of release:

- Quilting Arts Workshop - Metal Embellishments: Incorporating Wire, Foil, Metal Sheetting, & More into Fiber Art with Mary Hettmansperger (\$19.95, Now available)
- Quilting Arts Workshop - Screen Printing Sampler: 4 Fun & Innovative Ways to Make Artful Cloth with Jane Dunnewold (\$19.95, Now available)
- Cloth Paper Scissors Workshop - Mixed-Media Textile Art with Susie Monday (\$19.95, Now available)
- The Gentle Art of Plying with Judith MacKenzie (\$34.95, Now available)
- Popular Wheel Mechanics with Judith MacKenzie (\$34.95, Now available)
- Doubleweave Basics with Jennifer Moore (\$19.95, Now available)
- Artist Daily Workshop – Mastering Watercolor Portraiture with Mary Whyte (\$29.99, May 2010)
- Artist Daily Workshop – Mastering Plein Air Painting with Frank Serrano (\$29.99, May 2010)
- Artist Daily Workshop – Mastering Portrait Drawing with Susan Lyons (\$29.99, May 2010)
- Beading Daily Workshop – How to Make Polymer Clay Beads with Ronna Sarvas Weltman (\$29.99, June 2010)
- Beading Daily Workshop – How to Shape, Texture, and Antique Wireworked Jewelry with Ronna Sarvas Weltman (\$29.99, June 2010)
- Knitting Daily Workshop – Inside Intarsia with Anne Berk (\$24.95, Sept. 2010)
- Knitting Daily Workshop – Getting Started: Basics and Beyond with Eunny Jang (\$24.95, Sept. 2010)
- Knitting Daily Workshop – Creative Finishing with Vicki Square (\$24.95, Oct. 2010)
- Knitting Daily Workshop – Knitting From the Top Down with Wendy Bernard (\$24.95, Oct. 2010)
- Knitting Daily Workshop – Knitter's Companion with Vicki Square (\$24.95, Nov. 2010)
- Doubleweave Pickup with Jennifer Moore (\$19.95, November 2010)

Websites

<http://www.interweave.com/Video-TV>

<http://www.interweavestore.com>

<http://www.youtube.com/interweavevideos>

About Interweave

Interweave, a unit of Aspire Media, is one of the nation's largest and most respected arts and craft media companies, with businesses in magazine and book publishing, online media, television and video programming, directories, and events. The Interweave Publishing Group features 16 subscription magazines and many more special interest newsstand publications sold on newsstands nationwide. Interweave has more than 290 books in print and annually publishes about 40 how-to books on the same subjects as the company's magazines. 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 175 people throughout the country, with corporate headquarters located in Loveland, Colorado, and other offices in New York, New York; Malvern, Pennsylvania; and Stow, Massachusetts. For more information on Interweave, visit www.interweave.com or call (970) 669-7672.

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