



Contact: Jaime Guthals  
(502) 243-6834  
Cell: (502) 387-2383  
JaimeG@interweave.com

Publication: September 2009

## **Seed Bead Fusion: 18 Projects to Stitch, Wire, & String**

**Rachel Nelson-Smith**

*Seed Bead Fusion* by Rachel Nelson-Smith (Interweave, \$24.95, September 2009) is unlike any other seed beading book you've ever seen. This fresh design approach to seed-bead jewelry will teach beading enthusiasts how to fuse, merge, and mix materials and techniques, colors, inspiration, and design ideas for seed-bead jewelry with a contemporary edge.

Rachel Nelson-Smith writes in her introduction, "Why mix and match techniques? Having worked in several bead stores, I answered a lot of questions about beading and, honestly, I've seen more funky jewelry than one ought to see. From answering questions that cover everything from stringing to beadweaving to wireworking, a desire grew in me to approach the same techniques a little differently by adding seed beads to wire or merging one beadweaving stitch into another. And, from making my own ill-fated beadwoven pieces to seeing mis-stitched pieces that I know were bound to fall apart, I've learned that reinforcing beadwork with wire is an invaluable technique for strengthening and prolonging a piece of jewelry's lifespan."

*Seed Bead Fusion* is all about:

- Fusing materials, techniques, and inspiration to create eye-catching seed-bead jewelry.
- Mixing silver and copper wire, seed beads, Czech glass, and crystals for a unique mélange of materials.
- Combining wirework with seed beads, beadweaving with wire, stringing with beadweaving, and multiple beadweaving stitches in a single piece to create extraordinary sculptural seed-bead jewelry.
- Finding design inspiration from a wide range of sources, including Indian Punjabi folk costumes and Native American beading.

All of the basic beadweaving stitches, basic wirework, and stringing techniques are shown as illustrations in a getting-started section. These illustrations are followed by detailed step-by-step photography of the 18 projects, which lend a workshop aspect of the book. The 18 projects are an inspired mix of techniques in a single piece, and will have beadery looking at seed beads in a whole new way.

**SEED BEAD FUSION: 18 PROJECTS TO STITCH, WIRE, & STRING**

**Rachel Nelson-Smith**

Interweave • September 2009 • \$24.95

8½ x 9 • paperback • 144 pages • 200 photographs, 25 illustrations

ISBN 978-1-59668-156-9

Distributed to the book trade by Independent Publishers Group

**About the author: Rachel Nelson-Smith** is a teacher and a jewelry designer whose work is filled with bold sculptural shapes and vibrant colors. Her work has been displayed at the Milpitas Museum, Santa Cruz Metro Center, and other locations in the California Bay Area. A number of her original projects have appeared in *Bead & Button* and *Bead Style*. She lives in Santa Cruz, California.

Author website: <http://www.msRachel.com>

Author etsy store: <http://rachelnelsonsmith.etsy.com>

### **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 18 subscription magazines and many more special interest newsstand publications sold on newsstands nationwide. Interweave has more than 250 books in print and annually publishes about 40 how-to books on the same subjects as the company's magazines. Additionally, Interweave produces several major events for fiber and bead, gem, and jewelry making enthusiasts and has an extensive Internet network of more than 30 websites and daily e-mail newsletters. Interweave is the proud sponsor of three craft television series airing on PBS: *Quilting Arts TV*, a fresh, contemporary quilting program, *Beads, Baubles, & Jewels*, public television's only how-to program for beading and jewelry making enthusiasts, and public television's newest show for knitting and crochet enthusiasts, *Knitting Daily TV*.

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, Colorado and other offices in New York, New York, Malvern, Pennsylvania, Santa Fe, New Mexico, San Diego, California and Stow, Massachusetts. For more information on Interweave, visit [www.interweave.com](http://www.interweave.com) or call (970) 669-7672.

###