



For Immediate Release

## **“International Quilt Festival: Quilt Scene” Magazine Makes Its Debut Today at the International Quilt Festival in Houston**

*--Magazine Features 25 Quilting Projects and an Exclusive on the Top Award Winners in this Year’s International Quilt Association (IQA) Judged Show--*

Houston, Texas, October 14, 2009: “Quilting Arts Magazine” and Quilts, Inc., producer of the International Quilt Festival, are excited to announce the launch of “International Quilt Festival: Quilt Scene”—a new magazine that captures the energy, beauty, and community of today’s contemporary quilting scene. This special issue is launching on the occasion of International Quilt Festival’s 35th anniversary and is available today through Sunday, October 18 exclusively at the International Quilt Festival in Houston, and on newsstands nationwide October 27.

“Quilt Scene” is a tribute to both the Festival and our beloved craft of quilting,” says Editor Pokey Bolton. “It’s a gorgeous magazine with great projects and amazing quilt designs by some of the ‘who’s who’ of the quilting world, plus fun features and columns you won’t find in any other magazine on the market.”

“We were delighted to work with Pokey and her team on a magazine that showcases traditional quilts and quilting projects in a fresh, new way, as well as introduce a whole new audience to International Quilt Festival,” says Karey Bresenhan, Founder & Director of International Quilt Festival. “Even if you’re not attending the Festival this year, you will love being an armchair traveler to the event as you flip through the pages of this debut magazine.”

“International Quilt Festival: Quilt Scene” features more than 25 quilted and patchwork projects; a myriad of stories; quilting tips and news; copious amounts of advice from the pros; and an exclusive on the top award-winning quilts in the International Quilt Association’s (IQA) annual judged show.

“We are the first magazine to feature the winning quilts at International Quilt Festival in its pages immediately after the “Winners’ Circle” awards ceremony,” says Bolton. “The winners’ names were highly confidential... We were on the edge of our seats during the ceremony, as our staff had to keep hundreds of copies of the magazine under lock and key until the big announcement last night.”

The annual fall IQA judged show is considered one of the most esteemed international quilt competitions. Members from around the world who enter their quilts each year eagerly await the fat (or skinny) envelope in the mail, letting them know whether or not their quilt was accepted into the show (and if their quilt was given an award, a sizable cash prize, or both). The “Winners’ Circle” awards ceremony is filled with excitement, anticipation, and splendor as the winning IQA quilts are revealed one by one, from behind black curtains.

IQA is pleased to announce the top winning quilts in this year’s fall show as featured in beautiful photography in this year’s “International Quilt Festival: Quilt Scene” magazine. The top winners are:

**THE HANDI QUILTER® BEST OF SHOW AWARD**, Sponsored by Handi Quilter® \$10,000

- “On the Wings of a Dream” by Caryl Bryer Fallert, Paducah, Kentucky

**THE FOUNDERS AWARD**, Sponsored by International Quilt Festival, \$7,500

- "Garden of Dream" by Fusako Takido, Shizuoka-Shi, Shizuoka-Ken, Japan

**THE WORLD OF BEAUTY AWARD**, Sponsored by eQuilter.com, \$7,500

- "Hearts and Garlands" by Liz Jones, Leominster, Herefordshire, United Kingdom

**THE ROBERT S. COHAN MASTER AWARD FOR TRADITIONAL ARTISTRY**, Sponsored by RJR Fabrics, \$5,000

- "Santa Claus Has Come to Kirara's Hometown!" by Ayako Kawakami, Funabashi-City, Chiba, Japan

**THE FAIRFIELD MASTER AWARD FOR CONTEMPORARY ARTISTRY**, Sponsored by Fairfield Processing Corp., \$5,000

- "Snapshot: Shannon's Bantam" by Denise Havlan, Plainfield, Illinois

**THE PFAFF® MASTER AWARD FOR MACHINE ARTISTRY**, Sponsored by Pfaff® Sewing Machines, \$5,000

- "Tribute to Tolkien" by Sue McCarty, Roy, Utah

**THE MAYWOOD STUDIO MASTER AWARD FOR INNOVATIVE ARTISTRY**, Sponsored by Maywood Studio \$5,000

- "Clam Session" by Karen K. Stone, Beaumont, Texas

**THE SUPERIOR THREADS MASTER AWARD FOR THREAD ARTISTRY**, Sponsored by Superior Threads, \$5,000

- "Protection" by Hollis Chatelain, Hillsborough, NC

"Last night's award ceremony was so festive, and the award-winning quilts were absolutely spectacular!" says Bolton. To learn more about IQA and to become a member, visit [www.quilts.org](http://www.quilts.org). To pre-order "International Quilt Festival: Quilt Scene" visit [www.interweavestore.com](http://www.interweavestore.com)

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### Websites

[www.quilts.com](http://www.quilts.com)

[www.quilts.org](http://www.quilts.org)

[www.quiltingarts.com](http://www.quiltingarts.com)

[www.interweave.com](http://www.interweave.com)

### About Quilts, Inc.

Quilts, Inc. produces three consumer and two trade shows that set the standard for both the art and the business of quilting. Upcoming 2009 shows for the public include: International Quilt Festival/Houston (fall), founded in 1974; International Quilt Festival/Chicago (spring), founded in 2003; International Quilt Festival/Long Beach (summer), founded in 2008. In addition to its shows, Quilts, Inc. operates the Great Expectations Creativity Center and the Artist in Residence Program and Studio, both opened in summer 2005, on a large campus in Central Texas. The Center is also home to QuiltCamp™. Quilt Camp™ periodically offers an intensive weekend "short course" with well-known, popular quilting teachers. The company is based in Houston, Texas. For more information on Quilts, Inc. visit [www.quilts.com](http://www.quilts.com) or call (713) 781-6864.

### About "Quilting Arts Magazine"

Published six times a year, "Quilting Arts Magazine" is the nation's leading art quilting publication, covering surface design, wearable art, mixed media, embellished quilting, fabric painting, and more. *Quilting Arts* celebrates the new look of quilting through innovative technique articles by established and emerging artists; reader challenges; profiles of inspiring quilt artists; and cutting-edge fiber art. The publication reaches longtime quilters and a younger, more vibrant audience that represents the future of the quilt industry through several e-newsletters, an editor's blog, an interactive website and online community, and participation in consumer quilt shows. For more information, visit [www.quiltingarts.com](http://www.quiltingarts.com)

## **About Interweave**

Interweave, a unit of Aspire Media, is one of the nation's leading art and craft media companies, with businesses in magazine and book publishing, online media, television and video programming, directories, and events for art and craft enthusiasts. The Interweave Press Publishing Group features 18 subscription magazines and many more special interest newsstand publications. Interweave Press 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 operates six annual craft enthusiast events and has an extensive Internet presence that includes nearly 40 websites and daily e-mail newsletters. 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 150 people throughout the country, with offices in New York, Stow, Mass., Malvern, Penn., and corporate headquarters located in Loveland, Colo. For more information on Interweave, visit [www.interweave.com](http://www.interweave.com) or call (970) 669-7672.

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