



Interweave Press Premieres Felting Special Interest Title

Interweave Felt Magazine Offers Design and How-To Ideas for Creating Functional, Stylish, and Decorative Projects with Yarn and Fiber

Loveland, Colo., July 16, 2007: Creative and unique crafters across the country are exploring ways to turn yarn and fiber into felt to make exceptional and imaginative garments, accessories, and home décor. Felting is creating a huge following because it's fun, functional, and relatively easy—if you can shrink a sweater in the washing machine by accident, you can make felt. ***Interweave Felt***, a new special interest publication (SIP) from Interweave Press, publisher of *Interweave Knits* and *Spin-Off* magazines, was created to address this growing nationwide trend in fiber crafts. ***Interweave Felt*** will be on sale at craft stores, independent yarns shops, and newsstands nationwide July 17, 2007 (\$7.99).

Edited by *Spin-Off* magazine Editor Amy Clarke Moore and Interweave Press Fiber Group Publisher Marilyn Murphy, ***Interweave Felt*** explores the three major techniques of feltmaking: felted knitting (known as shrinking your knitting), traditional wet felting, and needle felting. The magazine is a collection of tips, techniques, and how-to felt instructions and photographs, as well as new and exciting projects from well-known felting artists. ***Interweave Felt*** also includes a few tried-and-true projects that appeared in Interweave magazines and books and were adapted for this venue.

"Felting is for everyone and anyone wanting to get creative with fiber and use it for self-expression," says Clarke Moore. "Felters are also knitters, crocheters, spinners, and needle artists—from beginners to advanced, ages eighteen to eighty."

Projects in the premiere issue include:

- * Baby Booties designed for *Felt* by popular knitted-felt artist Beverly Galeskas, author of *Felted Knits*, Interweave's best-selling felting book with more than 89,000 copies in print
- * Circle Squared Purse, using clever and innovative techniques for knitting onto plastic rings, as featured on the magazine cover and excerpted from the forthcoming book *Felt Forward* (Interweave Press, October 2007, \$21.95) by Maggie Pace, proprietor of Pick Up Sticks! Felted Knit Designs
- * Easy Felted Beads for jewelry design and embellishment by Editor Amy Clarke Moore, made by wet felting
- * A needle-felted Watercolor Lily Beret by Patricia Spark
- * Staff Projects using recycled felt techniques—turning salvaged wool garments such as thrift store sweaters into useful felted pieces—a process that is thrifty and environmentally friendly
- * And much more!

Interweave Felt showcases the wide range of possibilities that the art of felting can achieve. Basic tutorials cover the results of using different materials, simple tools that can aide in felting—such as your washing machine or a cookie cutter. Read about felter Marta McCall and much more. No matter what fulling or felting camp crafters are in, this magazine will inspire and push crafters to experiment and try something new.

How popular is felting?

Time Style & Design reported in the article “Luxury Index A to Z” that felt work has become “sumptuous art for the home.” (November 21, 2006)

Felt Club, a monthly mini-craft fair “featuring the best and brightest of the SoCal craft scene,” has gained national recognition in publications such as *Daily Candy*, *Los Angeles Magazine*, *Adorn*, and *Make* for its wide variety of felted goods and other handmade gifts.

Even Martha Stewart recycled felt as a means of making quick holiday gifts in *Martha Stewart: Living*.

Felted handmade goods—from coffee cup cozies to pretend cupcakes, bags, and hats—are a hot seller at indie craft fairs and on websites like www.etsy.com.

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About Interweave Press LLC

Interweave Press, a unit of Aspire Media, is one of the nation's leading craft media companies with businesses in magazine and book publishing, interactive media, broadcast programming, and events for craft enthusiasts. The Interweave Press Publishing Group features 14 subscription magazines and many more special interest publications. Interweave Press has more than 200 books in print and annually publishes about 30 best-selling, how-to craft books on the same subjects as the company's magazines. Additionally, Interweave Press operates eight annual craft enthusiast events and has an extensive Internet presence that includes nearly 30 websites.

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, Colo. For more information on Interweave Press, please visit www.interweave.com or call (970) 669-7672.

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