



Atlanta Attendee Information Packet

April 7, 2016 – April 10, 2016

Welcome Letter

Dear Sewtopia Atlanta attendee,

It is a great pleasure for us to welcome you to the Hilton Garden Inn Atlanta Downtown.

We have a great schedule during the weekend of Sewtopia Atlanta. Please take a few minutes to read through the information in this packet. It includes our itinerary and other important information.

This weekend you'll be taking classes taught by extraordinary and influential women from the modern quilting world. We hope that you will leave all the stresses of daily life behind to indulge yourself, focus on class projects, and get together with friends, old and new.

We look forward to spending the time with you in Atlanta! If we can do anything to make your stay more pleasant, please let us know. Thank you for joining Sewtopia!



Sincerely,

Amy & Staff



Amy Newbold



Jen Carlton-Baily



Rossie Hutchinson



Marci Warren-Elmer



Megan White Callahan


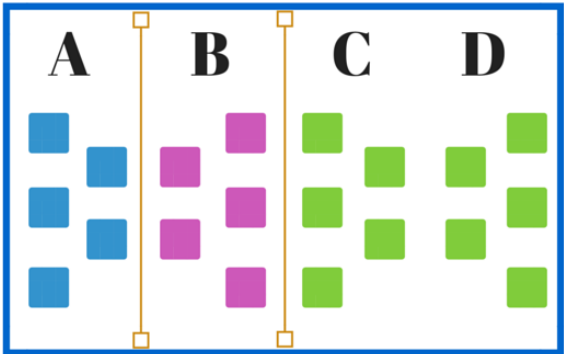

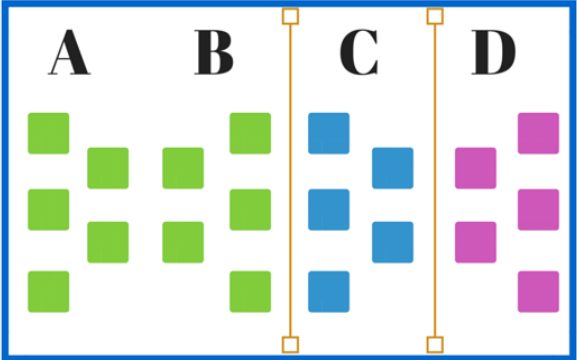
Thursday, April 7, 2016

8:00AM - 9:00AM	Early Morning Check In Oceanic Foyer 4 th Floor <i>*Sewing Lounge will not be open*</i>																				
10:00AM - 11:00AM	Cotton + Steel Studio Tour A (24 Seat Bus) Main Lobby Lobby Level																				
1:00PM - 2:00PM	Cotton + Steel Studio Tour B (24 Seat Bus) Main Lobby Lobby Level																				
3:00PM - 4:00PM	Cotton + Steel Studio Tour C (24 Seat Bus) Main Lobby Lobby Level																				
5:00PM - 6:00PM	Cotton + Steel Studio Tour D (24 Seat Bus) Main Lobby Lobby Level																				
6:00PM - 7:00PM	Night Check In Oceanic Foyer 4 nd Floor																				
7:30PM - 8:30PM	Welcome Reception Atlantic Room 4 th Floor																				
6:00PM - 12:00AM	Sewing Lounge Open Oceanic Foyer 4 th Floor <div>OCEANIC THURSDAY AFTERNOON <table><tr><td>A</td><td>B</td><td>C</td><td>D</td></tr><tr><td>■</td><td></td><td>■</td><td>■</td></tr><tr><td>■</td><td>■</td><td>■</td><td>■</td></tr><tr><td></td><td>■</td><td>■</td><td>■</td></tr><tr><td>■</td><td></td><td>■</td><td>■</td></tr></table></div>	A	B	C	D	■		■	■	■	■	■	■		■	■	■	■		■	■
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Friday, April 8, 2016

<p>8:00AM - 12:00PM</p>	<div data-bbox="688 191 1209 373"> <p>Oceanic A Class with Denyse Schmidt Oceanic B Class with Elizabeth Hartman Oceanic C & Oceanic D Open Sew Sewtopia Sewing Lounge Oceanic Room 4th Floor</p> </div> <div data-bbox="1209 191 1256 296"> </div> <div data-bbox="584 390 1304 898"> <p>OCEANIC FRIDAY MORNING</p> </div>
<p>12:00PM - 1:00PM</p>	<div data-bbox="803 940 1096 1024"> <p>Lunch City View Dining Room 4th Floor</p> </div>
<p>1:00PM - 5:00PM</p>	<div data-bbox="688 1077 1209 1255"> <p>Oceanic A & Oceanic B Open Sew Oceanic C Class with Denyse Schmidt Oceanic D Class with Elizabeth Hartman Sewtopia Sewing Lounge Oceanic Room 4th Floor</p> </div> <div data-bbox="1209 1077 1256 1192"> </div> <div data-bbox="560 1260 1304 1780"> <p>OCEANIC FRIDAY AFTERNOON</p> </div>
<p>5:00PM - Midnight</p>	<div data-bbox="782 1822 1117 1906"> <p>Sewing Lounge Open Sew Oceanic Room 4th Floor</p> </div>

Saturday, April 9, 2016

<p>8:00AM - 12:00PM</p>	<p> Oceanic A Class with Elizabeth Hartman Oceanic B Class with Denyse Schmidt Oceanic C & Oceanic D Open Sew Sewtopia Sewing Lounge Oceanic Room 4th Floor </p>  <p>OCEANIC SATURDAY MORNING</p> 
<p>12:00PM - 1:00PM</p>	<p> Lunch City View Dining Room 4th Floor </p>
<p>1:00PM - 5:00pm</p>	<p> Oceanic A & Oceanic B Open Sew Oceanic C Class with Elizabeth Hartman Oceanic D Class with Denyse Schmidt Sewtopia Sewing Lounge Oceanic Room 4th Floor </p>  <p>OCEANIC SATURDAY AFTERNOON</p> 
<p>5:00PM - Midnight</p>	<p> Sewing Lounge Open Sew Oceanic Room 4th Floor </p>
<p>7:00PM - 8:00PM</p>	<p> Michael Miller Show n' Tell & Awards Oceanic Room 4th Floor </p>

Sunday, April 10, 2015

8:00 AM - Noon		Sewing Lounge Open Sew Oceanic Room 4 th Floor																					
		<div>OCEANIC SUNDAY AFTERNOON</div> <table><tr><td>A</td><td>B</td><td>C</td><td>D</td></tr><tr><td>■</td><td></td><td>■</td><td>■</td></tr><tr><td>■</td><td>■</td><td>■</td><td>■</td></tr><tr><td></td><td>■</td><td></td><td>■</td></tr><tr><td>■</td><td></td><td>■</td><td></td></tr></table>		A	B	C	D	■		■	■	■	■	■	■		■		■	■		■	
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Sewing Lounge Information & Supply List:

Sewtopia recommends you bring a very basic sewing kit for your projects. Below are the items that we suggest attendees bring:

- Thread ([Aurifil](#) will be providing one spool of thread to each attendee, this is just in case you need more)
- Pins
- Seam Ripper
- Marking pens/pencil
- Fabric Scissors
- Travel Size Ruler (*Sewtopia will have a standard 24x6 ½ rulers for general use*)
- Rotary Cutter (*Sewtopia will have a couple of 45mm rotary cutters available for general use*)
- Small Cutting Mat suggested size 12x18 (*Sewtopia will have a couple of cutting stations for general use*)

Sewtopia Sewing Lounge will have 6 to 8 ironing & cutting stations. Each station will have a large mat with a standard ruler and rotary cutter. Each ironing station will have a [Reliable](#) Sensor Velocity V200 iron and [Soak](#) Flatter Smoothing Spray.

Officially, the Sewing Lounge will open at 6:00PM on Thursday night, attendees can choose their permanent seats after at this time. The Sewing Lounge will be made up of 20 tables that seat up to 4. [Bernina staff](#) will be on hand to help you setup if you're registered for a [Bernina 350PE Machine](#). If you brought your own machine, and there's a Bernina machine at your spot, the Bernina staff will move it for you. Don't worry about packing your items up every night, Sewtopia staff will make sure the room is locked every night and reopen in the morning at 8am.

Instructors & Class Information



Elizabeth Hartman is a self-taught quilter from Portland, Oregon. She has been making things all her life but, after her first (*admittedly disastrous*) attempt at making a quilt, she was hooked and has been making quilts ever since.

In 2009, she left her corporate job to concentrate on quilting full-time. Since then, she has become known for her unique, modern quilt patterns and her popular blog, ohfransson.com.

Elizabeth Hartman is the author of the bestselling book, [The Practical Guide to Patchwork](#), which won a 2011 Next Generation Indie Book Award. Her second book, [Modern Patchwork](#), was released in May 2012. Her third book, [Patchwork City](#) was released in November 2014. She has also been featured in a variety of other books, publications, and media, including: Stitch, Quilt Scene, Fons & Porter's Love of Quilting, Patchwork Tsushin, and Quilting Arts TV. In 2014, Elizabeth started selling wholesale print patterns. More recently, she joined the Robert Kaufman Fabrics as a fabric designer and her new line Rhoda Ruth, will be shipping in Fall 2015.

She will be teaching one of her new quilt patterns called, _____. (*This pattern is a total surprise and will debut at Sewtopia Atlanta*) Elizabeth wrote a great letter to our attendees about class supplies [{link to letter}](#).

***Note:** Kit Fee = \$10*

Class Co-Sponsored by:



[Robert Kaufman Fabrics](#) was founded in 1942, this Los Angeles-based fabric manufacturer wholesales to the home sewing retail and manufacturing markets, with customers including manufacturers of finished goods, such as apparel, bedding and accessories, and retail customers whose end-users comprise home apparel and craft sewers. They're a family-owned company, made up of a closely knit, and strategic team.

They are a converter of quilting fabrics and textiles for retailers and manufacturers. RKF is a fabric supplier to many industries, including retail & quilting, home decor, uniforms, and the apparel industry. The company offers an extensive supply of cotton prints, novelty fabrics, yarn-dyes and solids, covering a full assortment of woven fabric offerings such as poplin, twill, denim, corduroy, linen, canvas, crepe, voile, lawn, flannel, stretch wovens, plaids, stripes, etc. Fiber contents include cotton, poly/cotton, polyester, linen, cotton/spandex, and various other blends.

Instructors & Class Information Cont'

A former graphic designer and graduate of Rhode Island School of Design, Denyse Schmidt has changed the way we think about quilts. Intrigued by the rich historical nature of quilts and inspired by beauty born of necessity, Denyse adds her distinctive aesthetic sensibility – clean, spare lines, rich color and bold graphics – to this rich art form.

Though firmly rooted in the techniques of American quilt-making, Denyse Schmidt is renowned for her fresh, offbeat approach to design and color and has won acclaim from the worlds of art, design and craft. As author of [Denyse Schmidt Quilts](#) (Chronicle Books, 2005) and [Modern Quilts, Traditional Inspiration](#) (STC Craft, 2012); fabric designer for [FreeSpirit](#) and Fabric Traditions; and teacher of a series of popular improvisational patchwork piecing workshops; Denyse continues to inspire with her witty take on tradition. [Denyse's studio](#) is located in a historic factory building in Bridgeport, Connecticut.

She will be teaching one of her new quilt patterns, called "Free-Wheeling Single Girl." This is a new revised version of Denyse's take on the traditional Double-Wedding Ring. [{Link to Supply List}](#).

Note: Kit Fee = \$10



Class Co-Sponsored by:



[FreeSpirit](#) speaks to a community of quilters and sewers who look to our brand and family of designers for inspiration. Their brand peaks of creativity and vivacious fun for home décor, quilting, crafting and more. FreeSpirit brings together a global portfolio of leading designers. The fabrics are as diverse and expressive as the artists themselves – perfect for those seeking out inspiration.

Make & Take Sessions

We're excited to offer the Atlanta attendees small Make & Take Session with Kelly Bowser and Mary Abreu on Friday night. Each will teach you small projects that will take an hour or less to make! (*Supply list & projects will be announced soon*)



Kelly sews stuff - just not clothes because fitting is hard and she has no patience. She taught herself to sew and quilt in 2010 and her PayPal account has never recovered. H Sometimes she makes rainbows, often she includes AMH fabric, and on a really good day, both. She's half of Hearts & Bees patterns on Craftsy and she wrote the One Hour Basket pattern, which in retrospect she really wishes she charged \$1 for. Lastly, her name is not Kelby, even though that's her IG name---She just did that to confuse anyone who emails her.



Project: Hour Basket (Kelly will be teaching A/B Thursday night and C/D Friday morning)

Supply List:

- FQ-1/2 yard of exterior, preferably home dec or linen blend
- FQ-1/2 yard of interior
- Shapeflex SF101 | FF78F1 will be provided by [Pellon](#)
- Fusible fleece
- Cotton webbing for handles optional--you can make handles from their exterior fabric if they bring 1/2 yard.



After an award-winning print journalism career spanning nearly two decades, Mary Abreu left the newsroom to pursue her passion for sewing. Her first book, "[Little Girls, Big Style: Sew a Boutique Wardrobe from 4 Easy Patterns](#)," (Stash Books, an imprint of C&T Publishing) was published in 2010; her second book, [Modern Style for Girls](#) (Stash Books), was released in October 2015. Mary has worked as a seamstress and set dresser with a boutique movie production company and has wardrobe department credits on two short films, in addition to work on television productions. She is an accomplished sewing instructor who teaches a wide range of classes near her metro Atlanta home. Mary enjoys attending pop culture conventions, where she is a regular presenter on the topics of pattern drafting and hacking, costuming for children and historically-influenced costuming.



Project: KANZASHI FLOWER PINS

Supply List:

- 1/8 yard fabric
- Thread
- Hand sewing needle

Pop Up Shop

[Stash Fabrics](#) will be our Pop Up Shop during the event. They will be located right outside the Sewing Lounge.



[Stash Fabrics](#) is an online quilt shop specializing in modern quilting and apparel fabric. They have a large selection from all of your favorite designers and brands like Alison Glass, Tula Pink, Art Gallery, Cotton + Steel, and many more. They also carry the full collection of Kona Cottons. They pride themselves on fast, accurate service!

#SewtopiaSwap

We have one official swap that attendees can participate in, #sewtopiaswap. This is a blind swap, meaning we are NOT assigning partners. If you choose to participate, we ask that you bring your swap item wrapped at Check-In. If you bring an item to swap, you get one back. We will distribute swap items at the end of Friday night for you to open Saturday morning. General guidelines follows:

- If you're on Instagram please use this hashtag so others can cheer you on and your creative process
- The recommended spending limit is \$15 dollars, don't break the bank!
- Bring your swap item wrapped to Sewtopia Atlanta
- Make sure there's something saying who it's from like a label or a slip of paper
- Smalls category would be anything smaller than a 24x24 pillow or mini, mug rug, pin cushion, something for a sewing area, or a pouch
- Make something that you love, out of fabrics you adore.
- The folks of Sewtopia will do the secret swap Friday night after the sewing lounge closes. The swap items will be at your sewing station for Saturday morning for you to open.
- Don't worry if you don't do the swap. . . we will only hand out swap gifts to those that participated.
- Questions – email info@gosewtopia.com and I'll collect them all in a FAQs email to everyone.



Virtual Shop Hop

Sewtopia has a handful of great fabric stores for their attendees to shop virtually while their attending the event. Each shop will have their promotion code in the attendee's swag bag.



Cotton + Steel Studio Tour



On Thursday, April 7th we ask the attendees to meet in the Main Lobby of the Hilton Garden Inn at their registration time. We'll have a bus that will take you to [Cotton + Steel](#) studio. We ask that you be in the lobby 10 to 15 minutes your bus time. The bus will leave right on time.

Thursday, April 7th

10:00AM – 11:00AM		Cotton + Steel Studio Tour A Main Lobby Lobby Level
1:00PM – 2:00PM		Cotton + Steel Studio Tour B Main Lobby Lobby Level
3:00PM – 4:00PM		Cotton + Steel Studio Tour C Main Lobby Lobby Level
5:00PM – 6:00PM		Cotton + Steel Studio Tour D) Main Lobby Lobby Level

Michael Miller Fabric Challenge


Sewtopia and [Michael Miller Fabrics](#) sent a great bundle of fat quarters to each of the attendees. We choose to spotlight some of [Laura Gunn](#)'s new fabric collection called, "[Valencia](#)" for the challenge. Attendees can use one or all of the fabric prints, just make sure to only use Michael Miller Fabrics with your creation. At the time of check-in, we'll ask for the project and your entry form. We'll display everyone's project during the weekend. Our judges will do their best and decide on the winners by Friday night. We'll do a show n' tell of everyone's project Saturday night at 8PM and announce the winners then.

Michael Miller was born in the spring of 1999. The brainchild of Michael Steiner and Kathy Miller. Two parents brought together not by love and marriage but solely by professional respect for each other's' abilities. By leveraging their lives for an SBA loan, borrowing money from family and living on credit cards, Michael and Kathy were able to give birth to a start-up fabric company called "Michael Miller Fabrics".

michae| miller FABRICS

As time went on the company grew to a team of around 20 people and moved to a "home" of its own at 118 West 22nd street in New York City.

This dedicated and enthusiastic group are committed to expanding with a product that stands out in the industry, while at the same time closely tending to the needs of the customers we hope to inspire.

michae miller FABRICS		
Entry Form		
Name (First, Last)		
Mailing Address		
City, State, Zip		
Phone Number		
Description of Entry		
Was a pattern used for this project? If so, please credit.		

Atlanta *S*ewing Center

[Atlanta Sewing Center](#) will be on hand near Sewtopia's Sewing Lounge as the Bernina Dealer. They will be providing three to four BERNINA sergers near their demo booth for attendee's to use. ASC will also be running great promotions on BERNINA machines. They will also have a Q20 in their area for anyone looking to finish their quilts on a longarm machine.



Since 1970 Atlanta Sewing Center has been keeping Atlanta in stitches with some of the world's finest sewing machines and sergers from companies like BERNINA and Baby Lock. With the addition of the Quilters Oasis in our Duluth location we are now also one of Atlanta's most complete sewing centers with fabric, embroidery blanks, classes, and clubs, sewing room furniture, threads, your favorite sewing notions and more.

Sewtopia has a great event because of BERNINA dealers like Atlanta Sewing Center



BERNINA



[United Notions, Moda Fabrics and Moda Home](#) is a multi-line fabric, notions and finished product manufacturer and distributor selling to the trade. They offer a wide range of fabrics, notions, patterns, books, quilting supplies and finished product in their Dallas warehouse. They have been in the quilting and fabric industry since 1975 and are constantly striving to bring the latest and greatest in both their fabrics and other quilting and home products. Moda currently has independent designers as well as an in-house design staff bringing you some of the hottest new lines of fabrics and home product available in the industry.

We're excited to have Moda sponsor our great swag bags this year. Each attendee will have a nice bag that contains various items and promotional information about our sponsors like Moda.



WINDHAM FABRICS

In 1995, after recognizing a need for more quality quilting and crafting fabrics, Baum began to add beautiful cotton sheetings to its collections and saw the popularity of these lines grow rapidly. In response to this growing market, Baum decided to focus its efforts on the needs of the independent quilt shops and introduced a new division, [Windham Fabrics](#). Working extensively with quilt historians, industry experts, an in-house design studio, and well-known designers from all around the world, Windham Fabrics has become a leader in the marketplace. Known for its authentic reproductions of antique fabrics, Windham also offers florals, textures, retro and many other contemporary fabric collections sourced from home textiles, scrapbooking and the fashion industries that are created exclusively for quilt shops only.

We're excited to have handmade lanyards from a variety of their designers for our event this year. The three designers that are highlighted are [Sara Franklin](#), [Victoria Johnson](#), and [Alyson Beaton](#).



[Sara Franklin](#) is a painter, illustrator and surface pattern designer. She considers herself a mixed media artist, inspired by travel, urban landscapes, flower motifs and winged creatures. As a watercolorist, a letterer and a texture explorer, she gets lost in her studio for hours making art that she and her clients both love. Living in Los Angeles, she spends most of her time designing for magazines, fabric, greeting cards, wall art and more.

We will highlight her new line [Sunnyside](#). This line was inspired by sand, sun, and sea! This is Sara's first collection and debuted in June 2015.

[Victoria Johnson](#) is an English artist living in Rome. After graduating with a degree in textile design, she was offered a job as a print designer in Manhattan. She stayed in New York for twelve years, eventually, co-owning and running a design studio. Those years spent designing for womenswear were hugely influential. Victoria's work features very feminine, wearable colour palettes, a broad variety of techniques, and even when whimsical it has a 'grown-up' quality and appeal.

We will highlight her new line [Whisper](#). This line features butterflies floating among painterly, collaged florals. This is Victoria's first collection and debuted in February 2015.

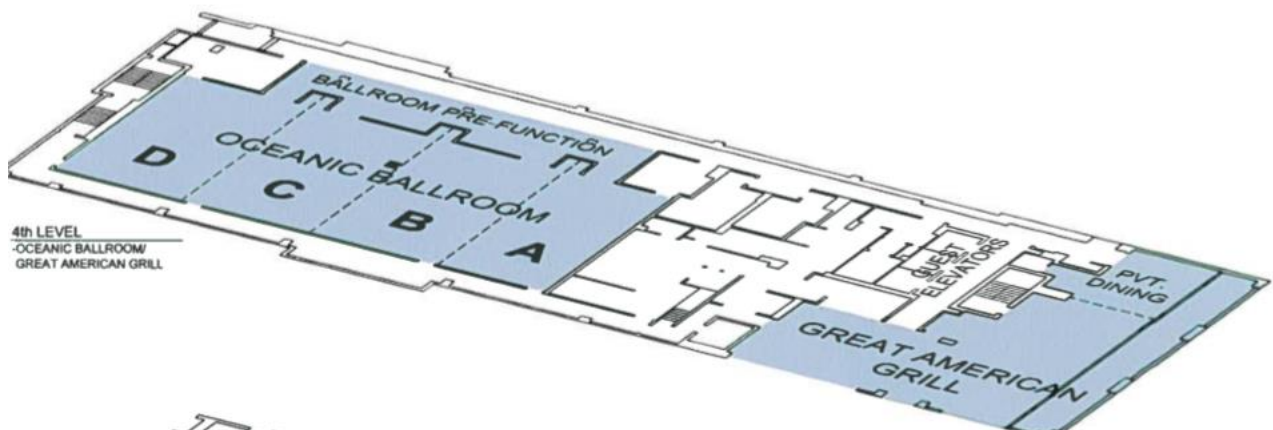
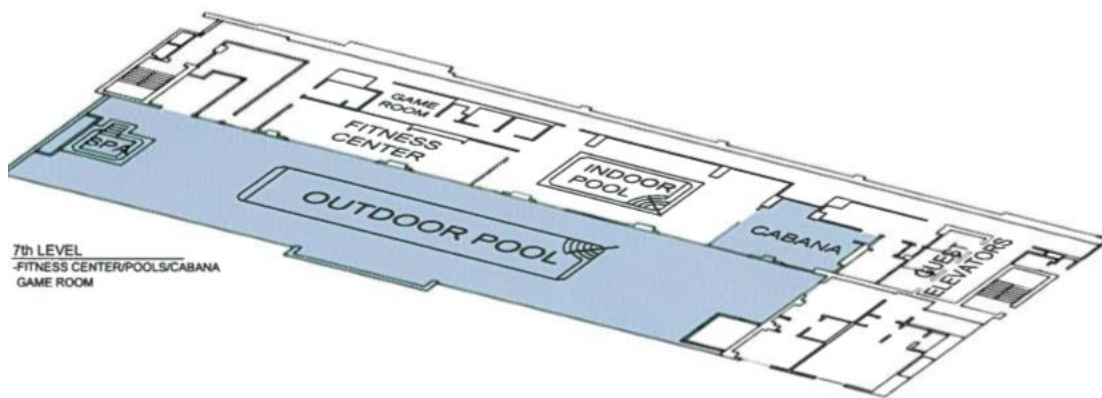


[Alyson Beaton](#) has always found inspiration in the world around her. It wasn't until architecture school that she found her true love in the field of design. She traveled around Europe watching, sketching and experiencing how magical you can feel when your backdrop is centuries old. She realized at that moment that the most beautiful architecture, in her mind, are the places where real people love to live, call home, each with his and her own story. She draws inspiration from the neighborhoods and cities she visits and lives in.

We will highlight her new line [Neighborhood](#). This line features her lille huset dollhouses that she designed a few years back. This is Alyson's first collection and it debuted in January 2016.



Hilton Garden Inn®





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made to create

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ROBERT KAUFMAN
F A B R I C S

Free Spirit 

WINDHAM *W* FABRICS





westwood acres





RELIABLE

soak.



CLOUD9
FABRICS

QuiltNow



LECIEEN



Simplicity

THANKS FOR YOUR SUPPORT!



We'll announce our next location
in Atlanta!

