



Austin Attendee Information Packet

November 10, 2016 – November 13, 2016

Welcome Letter

Dear Sewtopia Austin attendee,

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

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

This weekend is about you leaving all the stresses of daily life behind to indulge yourself, focus on sewing projects, and get together with friends, old and new.

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



Sincerely,

Amy & Staff



Amy Newbold



Jen Carlton-Baily



Megan White Callahan



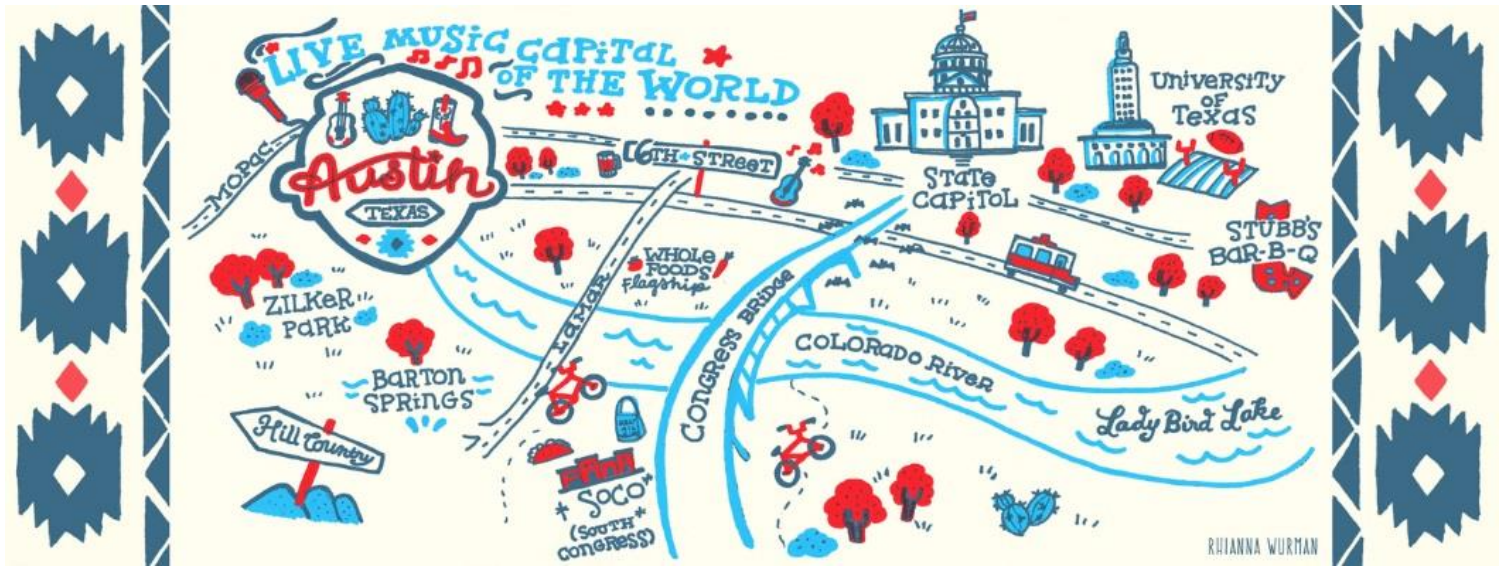
Marci Warren-Elmer

Thursday, November 10, 2016

8:00AM - 9:00AM	Early Morning Check In Sabine/Rio Grande Foyer 1 st Floor
9:45AM - 2:00PM	Shop Hop 10AM Tour Meet in the Main Lobby 1 st Floor
10:45AM - 3:00PM	Shop Hop 11AM Tour Meet in the Main Lobby 1 st Floor
11:45AM - 4:00PM	Shop Hop 12PM Tour Meet in the Main Lobby 1 st Floor
4:00PM - 5:00PM	Afternoon Check In Sabine/Rio Grande Foyer 1 st Floor
7:00PM - 8:00PM	Welcome Reception Creekside 1 st Floor
5:00PM - 12:00AM	Sewing Lounge Open Pajama Party! <i>*Sew in PJs*</i> Sabine/Rio 1 st Floor

Friday, November 11, 2016

8:30AM - 9:30AM	Breakfast Creekside 1 st Floor
8:00AM - 12:00AM	Sewing Lounge Open Sabine/Rio 1 st Floor
12:30PM - 1:30PM	Lunch Creekside 1 st Floor
8:00PM - 9:00PM	Fat Quarters Left-Right-Center Game Night (More info coming soon) Trinity 1 st Floor



Saturday, November 12, 2016

8:30AM – 9:30AM		Breakfast Creekside 1 st Floor
8:00AM – 12:00AM		Sewing Lounge Open Sabine/Rio 1 st Floor
12:30PM – 1:30PM		Lunch Creekside 1 st Floor
8:00PM-9:00PM		Michael Miller Fabric Show n' Tell & Awards Trinity 1 st Floor

Sunday, November 13, 2016

9:00AM – Noon		Sewing Lounge Open Sabine/Rio 1 st Floor

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 some 45mm rotary cutters available for general use*)
- Small Cutting Mat suggested size 12x18 (*Sewtopia will have larger 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](#) Velocity 200IR iron and [Soak](#) Flatter Smoothing Spray.



Attendees can choose their permanent seats after check-in. 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.



Pop Up Shops

We're excited to have two very different Pop Up shops during the Austin event this year. They will be located in the Trinity Room.



Malka Dubrawsky, owner/operator/chief dye bath maker of, [A Stitch in Dye](#) will be selling beautiful, one-of-a-kind hand dyed and patterned cotton fabrics, both quilting and apparel weight. Here creations shows that she loves colors and simple, graphic patterning.

"I use an ancient process, batik or wax resist, to create modern fabric ideal for patchwork or garments. I love the intensity and luminosity of color this method affords. This saturation is created by soaking the fabric for long hours, often overnight. Add to that, these fabrics retain that rich hue even after many washings. They truly take your project to the next level. That bit of patchwork or skirt becomes something that's been crafted. It feels special above and beyond the fact that you sewed it yourself. Corny as this sounds, I think it's kind of magical and I want to share that with you." - Malka



valli & Kim

[Valli & Kim](#), a Top Ten Quilt Sampler Shop, is located in Dripping Springs, Texas, the Gateway to the Hill Country between Austin and Fredericksburg. They are a full service quilt store selling fabric, books, patterns, notions, and gifts. They carry many industry leading fabric and pattern designers. Their fabrics include cottons, along with blenders, linens, flannels, and shot cottons. Their bright and modern fabric selection includes yardage and pre-cuts.



#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 Austin
- 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.
- Sewtopia staff 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.



***Note** if you signed up for the #supersecretswap your Swap Mamas did email you with instructions. The swap is closed and partners have been assigned. If you missed it, we suggest doing the #Sewtopiaswap.

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.



Shop Hop Schedule

Prior to the arriving, we've asked our attendees to register for a specific time slot for their Austin Shop Hop experience. We offered (3) times starting at 10am | 11am | 12pm. We ask that attendees meet in the Main Lobby of the Hilton Garden Inn (15) minutes prior to their registered time. We will be leaving on time. Each bus has (28) seats. If you unable to attend on Thursday, don't worry each shop will extend their discount if you show your attendee badge. The shops are very close to the downtown Austin area. Each shop has a special discount for the attendees and those will be announced during the shop hop.

Thursday, November 5, 2015

Locations (In Shopping Order)
The Cloth Pocket 5448 Burnet Road Austin, TX
Bunny's Design 1604 Rio Grande Street Ste100 Austin, TX
Walker Hall Design 904 West 12 th Street Austin, TX
Stitch Lab 1000 South 1 st Street Austin TX

[The Cloth Pocket](#) officially opened their doors in 2014 and it's been a fun adventure ever since! Size-wise, the shop is just a bitty lil store, but aim to supply an ever-refreshed, carefully curated stock of textiles for use in quilting, crafting, & apparel. Coming from graphic design, co-owner Nicole LaBry takes a very keen interest in the aesthetics of all you see in the store. The tastes inclines toward the more modern styles, so if that's what you're looking for, you've come to the right place! Knowing that a lot of you delightful shoppers are quilters, the Cloth Pocket also try to keep in mind what sorts of prints you need to complete your project in the most unique way possible!

[Bunny's Designs](#) is an online store based out of Austin, Texas that started in 2007. The shop specializes in Japanese Import Fabric, notions, toys, and gifts. The owner, Angela Milliman is fun loving and cares about each package that leaves her shop. Angela and her staff stride for excellent customer service and fast shipping.

[Walker Hall Design, LLC](#) is a boutique retail store centrally located in Austin, Texas, created by Carmel + Deborah, two displaced Californians who met in textile design school. After some years of developing their individual careers in Northern and Southern California respectively, Carmel + Deborah both relocated to Austin. They teamed up to combine their interest in creative living to blend fabric, home furnishings, textiles, baby, and gift eclectically under one roof. They search high and low for unique items, often handmade or salvaged, and offer their customers a modern and attainable approach to creative living.



[Stitch Lab](#)'s charming 1920's bungalow houses a well-curated and colorful selection of modern and retro cotton prints, voile, rayon, linen, Japanese imports. Great laminates, oilcloth and home decor prints. You'll find fantastic buttons, notions, wool felt, embroidery supplies and lots of books and patterns. A friendly and knowledgeable staff awaits you. Owner, **Leslie Bonnell** is a former costume designer who decided to start offering sewing classes in her Bouldin Creek home studio in 2001. Sharing years of experience, tips, tricks along with a special brand of patience, style and humor, Leslie built a loyal following in her tiny studio. As word spread like wildfire about her great classes.





[Sew Much More](#)'s story begins with Ron's father, Louis Goldkorn, a sewing machine and bicycle repairman in Latvia in the years before World War II. Faced with an increasingly hard life and the threat of a Nazi takeover, he moved to Johannesburg, South Africa, in the 1930s. There he founded his own retail sewing machine business, which he ran for the rest of his life. That is where Ron got his start.



Ron and Barbara married in 1969, and Barbara joined Ron in the store. The business flourished, eventually expanding to four stores. Then in 1984, due to South Africa's worsening political situation, Ron, Barbara and their young family immigrated to the US and started a new business from scratch in Austin, Texas.

[Sew Much More](#) has grown to become one of the most successful sewing machine stores in America, winning many BERNINA awards. Soon after becoming a BERNINA dealer, Sew Much More was inducted into the BERNINA Century Club which boasts the country's largest and most respected BERNINA dealers. But growth has not spoiled Sew Much More. Customers and friends who found the store in 1984 still visit and shop there.

[Sew Much More](#) 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. They 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.

Sewtopia has a great event because of BERNINA dealers like Sew Much More!



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 great prints for the challenge. For a list of the prints in the challenge please look at our [blog](#). 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.		



[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 Annabel Wrigley's new line [Maribel](#) for our event this year. Inspired by some of Annabel Wrigley of Little Pincushion Studio's strongest childhood memories of weekends and holidays spent with her family at a house in the country, her debut collection Maribel evokes the feeling of being surrounded by fabric, flowers and beautiful English vintage florals. Maribel's look book has great inspiration projects for the line. ([LOOKBOOK](#))

Annabel is an author, designer and owner of [Little Pincushion Studio](#), a sewing and crafting space for children in Virginia. She has written four sewing books for children with C&T publishing and has several sewing and craft videos featured on Creativebug.com. This bright and cheerful collection is perfect for quilts, apparel and accessories please check your local quilt stores for this cute line. Delivery to stores began in August 2016.



PAGE+ PIXEL

We're excited to team up with the lovely creative duo of Page+Pixel for Sewtopia events. They will be documenting the exciting parts of our events like the shop hop, open reception, and the overall event throughout the weekend.

Founded by one designer+one photographer, Page+Pixel is a design+photography packing service for maker. Kristy Zacharias (*designer*) and Nissa Brehmer (*photographer*) have years of experience collaborating with the best of the best in the fabric arts industry by creating trendsetting designs and photography for instructional books and patterns. Inspired by the maker's vision and always excited to collocate to create a polished package.

Open Letter from Kristy:

Hello, it's Kristy + Nissa, the design and photo duo behind Page + Pixel!

We're excited to announce that we are collaborating with Sewtopia during the upcoming Austin sewing event in November. Page + Pixel will be there to document the most exciting parts of your retreat: The Shop Hop, Open Reception (par-tay!), The Michael Miller Challenge, and of course those "OMG...I know you from IG!!" reunions.

Consider us your friendly, quilt-loving, camera toting pals. Oh, and get this; we thought it would be fun to make the images that we shoot available to you while you're at the event! This way you can share on social media in real-time! Fun, right? Show your family and friends what you're up to during your time away. Or don't! This is YOUR time after all, we just want to make sure you have the option to make these memories FB-real, if that's what you're into.

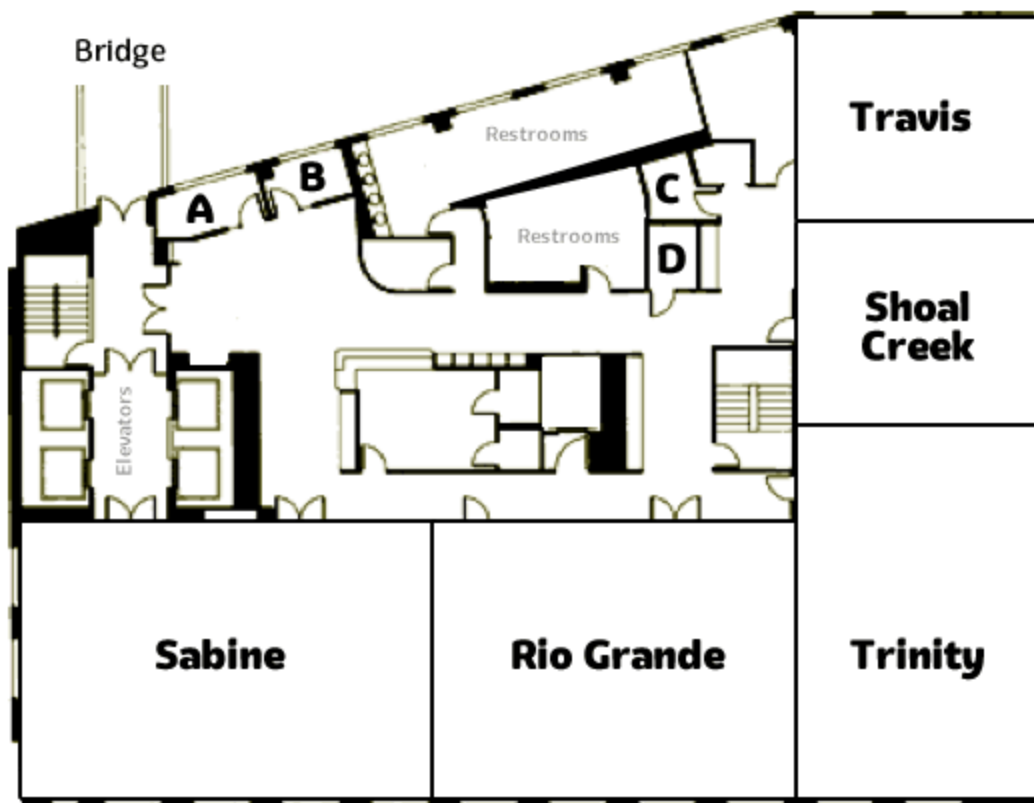
Just to be clear, we'll be discreet. We are not interested in disrupting your sewing/bonding/quiet/party time. You didn't arrange for time off of work, secure childcare, and meal-prep for 4 days in order to have 2 geeks follow you around styling your unfinished projects and asking you to move closer to the better light. Unless, that is, you'd LIKE to talk with us about styling and better light, if so, be sure to join us for the Page + Pixel Photo School moments that will take place throughout the weekend!

Nissa will be giving mini-lessons on how to shoot effective in-process and lay flat shots while Kristy will talk about easy styling tips that are perfect for blogs and pattern instructions. Be sure to bring your cameras! No need to own anything fancy, a point-and-shoot will do. We're really looking forward to November, can't wait to meet you all in Austin!





Hilton Garden Inn®





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brought to you in part
by:**

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made to create

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CALIFORNIA-INTERNATIONAL FABRICS





WINDHAM FABRICS



valli
& Kim



SEW
MUCH
MORE





PAGE+
PIXEL



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RELIABLE



CLOUD9
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THANKS FOR YOUR SUPPORT!



We'll announce our next location
in Austin!

