

Craft CORNER

TRADE NEWS UPDATE FROM SEARCH PRESS

APRIL 2023

Welcome to our trade Craft Corner newsletter!

In this issue, we share details on trade shows, take you behind the scenes at

Search Press, share some great reviews and reveal some brilliant new titles.

We also catch up with A Knitter's Year author, Ida Wirak Trettevik, and share some exciting news from Haidee-Jo Summers and Adebajani Alade!

Exciting news! We'll be exhibiting at Glee, the International Festival for Garden, Leisure and Pet at the NEC Birmingham, this year, for the very first time.

Kirsten Symington, Head of Marketing, at Search Press explains:

'We're constantly analysing the data we gather about our customer base. What has become very apparent over the last few years, both from our own research and that of various craft industry reports, is that people who enjoy gardening also enjoy hobbies that involve creating and making projects by hand.

We know that many people who love visiting garden centres are looking for

inspiration for their outdoor spaces, and our books can offer additional ideas and encouragement for creative projects that can be incorporated into the garden or home. We feel that there's an opportunity for us to reach out to a broader base in this sector, which is why we're very excited to be exhibiting at Glee'.

Come visit us on Stand 8G55!



glee |

**27-29 June 2023
NEC Birmingham**

TRADE SHOWS

The London Book Fair - April 2023

It was a pleasure attending the London Book Fair 2023!

Here are some highlights.



BOOK REVIEW ROUND-UP

We've had some fantastic feedback on our recent books! Here we share a selection of insights from magazine and online reviews – so make sure you stock up on these titles!

Inside Crochet



Embroidered Crochet

Anna Nikirowicz • Search Press, £12.99 • UK terminology



» We're very excited about this beautiful new book from regular *Inside Crochet* designer Anna Nikirowicz, which combines crochet with embroidery. Crochet fabric made using double crochet creates a firm, dense base for surface stitching, enabling you to embellish home accessories with striking designs that still have the tactile quality of crochet.

Anna provides a basic introduction to the materials, tools and techniques you'll need for both crochet and embroidery, before launching into the fun part – 10 gorgeous projects to make. Each project starts with the crochet pattern, and is followed by detailed instructions for the embroidery design, including a transfer or chart. Transfers can simply be cut out and ironed on to your crochet, just as you would for embroidery on fabric.

There are so many must-make projects in this book. From a practical shopping bag hooked in a super-chunky yarn with chevron stripes worked on top in equally chunky embroidery, to the whimsical Wild Garden Pillow Set embellished with delicate floral motifs and finished with corner pompoms. Decorations include the Wildflower Wall Hanging and the Woodland Pennant Garland featuring on-trend toadstools and forest creatures in cross-stitch crochet, and a Roses Basket Set adorned with blooms that could be used for everything from yarn storage to plants.

Embroidered Crochet is an exquisite collection of projects that will bring an exciting new dimension to your crochet.

Colour Crochet Unlocked

Jane Howorth and Dawn Curran
Search Press • £12.99 • UK terminology



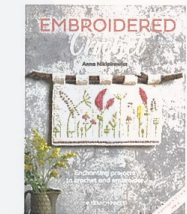
» For those looking to up their colourwork game, this book is packed with inspiration, including a comprehensive guide to choosing and using colour,

a collection of 40 vibrant colour stitch patterns and the authors' own innovative "smart" charting method. It also includes a guide to popular colourwork techniques such as intarsia, mosaic, Fair Isle and tapestry crochet, and features illustrated step-by-steps, with 10 projects to try.

Stitch

EMBROIDERED CROCHET

By: Anna Nikirowicz
Publisher: Search Press
ISBN: 978-1-782219712
RRP: £12.99



If you're keen on yarn crafts while not at your embroidery hoop, here's a way to combine the two disciplines.

Double crochet is perfect for stitching on using either crochet yarn or stranded cotton. The results are textured, raised designs which contrast beautifully with the soft crochet base. The book includes all the basic info you need, with 10 projects to try. Embroiderers will find this a handy book for exploring a new material to decorate with your stitching.

Inside Crochet

Tunisian Crochet Stitch Dictionary

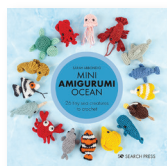
Anna Nikirowicz • Search Press
£15.99 • UK terminology



Whether you're just starting to experiment with Tunisian crochet or experienced with this technique, this stitch directory is a brilliant reference to keep handy while you work. Featuring 150 classic and new stitches, crochet teacher Anna shows how to work each stitch, including step-by-step photos and charts. Arranged by theme, the book enables you to start with beginner stitches and then progress, while actual size swatches enable you to check you're getting it right.

Mini Amigurumi Ocean

Sarah Abbondio • Search Press
£7.99 • UK terminology



This charming marine-themed book enables you to hook your own cute and colourful tiny sea creatures. Including 26 fun and easy-to-make projects, fill your underwater wonderland with sharks, whales, jellyfish, an octopus, seahorse, turtle and fishes such as the iconic clown or angler fish. Great for using up small amounts of stash yarn, these tiny creations can also be made into keychains, bag pendants or baby mobiles. Clear instructions make the projects accessible for all skill levels.

Craft Focus

Knitting

POCKET BOOK OF KNITTING

By Claire Gelder
£9.99
9781800920729
Search Press

Claire explains everything you need to know about knitting: how to read a ball band, how to get tension correct, how to choose needles and yarns, how to cast on and how to read abbreviations and knitting patterns. It is structured as a simple three-step course that'll help you progress from bronze to gold as your skills and confidence grow. Start with the basic stitches and simple joining, build up a few more stitches for your collection, then finally add in some simple shaping and some pompoms. In no time, you'll be knitting a garter stitch scarf, herringbone stitch blanket, a loop stitch cushion and a pompom hat.

We say: From best-selling author and crafting queen Claire Gelder, this gorgeous mini guide is packed full of knitting know-how.

Crochet

POCKET BOOK OF CROCHET

By Claire Gelder
£9.99
9781800920736
Search Press

Perfect for complete beginners, Claire clearly explains everything you need to know about crochet: how to read a ball band, how to get tension correct, how to choose hooks and yarns and how to read abbreviations and crochet patterns. It is structured as a simple three-step course that will help you progress from bronze to gold as your skills and confidence grow. Start with the basic stitches and techniques, build up a few more stitches for your collection, then finally add in some simple shaping and some pompoms. Before you know it, you'll be crocheting a colour blocked scarf, some snuggly pompom slippers and a cuddly teddy bear, plus the bonus granny square blanket project.

We say: Filled with positive affirmations and beautifully illustrated, this wonderful book is the ideal introduction to crochet for a complete beginner.

POCKET BOOK OF Crochet

CLAIRE GELDER



50 SEARCH PRESS

SEARCH PRESS - BEHIND THE SCENES

Sophie Butrymowicz - Marketing Executive

Hi, I'm Sophie and I'm a Marketing Executive at Search Press.

One of my main responsibilities is to manage our social media presence, and here you can see me in action taking some photos and filming some short clips to post up on our social media accounts. We're very lucky to have an onsite studio, so our content is produced inhouse by my colleague Olivia and me.

Each month I pick out the advances we're planning to feature, choose props and backgrounds to match the book designs and then it's lights, camera, action!

Here, I was working with our two new titles in the All-New 20 to Make series, *Granny Squares to Crochet*, by Val Pierce and *Flowers to Crochet* by Sarah-Jane Hicks. These books are so bright and vibrant, and we were lucky enough to have the samples featured in the books so we could showcase some of the projects inside!



If you're looking for exclusive offers and sneak peeks for all of our upcoming and new releases @searchpress is the place to be!

Granny Squares to Crochet and *Flowers to Crochet* will be available in May!



NEW TITLES!



**RRP
£15.99**

Sew Maddie

- Illustrated step-by-step instructions for the outfits, plus Maddie and Mo the dog
- Full-size patterns
- Over 20 garments to sew!

9781782219910 • Debbie Shore
Paperback • 260 x 204mm • 128 pages
Search Press

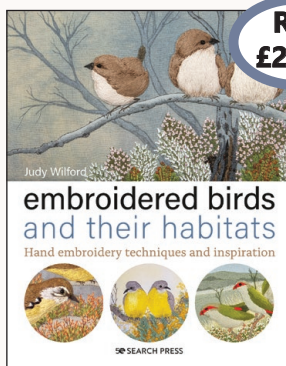


**RRP
£12.99**

Restyle & Restitch for Little Ones

- Encourages upcycling
- Features 30 gorgeous projects for little ones, from newborn to toddler, and includes full-size pattern templates.

9781800921191 • Linnea Larsson
Paperback • 280 x 216mm • 128 pages
Search Press



**RRP
£25.00**

Embroidered Birds and their Habitats

- A stunning, high-level embroidery book by one of the world's leading embroiderers
- Includes two complete step-by-step projects.

9781782217664 • Judy Wilford
Hardback • 280 x 216mm • 160 pages
Search Press



**RRP
£19.99**

Needle Felting Dolls

- Ten varied projects, including fairies, kawaii characters, a royal family, realistic dolls and caricatures
- Includes full-size templates.

9781800920132 • Roz Dace & Judy Balchin
Paperback • 280 x 216mm • 176 pages
Search Press



**RRP
£12.99**

Modern Resin Jewellery

- Packed with useful information
- Step-by-step images and clear instructions
- More than 50 unique projects!

9781782219644 • Sara Naumann
Paperback • 280 x 216mm • 96 pages
Search Press



**RRP
£12.99**

Sweet Pea Crochet

- 25 projects to crochet
- Six groups of projects with matching colourways and styles
- There is a baby blanket in each, plus two or three smaller items.

9781800920224 • Sue Rawlinson
Paperback • 260 x 204mm • 112 pages
Search Press



**RRP
£17.99**

The Re:Fashion Wardrobe

- Learn how to alter clothes or create entirely garments using pre-loved clothes or fabrics
- 11 projects, explained step-by-step.

9781782218753 • Portia Lawrie
Paperback • 280 x 216mm • 176 pages
Search Press



**RRP
£12.99**

3D Embroidery

- Includes an inventory of over 30 raised embroidery stitches and techniques
- 20 embroidery projects
- Includes iron-on transfer sheets.

9781800921252 • Ashley Denn
Paperback • 246 x 190mm • 128 pages
Search Press



RRP
£19.99

A Knitter's Year

- A stunning, practical guide to knitting sustainable garments for the family
- Features 30 pattern instructions for all seasons of the year, with a trendy, Nordic slant!

9781800921054 • Ida Wirak Trettevik
Paperback • 280 x 216mm • 200 pages
Search Press



RRP
£15.99

Tunisian Crochet Stitch Dictionary

- Tunisian crochet produces a fabric that is similar to a knit but worked on a hook
- 150 stitches for beginner and intermediate to advanced crocheters
- Actual-size swatches.

9781800921269 • Anna Nikipiowicz
Paperback • 246 x 190mm • 176 pages
Search Press



RRP
£12.99

Embroidered Crochet

- Ten pretty projects to make
- Reusable transfers
- Suitable for beginners as well as more experienced crocheters and embroiderers looking for fresh ideas.

9781782219712 • Anna Nikipiowicz
Paperback • 260 x 204mm • 96 pages
Search Press



RRP
£15.99

Colour Crochet Unlocked

- Suitable for confident beginners onwards and a perfect resource for any crocheter
- Offers 10 stylish projects!

9781782219774 • Jane Howorth & Dawn Curran
Paperback • 246 x 190mm • 160 pages
Search Press



RRP
£9.99

Wallace & Gromit:

The Official Colouring Book

- Join Wallace, Gromit and a cast of beloved characters in this cracking colouring book!
- For ages 8 to 108!

9781800921443 • Aardman
Paperback • 280 x 216mm • 80 pages
Search Press



RRP
£9.99

Shaun the Sheep:

The Official Colouring Book

- Join in the fleecy fun with Shaun, Bitzer, the Farmer and the flock, in this madcap colouring book full of shear joy!
- For ages 6 to 166!

9781800921450 • Aardman
Paperback • 280 x 216mm • 80 pages
Search Press



RRP
£9.99

Pocket Book of Crochet

- The key techniques are illustrated and will build up your skills and confidence
- Four beautiful projects will get you started!

9781800920736 • Claire Gelder
Paperback • 180 x 127mm • 128 pages
Search Press



RRP
£9.99

Pocket Book of Knitting

- Includes key techniques which will build up your skills and confidence
- Four beautiful projects include a scarf, blanket, pillow and a pompom hat.

9781800920729 • Claire Gelder
Paperback • 180 x 127mm • 128 pages
Search Press



**RRP
£7.99**

Mini Amigurumi Ocean

- Includes 26 quick and easy projects, perfect for using up small amounts of yarn
- Fun and cute projects in a range of different sea creatures!

9781800920446 • Sarah Abbondio
Hardback • 180 x 180mm • 48 pages
Search Press

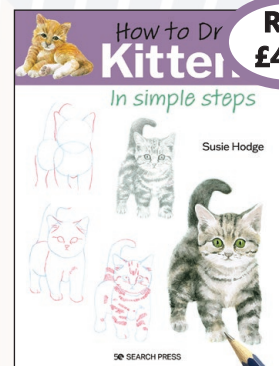


**RRP
£9.99**

Fun with Fat Quarters

- Offers a great way to brush up on your sewing skills and get sewing
- Full-size traceable templates are supplied at the back of the book.

9781800920545 • Wendy Gardiner
Paperback • 280 x 216mm • 96 pages
Search Press

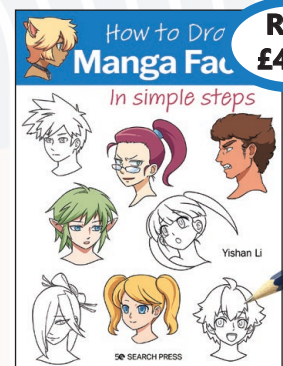


**RRP
£4.99**

How to Draw: Kittens

- Perfect for absolute beginners
- The easy-to-follow step-by-step drawing method takes you from simple shapes to realistic drawings in a few easy stages
- Draw a range of 28 cute kittens.

9781800921085 • Susie Hodge
Paperback • 292 x 2164mm • 32 pages
Search Press



**RRP
£4.99**

How to Draw: Manga Faces

- The easy-to-follow step-by-step drawing method takes you from simple shapes to realistic drawings in a few easy stages
- Create your own characters using the 38 step-by-step drawings.

9781800921153 • Yishan Li
Paperback • 292 x 2164mm • 32 pages
Search Press



**RRP
£12.99**

Draw 100: Dragons

- Simple step-by-step technique for drawing an incredible variety of dragons
- Perfect drawing projects for kids upwards.

9781800920903 • Paul Bryn Davies
Paperback • 292 x 216mm • 112 pages
Search Press



**RRP
£14.99**

Complete Guide to Watercolour

- How-to techniques and detailed explanations and demonstrations
- Discover a range of watercolour techniques.

9781800921948 • David Webb
Paperback • 254 x 215mm • 256 pages
Search Press



**RRP
£12.99**

Watercolour Flowers for the Absolute Beginner

- Easy-to-follow techniques
- 6 varied projects in simple steps
- 21 full-size traceable outlines included – no drawing skills required!

9781800920149 • Fiona Peart
Paperback • 280 x 216mm • 144 pages
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Meet the Author

of A Knitter's Year

Ida Wirak Trettevik

of Witre Design



To celebrate the release of A Knitter's Year we caught up with author Ida Wirak Trettevik to learn more about her creative process for knitting a wardrobe of versatile, sustainable styles to wear all year round.

I live in central Oslo with my husband and three boys aged 11, eight and six. I make a living designing knitted garments and patterns, and run my own company Witre Design. It's a real "one-woman show", and I have done it full-time for the past four years. Having created my own workplace, entirely from my creative thoughts and processes, gives me a lot. I am so grateful that others like what I do so that I can continue to share my passion, and be able to be a part of giving others a good knitting experience.

A Knitter's Year was published in Norway at the very beginning of my design journey in 2020. In addition to the fact that we (me and my family) lived for a year on an island in the northern part of Norway the year I wrote it, which has made it a more personal book than what was intended, it shows so much of what happened that year.



Both my process as a designer and the change we had with moving, are shown in the pictures. We had lived in Oslo for several years, and had always been attracted to doing something completely different together as a family; going on adventures, having a shared experience around something completely new, and spending more time together. And that all happened on Engeløya that same year.

Since we lived there, right by the sea, with the midnight sun and raw Norwegian nature right outside the door, we decided that the book had to contain this. So the photographer flew from Oslo, and the last photos in the book were taken there. The book is also personal in that it is my children who are included, in our surroundings both in Oslo and in the north, and in many ways, it has been as

much the pictures as the text in the book that have made it so valuable to work with.



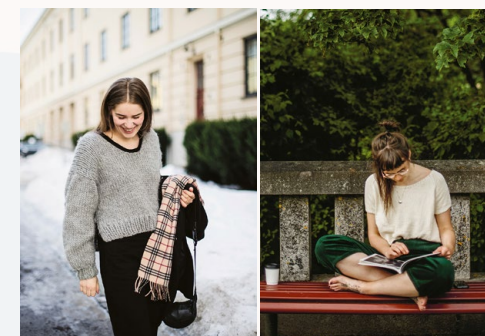
I have always been fond of clothes, especially vintage and second-hand, in addition, I have knitted for a long time. I learned to knit early and have knitted clothes for myself and my children, on and off for years. Being able to decide colors and fibres entirely myself, knit freehand, and create garments that no one else has always given me an enormous sense of freedom. Then there are no rules. There is no one who can decide how it will turn out, apart from me. And I like that. As soon as it becomes too neat or mainstream, something in me wants to shake it up a bit, find some of the little flaws or details that make it different, and highlight it. It's so boring if everyone is exactly the same. So being able to be a voice that talks about clothes, but that the focus is on the process and the personal journey that is in each garment, and through handwork, is one of the things that pulls me in the direction I am in now.

My inspiration comes a lot from the streets of Oslo. I like to see how other people put together clothes and accessories or different colours. I take small details with me and into a pattern, and then develop a new garment based on several impressions. Everything I make are garments I want to wear myself. In order for Witre to be an inspiring universe

for me to work in, it has been important to maintain that joy, the joy of making garments that make me happy to see and wear.

My all-time favourite season for knitting is summer. A season in which I think many people don't knit, because one associates knitting with warm fibres and thick garments. Summer clothes are nice in many ways. They are often small and easy to take with you. Fibres such as cotton and linen are inexpensive compared to other fibres. You'll finish it fast, compared to a large sweater, because a top is smaller. And it's so fun to combine with other clothes in my wardrobe. There are many ways and days to use them. I find that very motivating.

Where I get to knit the most is when we are out driving. Being on a trip in new surroundings and there are no other distractions, and I can completely disconnect and knit.



Taken from an interview with Ida Wirak Trettevik on Bookmarked. For fascinating insider interviews and more, visit www.bookmarkedhub.com

AUTHOR NEWS

From Haidee-Jo Summers' Instagram – @haideejosummers

'Meet the new President and Vice President of the Royal Institute of Oil painters!

Five years ago I was over the moon when my friend Adebajji [Alade] was elected Vice President of the ROI and Tim Benson became President – if you scroll back far enough on my Instagram feed you'll see a photo of me and [Adebajji] @additivesketcher on the day! Now, after successfully steering us through a tumultuous five years which included Brexit and the pandemic it's time for Tim to get his life back... and today at the AGM Adebajji was elected President and I became the new Vice President of the society. We are both passionate about the ROI, passionate ambassadors for oil painting and proud of the wealth of talent and strength amongst our current membership, proud also of our society's illustrious history and feeling positive and excited about continuing Tim's good work in the years to come, promoting excellence in oil painting and the ROI as a friendly and forward looking, inclusive society of painters.'



11th April 2023

Discover Haidee-Jo and Adebajji's books!



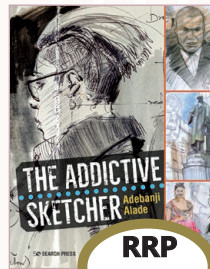
**RRP
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9781782218760



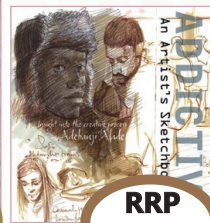
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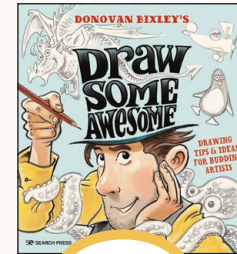


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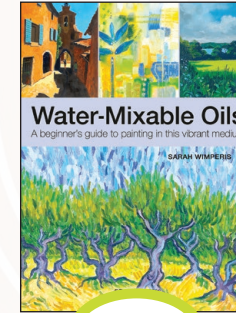
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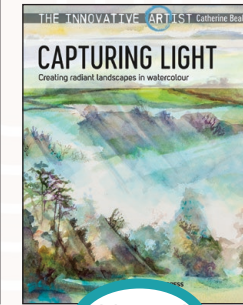
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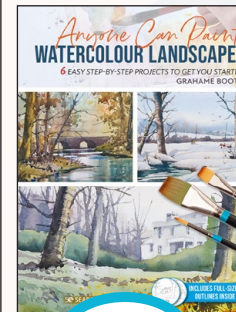
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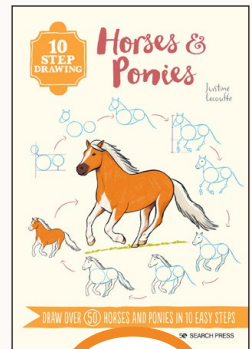
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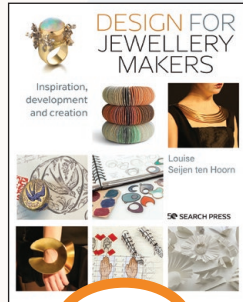


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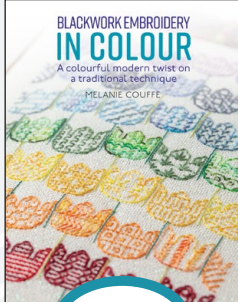


**COMING
JUNE**

... and hands-on craft books!



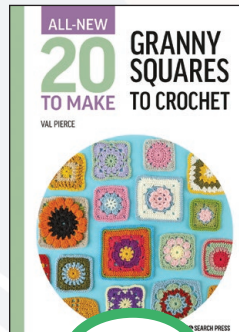
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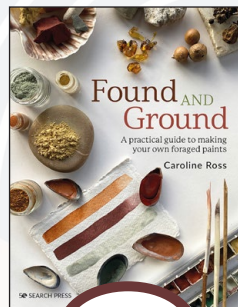
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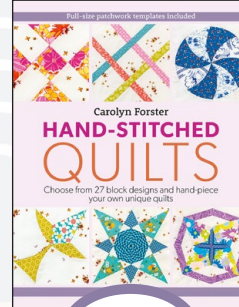
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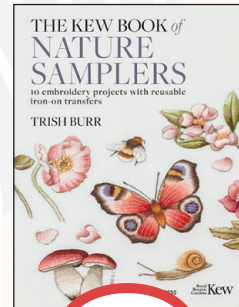
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