

Craft CORNER

TRADE NEWS UPDATE FROM SEARCH PRESS

JULY 2023

SPECIAL OFFER - 55% OFF ALL NEW TITLES!

Welcome to our trade Craft Corner newsletter!

In this issue, we share details on our experience at Glee, reveal our newest

titles and go behind the scenes to discover more about the editorial process.

We also catch up with embroidery expert Trish Burr, plus much more!

glee | 27-29 June 2023
NEC Birmingham

The end of June saw Search Press exhibiting for the very first time at Glee. What was it that made us decide to head for the hangar-like structures that make up the NEC to attend a gardening show?

We've known for a long time, both anecdotally and through the regular consumer surveys we undertake, that a big majority of artists and crafters are keen gardeners and love visiting garden centres. Indeed, we do work closely with the book wholesalers who service this sector and we also supply directly to enlightened individual centres, some of whom also have art and craft units on



their premises. But we wanted to reach out and meet more independents and possibly some of the chain buyers.

In the bigger chains I've always been a little confused by their attitude to books. Take my local store. They stock luxury (and eye-wateringly expensive) garden furniture from dining tables and chairs through to hammocks and bespoke hand-crafted wooden furniture. And then there's a cookery section, whole outdoor



SEARCH PRESS
The world's finest art and craft books

cooking ranges and barbeques that cost more than a small car. You then come to the books section...

There you'll find piled high discount books on subjects as diverse as Formula One drivers and Wok Cooking. Sure, you'll find a few full-priced books but the message, just around the corner from the conspicuous luxury described above, is bargain basement. We went to Glee to try to change buyers' attitude to full-priced books in general and craft books in particular.

for the inspirational content they contain. It was noted by many of our customers just how visually stunning our jackets are and how attractive our books look when displayed face out.

Art and Craft books in garden centres sell!

If you're interested in talking to us about putting a range together for your garden centre please contact:

jamesw@searchpress.com



We were very pleased with the response we had. We displayed a beautiful range of our titles from painting and drawing through knitting and crochet, needlecraft, embroidery and sewing, all of which had botanical themes. Our point of sale support, from five tier spinners to waterfall display units, were very well received. We opened a lot of new accounts and look forward to growing their business with us.

What did we learn? That there's undoubtedly a market for our books in this sector. Our books are incredible value



SEARCH PRESS - BEHIND THE SCENES

Beth Harwood - Editor

It's perhaps misleading to present 'a day in the life' of the Editorial Department: no two days are identical; Editorial Time is both linear and cyclical; so here's an overview!

Eleven of us comprise the Editorial and Design Department in total; between us we have a considerable amount of experience, knowledge, skill and passion – whether it's for calligraphy, cutwork, crochet or all three). Sam, our Publisher, and Becky, our Managing Editor, capitalise on all these things (as well as how busy our schedules already look!) when they allocate us our new titles.

Search Press editors are involved at every stage of the publishing process, from jumping on new art and craft trends in the market and bringing new authors on board, to signing off proofs at the last stage of the production process. Our involvement with a book extends beyond its publication too – we build strong rapports with our authors and, in collaboration with the Marketing team, we continue to support them as they proudly promote their books.

We see almost every one of our books through the same time-tested process: first, we set up a planning meeting with the author and designer: this is an opportunity to flesh out the book, to plot out the flat plan – the page-by-page framework that prescribes everything that will feature in the book – and to set a very early design

style. We also discuss provisional schedule dates – when we'd like the author to deliver any sample artwork or text, and when we might think we can book in a photoshoot. The author, the editor and the designer should come away from the planning meeting feeling buoyed and enthusiastic about the work ahead.

The author then goes away to work on their manuscript and create the artworks or handicrafts that will become the focus of their book, and tease us with visual titbits that we can share as sales/prepublicity material. Roughly around this stage a cover will also come into being; this may go through several permutations, including a cover review meeting alongside the directors, at which the cover is either confirmed or its next steps determined.

The next time we'll reconvene with the author is for the photoshoot, which we typically run in our jazzy, purpose-built inhouse photography studio. The photoshoot gives the editors autonomy over the way in which the book flows and allows us to see first-hand how an artist makes up and mixes their palette, or how a crafter transforms a ball of yarn into a beautiful, wearable garment



– or a character from the Aardman Animations stable!

The photographer captures all the techniques and steps involved in the making process; and together we decide which shots best support the text. The designers then take the helm in styling the tools and materials, and the finished projects – which are then often also sent out to a freelance photographer to capture.



The completion of the layout comes next: the editor marries together the photography and the text in an InDesign document and ensures that it presents the information in the most informative and attractive way. We involve the author at every stage of the book's development, so we know we've captured their techniques and processes accurately, and that we've been using the correct terminology.

Then it's over to Design to bring the whole book together into a cohesive, visually appealing package. It's always an exciting moment when the designed document comes back to us – it all starts looking a little bit more like a finished, polished, book at that stage.

Thus begins The Race to the Finish (aka Production stage). Once the author is happy with the newly

designed layout and has supplied any further edits that they need us to make, we make another round of checks of our own, then send the layout to a proofreader to pick up any rogue anomalies, inconsistencies, or even the occasional typo.

Then, with the support of a second inhouse editor, we perform one last check (we are a thorough bunch) before we give Design the nod to create the PDF file that will become – drum-roll please – our set of colour proofs!

I wish I could say this is when we break open the champers and congratulate each other on a job well done... That tends to happen once the first advances arrive – except there's no champagne, and no time to sit and stare – there'll be another book waiting in the wings for us!



There are countless elements to the day-to-day workings of the Editorial Department that I've not touched upon – the admin we do; the meetings we hold and attend; outsourcing translated titles and organising pattern-checking for knitting or crochet titles – simply because, as editorial irony would have it, I've already written too much!

Sold Out!
New stock
arriving September

NEW TITLES - 55% OFF!



**RRP
£19.99**

Dressmaking: The Easy Guide

- A no-nonsense guide to dressmaking for beginners to professionals
- Full-size patterns, step-by-step instructions and clear photographs.

9781782218913 • Helen Rhiannon
Hardback • 280 x 216mm
160 pages • Search Press



**RRP
£14.99**

Hand-Stitched Quilts

- Learn the full process of making a quilt by hand
- 27 different blocks to sew
- Full-size templates included at the back of the book.

9781782216711 • Carolyn Forster
Paperback • 280 x 216mm
144 pages • Search Press



**RRP
£6.99**

All-New 20 to Make: Flowers to Crochet

- 20 stunning flowers
- Only small amounts of yarn are needed for each flower so are perfect for using up any odds and ends!

9781800921009 • Sarah-Jane Hicks • Hardback • 209 x 149mm
64 pages • Search Press



**RRP
£6.99**

All-New 20 to Make: Granny Squares to Crochet

- 20 gorgeous granny squares to crochet
- Turn your squares into five different projects
- Excellent stash-busters.

9781800921399 • Val Pierce
Hardback • 209 x 149mm
64 pages • Search Press



**RRP
£12.99**

Animal Granny Squares

- 40 gorgeous projects
- Ideas for mixing and matching the featured blocks.

9781800921559 • Leonie Morgan
Paperback • 222 x 222mm
128 pages • Search Press



**RRP
£7.99**

Amigurumi Chocolate Cozies

- Create sweet and memorable gifts
- Crochet 20 adorable amigurumi-inspired covers for all their chocolate treats!

9781800920200 • Sara Scales
Hardback • 180 x 180mm
48 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 sea creatures, which make lovely little gifts.

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

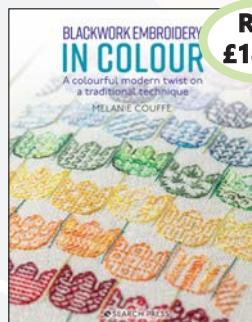


**RRP
£7.99**

Knit a Mini Safari

- 20 fun, simple knitting patterns, perfect for knitters of all skill levels
- Step-by-step photographs
- Redesigned re-issue of *Mini Knitted Safari* (9781844489916).

9781800921429 • Sachiyo Ishii
Hardback • 180 x 180mm
64 pages • Search Press



**RRP
£14.99**

Blackwork Embroidery in Colour

- A unique and inspiring take on a traditional technique – stitch 16 delicate and colourful blackwork embroideries
- Projects are based on the four seasons.

9781782218456 • Melanie Couffe
Paperback • 280 x 216mm
128 pages • Search Press



**RRP
£25.00**

The Kew Book of Nature Samplers (Folder edition)

- Embroider flowers and small creatures
- Hardback folder keeps the book and reusable transfer papers safely together
- Templates at actual size.

9781782219491 • Trish Burr
Hardback • 280 x 216mm
176 pages • Search Press



**RRP
£12.99**

Macramé Christmas

- Make 24 beautiful macramé projects
- Use simple knotting techniques, all clearly explained step-by-step
- Isabella uses 100 per cent recycled materials.

9781800921238 • Isabella Strambio
Paperback • 260 x 204mm
128 pages • Search Press



**RRP
£19.99**

Design for Jewellery Makers

- A highly practical, project-led approach that is accessible to professional as well as novice jewellery designers and students.

9781800920057 • Louise Seijen ten Hoorn • Paperback
246 x 190mm • 208 pages
Search Press



10 Step Drawing: Horses & Ponies

- A beginner's guide to drawing over 50 different breeds of horses and ponies in ten simple steps
- Start with simple lines or shapes and end with a coloured drawing.

9781800921184 • Justine Lecouffe
Paperback • 236 x 164mm
128 pages • Search Press



10 Step Drawing: Kawaii

- Discover how to draw Kawaii in ten simple steps
- Includes handy colour palettes for getting the right shades in your drawing.

9781800921177 • Chie Kutsuwada
Paperback • 236 x 164mm
128 pages • Search Press



Draw Some Awesome

- A comprehensive guide to drawing in a fun and accessible way
- Illustrations are bright and fun, showcasing the author's skill and humour.

9781800921320 • Donovan Bixley
Paperback • 250 x 235mm
64 pages • Search Press



Manga Fashion Art Secrets

- No specialist tools required – with a pencil, paper, and guidance from Dalia, you too can draw in the manga-art style.

9781800921573 • Dalia Sharawna
Paperback • 280 x 215mm
128 pages • Search Press



Anyone Can Paint Watercolour Landscapes

- Six inspiring watercolour landscapes to paint
- Step-by-step instructions
- Suitable for beginners as well as more advanced artists wishing to improve and practise their skills.

9781800921504 • Grahame Booth
Paperback • 280 x 216mm
104 pages • Search Press



Nature in Watercolour

- A no-nonsense guide to producing loose and luminous watercolour paintings
- Discover 30 projects to inspire you.

9781800921290 • Waltraud Nawratil
Paperback • 225 x 225mm
112 pages • Search Press



Painting Abstract Nature on Canvas

- Create stunning, semi-abstract art using accessible techniques and materials
- Suitable for absolute beginners, as well as more experienced artists.

9781782219705 • Jane Betteridge
Paperback • 280 x 216mm
128 pages • Search Press



Painting with Brusho

- Contains a comprehensive and experimental techniques section with ten step-by-step projects
- Traceable templates are supplied at the back of the book.

9781782219620 • Joanne Boon Thomas • Paperback
280 x 216mm • 144 pages
Search Press



The Innovative Artist: Capturing Light

- Discover innovative methods using watercolour to create shimmering, luminous colour
- A practical, hands-on guide for artists of all abilities.

9781782218937 • Catherine Beale
Paperback • 280 x 216mm
176 pages • Search Press



Palette Knife Painting in Acrylics

- Comprehensive guide to mark-making techniques using a range of different knives, followed by eight step-by-step projects.

9781782219699 • Tim Fisher
Paperback • 280 x 216mm
128 pages • Search Press



Water-Mixable Oils

- Features six projects
- Explore colour in order to paint in the style of Vincent van Gogh
- Comprehensive techniques section to get you started with water-mixable oils.

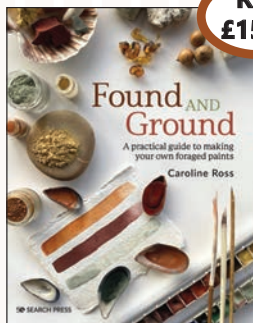
9781782218579 • Sarah Wimperis
Paperback • 280 x 216mm
128 pages • Search Press



The Printmaking Bible

- For students of printmaking as well as artists, designers and working printmakers
- More than 40 step-by-step processes with instructions and accompanying photographs.

9781800921887 • Ann d'Arcy Hughes & Hebe Vernon-Morris
Paperback • 260 x 228mm
416 pages • Search Press



**RRP
£15.99**

Found and Ground

- Unique guide to producing your own paints from foraged materials
- Ecologically aware; encourages reconnecting with nature.

9781800920996 • Caroline Ross
Paperback • 280 x 216mm
128 pages • Search Press



**RRP
£12.99**

The Colour Mixing Companion

- With over 1,800 swatches demonstrating the wide scope of mixes that can be achieved in each medium
- Colour wheels and templates provided to aid and inspire the reader.

9781800920897 • Julie Collins
Hardback • 180 x 127mm
160 pages • Search Press

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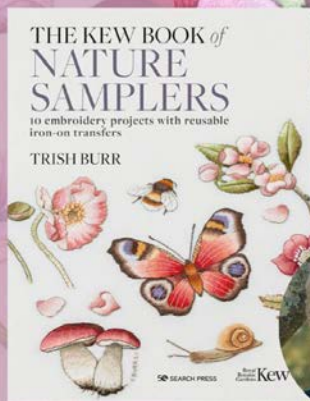
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Offer valid until 31st October 2023*

Meet the Author

of The Kew Book of Nature Samplers

Trish Burr



I can't remember a time when I did not enjoy embroidery. I began embroidering as a young mother whilst living in Zimbabwe. I had always loved art but wanted to explore other crafts. Initially I started with cross stitch, but found this too limiting and decided to break free and experiment with thread painting. Embroidery patterns and materials were non-existent in Zimbabwe as we had drastic foreign currency restrictions, so I used what I could find: sewing thread, knitting yarn and cotton fabric. I copied pictures from books, postcards and calendars and did my best to replicate them with needle and thread.

Because I had no formal training or instructions to refer to, I created my own style of needle painting and so a new form of long and short stitch was born! This method which I have honed and crafted over the years is what I still use today. It is much more simplistic than the formal approach. It frees one up from striving to work a series of perfectly aligned, smooth stitches and allows us to concentrate more on the painterly effect.



It is an absolute privilege to work with Kew. It houses the largest and most diverse botanical collection in the world. But apart from their botanical collection and stunning gardens there is also the natural area and woodlands which is home to a diversity of insects, woodland creatures, fungi and plant life. This was the inspiration for the second book on Nature Samplers. With the first book I was given access to their botanical art collection, and worked closely with the archives and library, but in the second book I worked more closely with artists associated with Kew and took inspiration from their botanical illustrations to create the samplers.

When starting a new book title, my process is always to begin with establishing the projects I am going to stitch. So, in this case I sourced the artwork and then took extracts from each piece to create my own samplers. There are many things to consider when designing an embroidery project. I will sit at my computer and place each motif or element of the design and move them around until I am happy with the composition. There always needs to be a focal point in the design and the colours need to be balanced to create a nice flow so it is pleasing to the eye. Whilst I am

doing this I will of course be considering the threads I will use and what colours are available, especially with shading, as you need several shades of one colour to achieve this. Then I will trace the outlines for each element using drawing tools in my software and I will also try to ensure that it fits into a hoop size or stretcher frame so that it is manageable, and one can sit comfortably whilst stitching.



When I am happy with all the projects it goes into a flat plan which is sent to the editor. Over several months the book will start to take shape and I will often discard some of the projects or exchange them for something I feel is more suitable.

I spend a lot of time on Pinterest posting ideas to a board and often an appealing image will speak to me and inspire a new idea. It is usually something that has beautiful shading, so I can see it reproduced in thread. The thing that draws all of us to needlepainting is always the different shades of colour. Colour plays a huge role in my embroidery designs, I spend a lot of time thinking about the colours. If you get it right it can make the whole design glow, whereas if the colours are wrong it will look flat and dull.

Each sampler was a joy to stitch but I would have to say that the butterfly sampler on the front cover was probably one of my favourites. The shading in the wings just glows!

My preferred linen fabric for the embroideries only come in white, and there is often a need for an off white, cream or other background, so the only way to achieve this is to dye your own fabric. I am all about sustainability and prefer working with natural substances rather than chemicals that can be harmful to the environment, so this was something I wanted to explore. It is fun seeing the different results one can get from using things like tea, coffee and vegetables.

Don't be tempted to jump ahead to the more intermediate designs. Start at the beginning, read the instructions and spend a little time putting it into practice and you cannot fail. Don't look at the sampler as a whole, focus on each element of the sampler, one step at a time, then it will not seem so overwhelming, and the result will be a beautiful piece of stitching. Pause your stitching every now and then and look at your embroidery from afar, it always looks better when you are not studying it close up. Another idea is to take a photo of it with your phone as you will immediately be able to see if something is not right and correct it.

I mainly communicate through my blog: www.trishburr.com. The blog also posts to Facebook and Instagram (@trishburrembroidery); all these can be accessed through my site and shop: www.trishbembroidery.com

The Kew Book of Nature Samplers is available to order from Search Press, RRP £25.00

Don't forget – you can get 55% off Trish's book. See page 9 for details!

BOOK REVIEW - Pattern Pages

Sold Out!
New stock
arriving September



DRESSMAKING: THE EASY GUIDE

By Helen Rhiannon | Published by Search Press

When we saw this book, we did think here's another guide covering all the sewing basics but we were pleasantly surprised! This book is a little different in its approach to teaching you how to sew! For example, Helen explains how to measure yourself but she has used 'real people' to show sizing in practice and how to choose a size when you don't fall between the pattern's sizing. There's also an in-depth section of adapting patterns (after all no pattern will fit you perfectly without!). Each garment detail like sleeves, pockets, necklines etc. is covered individually making it a good book to dip in and out of. The flow of this book makes perfect sense and is in an order that makes it easy to follow. It's a great book to sit by your sewing machine when you need to re-affirm a technique too!

BOOK REVIEW - thesewingdirectory.co.uk

DRESSMAKING: THE EASY GUIDE by Helen Rhinannon RRP £19.99

Helen has been designing and making dresses for a long time and, in this book, she shares her knowledge to allow you to measure yourself and adapt patterns to cut and sew dresses for the perfect fit, whatever your shape, height and size! All the instructions have been thoroughly tested with Helen's army of ladies who range from small to curvy, so you can be confident that the patterns will work for you!

Helen's method goes back to basics and the book introduces what sewing tools you will find useful, a short introduction to the sewing machine and some simple sewing techniques to get you started if you are a beginner. She also explains about different fabric types you might choose for a particular garment and provides translation for the sometimes confusing terminology used in sewing! The book offers a very comprehensive introductory

section and will provide a useful reminder for all levels of sewist.

The key to this book lies in discarding conventional high street sizing and taking measurements of YOUR body. Helen explains how to take comprehensive measurements of your own figure and some extra useful measurements too, with a handy chart you can copy and use. I love that Helen has included measurements of real women so you can see her method in action.

...

Helen's book covers a lot of ground and techniques and is very well illustrated. The patterns are only for sewing dresses and adapting the techniques to sew tops and skirts but you could use similar techniques for sewing other garments such as trousers, once you understand the adjustments that can be made. It would be a useful book for anyone interested in dressmaking and wishing to adapt commercial patterns too.

AUTHOR NEWS

In June Search Press launched an exciting new event, the In The Round crochet relay! To celebrate the work of our fantastic crochet authors, In The Round saw a series of projects shared by makers with their online followers. The twist was that each crochet author would be selecting and making a project from another author's book, in a relay style. Now that the In The Round event has come to the end it's time for an 'In The Round-Up' of all the fabulous makes our authors shared!



Anna Nikirowicz, author of *Embroidered Crochet* made this stunning version of the Dahlia from Sarah-Jane Hicks' book, *All-New Twenty to Make: Flowers to Crochet*. Anna was inspired to make the Dahlia from this book as her grandmother always had them growing in her garden. She also combined the Dahlia with the leaves from the Rose pattern to make a fabulous brooch.

Dawn Curran is one of the authors of *Colour Crochet Unlocked*, and was tasked with trying her hand at a project from *Embroidered Crochet*. Dawn made this gorgeous version of the Roses Basket! The embroidery is a great way to put yarn scraps to good use and it makes the basket decorative and useful.



Sweet Pea Crochet author, Sue Rawlinson, worked magic using stitch number three from *Colour Crochet Unlocked* to make this fabulous swatch to decorate a mug or pen pot. This four-row pattern looks stunning in Sue's signature pastel colour palette!

Author of the *Pocket Book of Crochet*, Claire Gelder, bought her signature flare to the Sweet Bunny project from Sue Rawlinson's book, *Sweet Pea Crochet*. The addition of the little ruffled tutu is just too adorable! Receiving this book as her relay title couldn't have come at a better time for Claire as she is soon to be a grandmother for the first time!



Celine Semaan, author of *A Modern Girl's Guide to Granny Squares*, created a characterful version of the Teddy Bear project from Claire Gelder's *Pocket Book of Crochet*, in a delightful patchwork rainbow!

Somewhere over the rainbow is Jane Howorth, author of *Colour Crochet Unlocked*, with this gorgeous version of the rainbow granny square from Celine Semaan's book *A Modern Girl's Guide to Granny Squares*. A few of these granny squares mixed with plain block colours would make a fabulously vibrant baby blanket!



Amigurumi Chocolate Cozies author Sara Scales tried her hand at stitch 28 from *Colour Crochet Unlocked* for this year's In the Round Event. The pattern reminded Sara of little flowers so she chose a colour palette that mimics that of varieties of roses! She plans on making this swatch into a cowl scarf.

Last but not least, Sarah-Jane Hicks, author of *All-New Twenty to Make: Flowers to Crochet*, made these delightful versions of the Snail Truffle Cozies in Sara Scales' book *Amigurumi Chocolate Cozies*. We absolutely adore the colour combinations! The snails require very little yarn and are quick to make, which makes them perfect for little last-minute gifts!



We hope you all enjoyed following along with this year's In The Round event! Keep your eyes peeled for future events, and let us know which of your favourite authors you'd like to see participate!

Follow the authors on Instagram for more inspiration!

Anna Nikipirowicz (@annanikipirowicz)

Dawn Curran (@thealmondsnug)

Sue Rawlinson (@sweetpeafamilycrochet)

Claire Gelder (@woolcouture)

Celine Semaan (@crafty_cc)

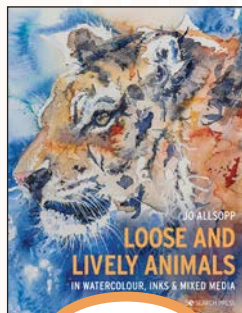
Jane Howorth (@janehoworth)

Sara Scales (@sarascales)

Sarah-Jane Hicks (@flo_and_dot)

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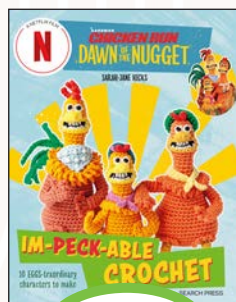
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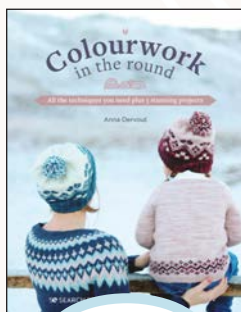
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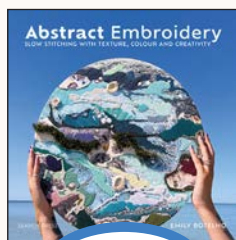
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