

# NEEDLE NEWS

FRIENDS \* FAMILY \* FOLKLIFE



June 29 - July 7, 2024

## HELLO!



Are you looking forward to fall? I know that I am even though I always miss the longer days, farm stand goodies, and trips to the shore.

For many people, their summer also included days at the Folk Festival, and we were happy to see them!

The Quilt Barn welcomed artist, Diane Phalen, who many of you know well and admire her painting talent. Diane was set up to paint in her booth and completed a painting that was one of the raffle prizes! We also welcomed Pam Moore of *Olive & Owl*. Pam's unique one-of-a-kind furniture pieces and home accessories were beyond beautiful, and we were so happy to have her join us this year! Thank you, ladies!

Yes, we were a bit affected by storms this year but with that said, we enjoyed seeing our *many* QB guests. They graciously complimented and *purchased* your lovely quilts! King and queen quilts continue to be the most popular bed-sized quilts while wall hangings also continued to generate strong sales. I'll offer more feedback and information in another Needle News section.

I personally can't thank all of you enough for sharing your creativity with the Quilt Barn this year. Thank you, thank you! We're all looking forward to seeing the beautiful designs that you'll bring next year. Please feel free to reach out to me with any thoughts or questions. I would love to connect with you! You can reach me by calling the office number noted below or email me at [hershey@kutztownfestival.com](mailto:hershey@kutztownfestival.com).

*Cyndi*



Auction quilt 2023 | Quilter: Carol Mirynowski



## PENNSYLVANIA NATIONAL QUILT EXTRAVAGANZA 2023

Join us at this year's PNQE show held September 14 through 17. It will be held at the Greater Philadelphia Expo Center, Oaks, PA. The Quilt Barn will have a booth so please stop by to say hello! In addition, there will be many wonderful vendors and exhibits to inspire. You won't want to miss it!

Thursday, September 14	10:00am – 5:00pm
Friday, September 15	10:00am – 5:00pm
Saturday, September 16	10:00am – 5:00pm
Sunday, September 17	10:00am – 4:00pm

## JOIN THE QUILT BARN FAMILY!

One thing is for sure...quilters know other quilters! Also, no one knows what the Quilt Barn needs more than other QB quilters! We continue to look for quality quilts so encourage your fellow quilters to sell their quilts in the Quilt Barn. Encourage them to become involved and be a part of the QB family!

## PURPOSEFUL QUILTING

I've been asked many times about my thoughts on the results of this year's Quilt Barn efforts. Wow....it was quite a whirlwind! Every year, opening weekend is always busy and this year was no different! Very exciting for sure! With that said, we sold so many king and queen quilts that I was calling quilters to find more to be able to fill our racks. Our dedicated quilters came through for us and we were so grateful. I thank you and our QB guests thank you as well. We sold many of the "second wave" of that quilt inventory. We also sold most of our wall hanging inventory so again, thank you! What else sold? Crib quilts and holiday items (Christmas, Halloween, Harvest) sold quite well. In other words, sales seem to fall into the same consistent categories which is great! We also sold a nice variety of traditional, transitional, and modern-styled quilts – QB customers appreciated it all. As always, quilts with touches of applique are always appealing, too. That extra little "something" can make all the difference.

What didn't sell is also important and provides food for thought. While king and queen quilts are the strongest sellers, other sizes sold but much fewer. As we've noted in the past, most beds are bigger than ever. Higher frames and deeper mattresses have certainly changed the sizes of the quilts that people need. One thing that is very important to note... a king mattress is the only "square" mattress, so a square quilt looks best on that size bed. If you are making a square quilt (medallion or other), please be sure that it is large enough to fit a king bed – a minimum of 108" x 108". Any other mattress is rectangular, and a smaller square quilt simply doesn't fit well. As you know, we have both a king and queen bed set up in the QB for guests to try out the quilts for size. If a quilt doesn't fit well, it usually doesn't sell. Just something to keep in mind! Many of us love medallion-style quilts but it's best to try to extend them into rectangles to fit queen-sized beds. Try adding additional borders at the top/bottom or even a pillow-tuck.

Lap-sized and other in-between sizes were also challenging to sell. That's not a new and while some always sell, it's a tougher sale. QB guests just don't understand how to use quilts of those sizes. I know that a lot of the current patterns/books/magazines show a lot of mid-sized quilts. They are certainly much quicker to make! However, when thinking about *what sells*, it's better to concentrate on what customers easily understand and can use in their homes.

So....what is purposeful quilting? It's making quilts that have a purpose, an intent – sizes, colors, and themes that work in most homes. Please feel free to reach out if you ever want to discuss your quilt ideas. I'm always happy to hear from you and help in any way possible.

THANK YOU, QUILTERS!

## INFO SESSIONS & NEW CLASS SCHEDULE

*We are so excited to be able to offer Quilt Barn classes and seminars! These will be held in the beautiful and charming Kutztown Historical Society building located at 212 S. Whiteoak Street. **Please be sure to register in advance at <https://kutztownfolkfestival.thundertix.com/>***

### Info Sessions

January 10, Wed. | 10am – 12pm

January 13, Sat. | 10am – 12pm

No cost

These sessions are an introduction to what the Quilt Barn is all about. How to get involved, what to make, what is the process and more. This is a PowerPoint presentation. (These are the sessions that were formerly held in the Kutztown Hampton Inn.)

### How to Build a Quilt

January 27, Sat. | 9:00am – 3:00pm with a one-hour lunch break

Cost: \$35

Successful quilts begin with a plan! Where to begin? How do I make pieced quilts with more punch? What blocks work well together? How do I take a small design and make it larger in a successful way? How do fabric choices affect the result? This class is intended to motivate and answer questions! PowerPoint and other materials will be used.

### Color & Stitch

January 17, Wed. or March 9, Sat.

9am – 3pm with a one-hour lunch break | Cost: \$35

Quilters LOVE fabric! Honestly, who doesn't, right? We're offering this class as a review of how fabric choices impact the final quilt result. We've all made quilts with results that were not quite what we were hoping to see. Let's talk about how to achieve better results in the future! We'll also discuss quilting choices and how that can impact the success of any quilt. PowerPoint and other materials will be used.