Happy New Year My Weaving Friends!

It's here at last and the 2015 holidays are behind us. It's time for all those New Year's resolutions - plans to be foiled, diets to be destroyed, bad habits to return again - usually before the month of January comes to a close, lol. While I do not normally make "resolutions", I do have some ideas and plans for 2016. One of them is to experiment more with my weaving - going outside the box and coloring outside the lines. I opened my Etsy shop in 2012 and have stayed busy with what "other people want". I have been very blessed to have paying customers that support my weaving habit; but it's time to try some new techniques and spread my wings a bit. What are some of your plans?

In the next issue of The Reed Reader I will be exploring a few techniques for the novice to more advanced weaver. I plan to compile a listing of links for your "go to" resources. Maybe you and I both will learn something new - or a better way to do what we have already been doing.

If you have suggestions of what you would like to see in coming issues, please send me an email. I'd love to hear your thoughts.
Love this one! Welcome, "Paisley"!

This market basket doesn't cut any corners - it puts the focus and attention on them. This unusual weaving technique can be added to any basket. The detail is added after the basket is woven and is actually quite simple once you get the hang of it. The height or number of loops can easily be adjusted to adorn any size of basket - you could even go from the rim to the base! While the detail looks like it might be fragile, you'll find it really very sturdy.

The "Paisley" pattern includes 19 photos and very detailed instruction for the corner accent.

To purchase this basket pattern, please click below.
"Paisley"

In keeping with my 2016 plans to weave "outside the box", I got inspiration from Corinna Kervin for weaving a basket on a mule deer antler. I must say that I enjoyed this one and learned quite a bit ... 1) space out the spokes a bit more so that your inverted curves are easier to get around; and 2) drilling antlers is SMELLY business! Phew! This is more about art and less about function than I'm used to. Don't worry about the shape, just let it go and decide its own form. I am definitely going to do another one - or maybe a unique piece of driftwood - the wheels are turning!

Corinna's Antler Basket - Her weaving is perfection! And she has such an eye for design.

My first attempt at antler free form art. This was a birthday gift for my dad who is an avid bowhunter. He loved it!
Craft Fair and Art Festivals
Plan Your 2016 Booth Now

We have all had that great experience at an art or craft show only to go back to the same show the following year and be disappointed with either the crowd turn out or sales. What makes a good craft show and what is a pretty good indication that it may not be the best venue for basket sales? While there are always exceptions to the rule, here are some things to keep in mind.

1) Is this a gathering of fine crafts and arts or a flea market environment? If there are items priced at “flea market” prices, chances are that you are going to have a tough time. Don't get me wrong ... I love going to flea markets, but I go with the mindset of getting a bargain knowing that there will be many items of sub-par quality made in obscure third world countries.

This was the first show I ever did. Three weaving friends and myself set up this wonderful, basket filled booth in a “flea market environment”. We never sold the first basket. Nada. Not a one.

2) Are the artists and crafters chosen by a jury committee or does everyone who applies be granted booth space? I prefer to only exhibit at juried events. I believe it raises the bar for excellence and eliminates some of the crafters who haven’t perfected their skills yet.

3) Are the number of artists per category limited? I have an art show locally that I enjoy going to. However, they must be much more interested in receiving booth rental fees from the vendors than in seeing the vendors be successful in their sales. The vendors are extremely heavily weighted on wall art - photography, paintings, etc. I find myself just walking by without even stepping inside. They all tend to look alike. Find out how many other vendors in your classification are attending.

4) Sometimes it’s all about location, location, location. Venues that are located closer to metropolitan areas often draw a different crowd than rural areas. The median income is often higher and they are used to paying more for most things. Some locales have been harder hit by economic times and folks have less expendable cash. In these areas, baskets that serve a function at a lower price point are a better choice.

5) The good shows often fill up fast so plan early. Many of the fall and holiday shows start booking in the springtime. Often vendors from prior years are given first choice on option to return. If there is a show you have your heart set on, check out the application dates and mark them on your calendar. Have your jury committee photos determined and your artist statement prepared.

6) Some of our baskets are folksy and the heritage is rich. The art of basketry dates back to early times. Many people do not understand or appreciate the skill and work that goes into each basket. If you have the opportunity to demonstrate your weaving and/or to dress in period clothing, it will give you more of an opportunity to interact with the festival attendees allowing them to ask questions and learn an appreciation for the art. It also seems to help with the sales!

7) Have a good and varied inventory. Pre-plan your booth layout ahead of time and save time the morning of setup. Add some height to your table with risers. Check out some suggestions for risers and shelving on the next page!

---

**Research potential festivals and find out how many vendors, attendees, and all the details.**

**Here are some websites that offer information (and there are many, many more):**

- www.festivalnet.com
- www.fairsandfestivals.net
- www.artsandcraftshows-usa.com
- www.craftmasternews.com
- www.fairsandfestivals.net
- www.artfaircalendar.com
- www.artfaircalendar.com
- www.artsfaircalendar.com
- www.thecraftshows.org
- www.myfairsandfestivals.com
- www.craftlister.com
- www.artsandcraftsshowbusiness.com
Shelving for basket displays - All of these are hinged and collapsible for easy transport. Most could be easily built and adjusted in size to accommodate either using on a table top or free standing on the ground or floor.

Build a decorative rack to suspend from your booth and hang baskets from it.

Repurpose an old bi-fold door or shutters.

DIY foam risers - lightweight and easily configured to many different options.

Collapsible wood risers.

Display your baskets where customers can pick them up without toppling an entire display. They will want to feel the quality and inspect your workmanship.
There are many guilds, weaving groups, and clubs across the country. There might be one near you.

To see a listing of guilds by state with contact and convention information, please refer to this listing provided by The Country Seat. Click here.
Pattern Library - Available in my Etsy Shop

Clicking on any basket name will connect you to the pattern listing.