

# *Artful* **EMBROIDERY**

with Stephen Wilson



# *Moore's*

  
**STEPHEN WILSON**  
STUDIO

**October 11-12**  
**Brea Event Center**

**ANITA**  **GOODESIGN**

# THE FUTURE OF EMBROIDERY




THIS NEW MASTERCLASS  
EXPERIENCE IS DESIGNED TO  
ELEVATE YOUR EMBROIDERY  
SKILLS AND TRANSFORM YOUR  
APPROACH TO CREATING ART.

Join us for the Artful Embroidery Masterclass, an unparalleled journey into the world of embroidery techniques and creativity. With over 30 years of experience, my journey in embroidery has taken me from designing garments in the fashion industry to creating exquisite home textiles, quilts, and fine art. For the past decade, I have utilized embroidery as my primary medium for fine art, with my work displayed in galleries, museums, celebrity collections, and commercial institutions worldwide.

Inspired by the art of embroidery and its potential, I often wondered why so few people frame their embroidery. Then I discovered they didn't understand how to bring it all together. With the right techniques and tools, I will guide you through the process to create stunning Artful Embroidery pieces that truly reflect your passion to hang in your home or create as a special gift!





**NO EXPERIENCE REQUIRED -  
WHETHER YOU'RE JUST  
DISCOVERING YOUR PASSION  
FOR EMBROIDERY OR YOU'VE  
BEEN CREATING FOR YEARS,  
THIS MASTERCLASS EXPERIENCE  
WILL INSPIRE THE ARTIST INSIDE  
OF YOU LIKE NOTHING YOU'VE  
DONE BEFORE!**



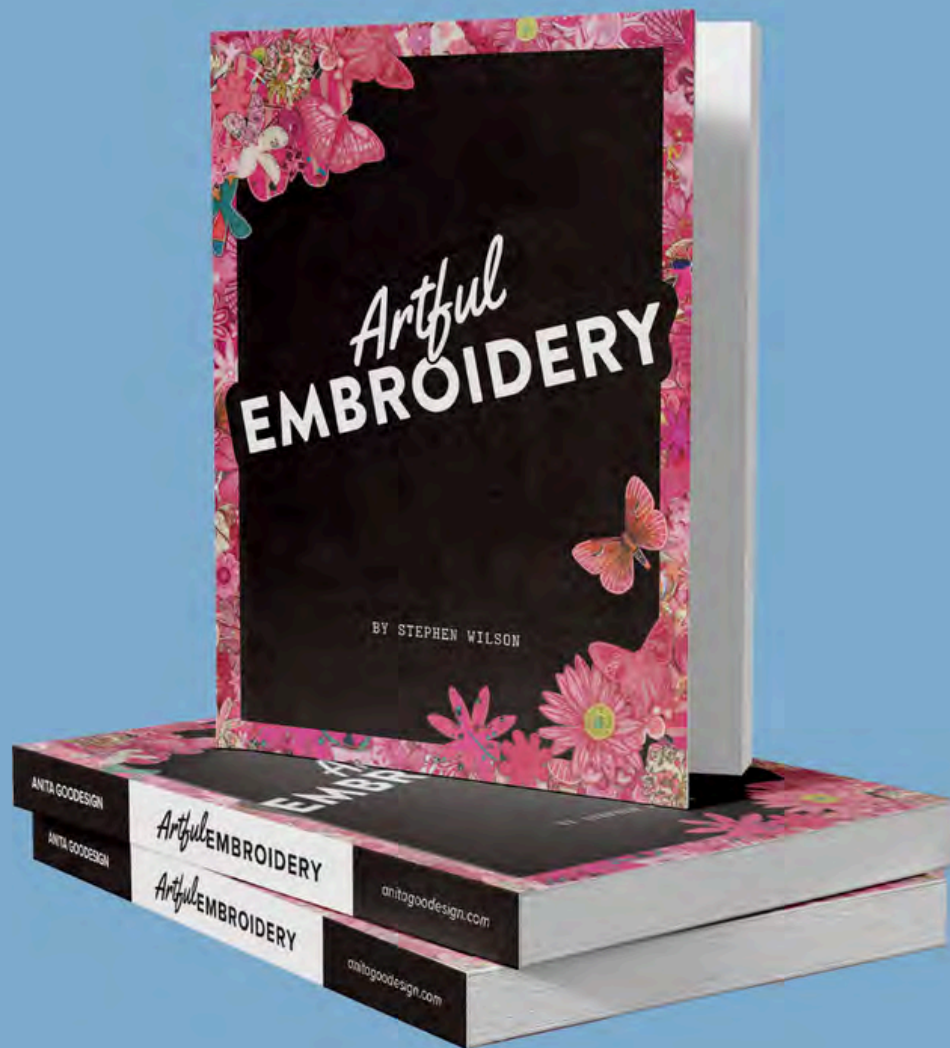


TWO WAYS TO TAKE THE CLASS

**THE INTERACTIVE WORKSHOP**

OR THE

**MASTERCLASS**



# THE INTERACTIVE WORKSHOP

Only - \$199.00

- \* Day 1: 9:00 AM - 4:00 PM

- \* Day 2: 9:00 AM - 12:30 PM

- \* Includes:

- \* A 250-page Artful Embroidery full-color book with over 50 designs.

- \* Interactive stations and demonstrations with world-class educators.

- \* Lunch, refreshments and unlimited fun!





#### SESSION 1

How do you create the best embroideries in the world? An introduction to Artful Embroidery



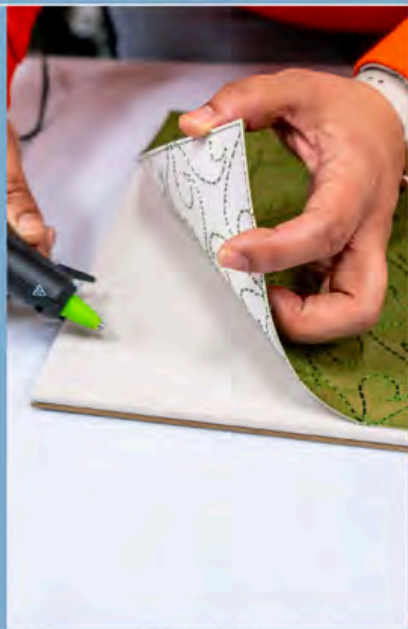
#### SESSION 2

A masterclass in color, learn the secrets of prepping your designs in a whole new way.



#### SESSION 3

Advanced Embroidery techniques. I will teach you how I create perfect embroideries



#### SESSION 4

Learn how we create perfect backgrounds. Paper, fabric and advanced quilting techniques are covered.



#### SESSION 5

You will learn all of the key steps to finishing your designs.



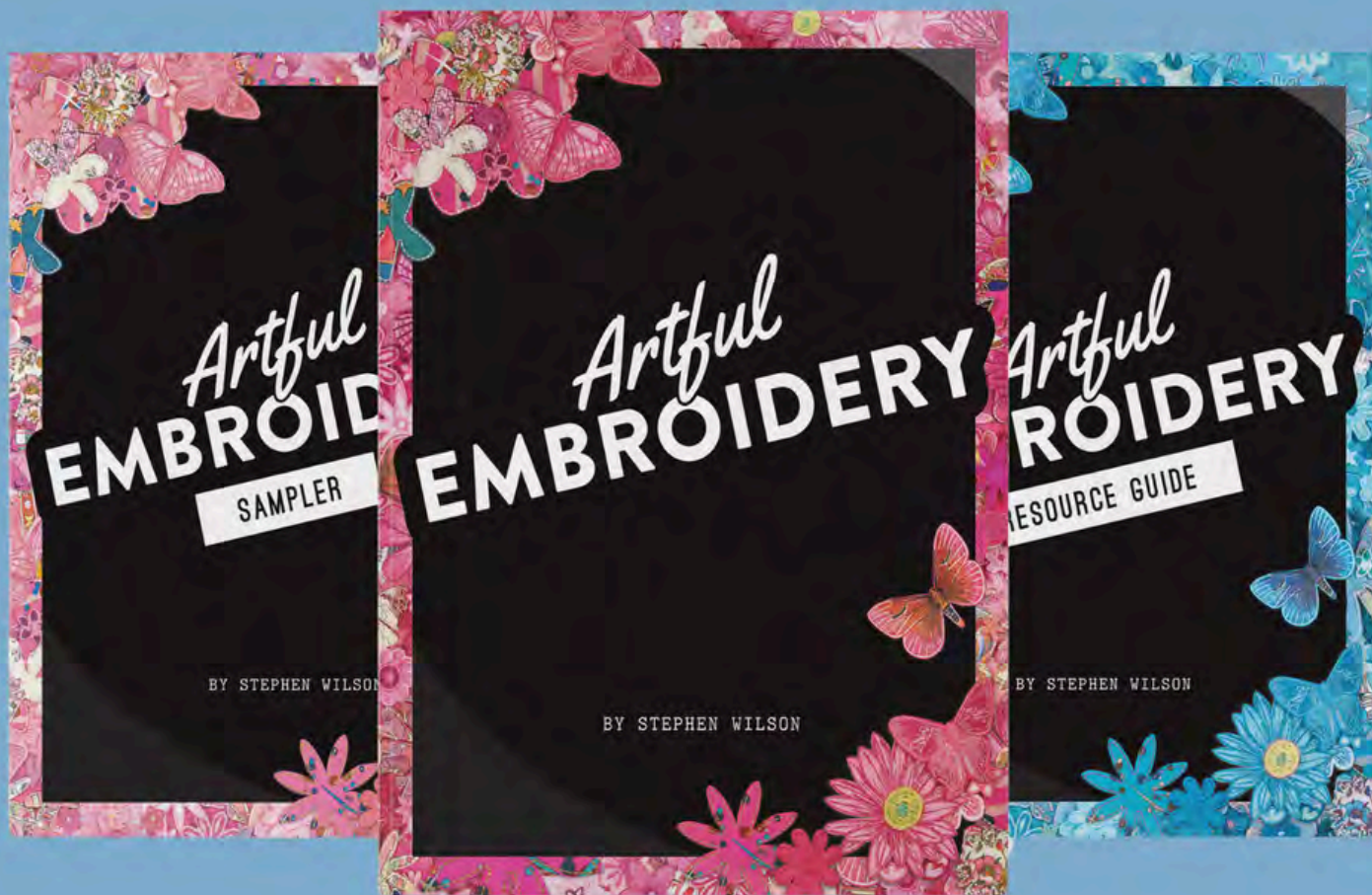
#### SESSION 6

Framing and presenting your work is covered here detail.

# THE INTERACTIVE WORKSHOP

- Advanced embroidery techniques
- Effective stabilizing methods
- My new system for choosing the perfect designs colors for anything
- Trimming and finishing touches, how do I get my embroideries to look so good.
- Tool selection, learn the tools me and my team use.
- Proper mounting and framing





## THE MASTERCLASS

An additional \$399.00 to attend the masterclass portion of the event. This portion is held on day 2 from 12:30 - 5:00 PM

\* The masterclass builds on the Workshop plus... you receive an extended version on the Artful Embroidery Book with bonus content....

and.....

## A DELUXE EMBROIDERY KIT

This is not your ordinary kit! You will be making an art piece that I sell for \$1,000.00. Your kit will be complete with professional quality supplies and all of the embroideries in the kit are crafted by my team.

The Artful Embroidery book set alone sells on-line for \$299.00 and the kit is valued at well over \$1,000.00

This is the listing of what is included:

1. Sturdy mounting base
2. Essential mounting hardware
3. Elegant matte board
4. Stylish 12"x12" acrylic frame
5. Acrylic mount for your artwork
6. Beautifully embroidered applique piece
7. 100 embroidered lace elements
8. Specially curated thread kit
9. Stabilizer kit
10. The insightful Artful Embroidery resource manual (64 pages in color)
11. The Embroidery Sampler featuring 150 designs (72 pages in color)

*\*class project itself may vary.*







# THE MASTERCLASS

You will spend the afternoon of day 2 creating an amazing piece of art that is as unique as you are. I will work side by side with everyone in the group to create a stunning art piece and then frame it in acrylic. The piece is ready to hang on your wall!

I will teach you all of the techniques needed for you to elevate your embroidery to the next level.





**WHAT EVERYONE IS SAYING!**

“I cannot be so gracious from the bottom of my heart! My embroidery machine has been running non-stop (well okay when I am sleeping it is not sewing)! Ha ha!”

““This is the most fun class I’ve ever taken.”

“I never dreamed I could be an artist!”

“I’ve attended embroidery events for years - this is the best ever!”