



INSPIRE

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2009

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## FROM THE EDITOR....

Its February already, and im thinking its a good indication that this year is going to fly by faster than last year. This month the world celebrates Valentine's Day.

Some claim that the day is way too commercialised, and that they can show their feelings to their partners any day of the year (but do we do it??), some totally indulge in the romantic capers of the day, others who are not partnered have the opportunity to maybe do something special for those close!

Whatever your views, the advertising is out, the roses have been grown and Valentine's Day is not far away. This month we have gone with the Valentine's Day theme, and have provided you with 3 specially designed cards for the occasion, a heart cushion project, and a small friendship stitchery project, a nice breakfast recipe, plus much more.

Exciting things are in store for this year at Inspire, don't miss out.

*Nicole & the team at  
Inspire Online Magazine*

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# CREATIVE BREAKFAST IDEAS...



## Australian Bruschetta

### You will need:

Long Bread Stick

Red Onion

Packet of Thin Grated Parmesan Cheese

Few leaves Basil

Garlic Salt, optional

Roma Tomatoes

Olive Oil

Salt/Pepper

1. Cut the bread stick into 1in thick slices, on an angle where possible to give the bread a nice shape.
2. Chop tomatoes, red onion and basil finely and place in a bowl together. Add a small amount of parmesan cheese, salt & pepper (small amount of garlic salt if preferred), and a very small amount of olive oil, and mix together.
3. Toast or grill your bread pieces, place a tablespoon of tomato mix on top, and serve immediately.

Try adding in your favorite ingredients to personalize this recipe to suit your tastes.

NOTE: As I normally make this in smaller quantities, I cut up my bread stick when I bring it home, and freeze the bread in plastic bags, then I just take out the pieces I need when I need it. The mix will last 24 hours, but is best if cut up each time, which doesn't take very long to do... Happy eating

*Bruschetta* pron. brus'ket'ta in English, /bru'sketta/ in Italian is a food whose origin dates to at least the 15th century from central Italy. It consists of grilled bread rubbed with garlic and topped with extra-virgin olive oil, salt and pepper. Variations may include toppings of spicy red pepper, tomato, vegetables, beans, cured meat, and/or cheese the most popular American recipe involves basil, fresh mozzarella, and tomato.

# VALENTINES DAY...

With Christmas over, we quickly come to the next big celebration of the year...Valentines Day. Some embrace it as an opportunity to share a special time with their loved ones...others claim the day is just commercialized. Here's what Wikipedia has to say about the meaning behind Valentines Day.

Valentine's Day or Saint Valentine's Day is a holiday celebrated on February 14. In the West, it is the traditional day on which lovers express their love for each other by sending Valentine's cards, presenting flowers, or offering confectionery. The holiday is named after two among the numerous Early Christian martyrs named Valentine. The day became associated with romantic love in the circle of Geoffrey Chaucer in the High Middle Ages, when the tradition of courtly love flourished.

The day is most closely associated with the mutual exchange of love notes in the form of "valentines." Modern Valentine symbols include the heart-shaped outline, doves, and the figure of the winged Cupid. Since the 19th century, handwritten notes have largely given way to mass-produced greeting cards.<sup>1</sup> The sending of Valentines was a fashion in nineteenth-century Great Britain, and, in 1847, Esther Howland developed a successful business in her Worcester, Massachusetts home with hand-made Valentine cards based on British models. The popularity of Valentine cards in 19th-century America was a harbinger of the future commercialization of holidays in the United States.

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The U.S. Greeting Card Association estimates that approximately one billion valentines are sent each year worldwide, making the day the second largest card-sending holiday of the year behind Christmas. The association estimates that women purchase approximately 85 percent of all valentines.<sup>3</sup>

# PROJECT...FRIENDSHIP STITCHERY PILLOWS



## Instructions—Stitching Instructions

1. Use 2 strands of embroidery thread for the entire stitchery.
2. Follow the directions below using the stitches quoted.
3. If you are unsure with any of the stitches refer to the stitch guide provided on the other project.

**BACKSTITCH**—This stitch is indicated by unbroken lines. Use for areas such as writing, angel bodies, wings and hearts.

**RUNNING STITCH**—This stitch is indicated by broken lines. Use this stitch for the wing trim.

**FRENCH KNOTS**—This stitch is indicated by any dots. Use for Angel eyes, wing tips and after writing.

## Assembly Instructions

### For each pillow You will need:

- Red Embroidery Thread DMC 815
- Embroidery Needle
- Hoop if preferred
- 1x Fat 1/8th Red Check
- Polyester Stuffing
- Sewing Cotton

1. Once the stitching is complete, press with a warm iron.
2. Trim the stitched fabric down to 3.5in x 3.5in, ensuring the stitchery is centered. This can be best achieved by using a pencil and ruler to mark the area before cutting.
3. Press the red check fabric and cut enough 2in strips to go around the edge of the pillow to form the border.
4. Sew on the 2in fabric border to the stitchery panels. Stitch the top and bottom borders first then the side borders. Make sure you use a 1/4in seam at all times, and iron seams as you go.
5. With right sides together, lay the pillow top on the remaining fabric and cut a backing piece the same as the top.
6. Stitch a seam around the border, leaving a small opening to the side. Turn right side out, press and stuff with polyester filling. Stitch the opening closed. Pattern pg 6.



# UPDATE ON INSPIRE CHANGES....

As we have mentioned in the last 2 editions of Inspire, we are working on many changes for the Magazine. The first is the transition to a BLOG format. This is still in progress and couldn't be completed before our February Edition was published. We intend to be moved by the March Edition, and you will be able to find the Magazine by coming to the same site. We have started to book in some very exciting Projects for the year which will include a large variety of crafts. If you are an Artisan or Designer why not contact us to see if we can work with you on participating in the magazine.

So sit tight, exciting plans are still in place, we will be moving into more and more exciting things very shortly!

Nicole Jones  
INSPIRE EDITOR



Friendship  
Pillows  
Stitchery  
template



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# VALENTINES DAY CRAFT...EDITORS PICKS



To view these items and similar simply click on the picture of interest.

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# FREE INSPIRE VALENTINE CARDS...

Celebrate Valentine's Day by using an Inspire Valentine's Day Card. These have been specifically designed for Inspire this month. To print simply select Print from the above options, ensure you select the page no you want to print, and ensure the printer's default is color. A thin cut line has been provided for ease of cutting. Thin card is best for printing of cards. Print, trim, fold in half, and write your personal message.



VALENTINE CARD 1



VALENTINE CARD 2

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# GIVEAWAYS..

This month we decided to give something to everyone Valentines Day Cards. Normal Giveaway will be back next month.

Congratulations to Sue Harper, Catherine Chindley, Janie Barker, Marie Cook and Sue Helsner for each winning a 12 Month Subscription to Inspire Online.

VALENTINE CARD 3



[WWW.INSPIREONLINEMAGAZINE.COM](http://WWW.INSPIREONLINEMAGAZINE.COM)

# PROJECT...SQUARE HEART CUSHION



## What you will need:

- 15cm red tonal fabric
- 15cm red paisley fabric
- 1/2m green tonal fabric
- 20cm cream tonal
- 10cm cream dot fabric
- Cream/red DMC thread
- Vliesofix
- Cushion insert or stuffing

## Cutting:

Please cut the following before you start:

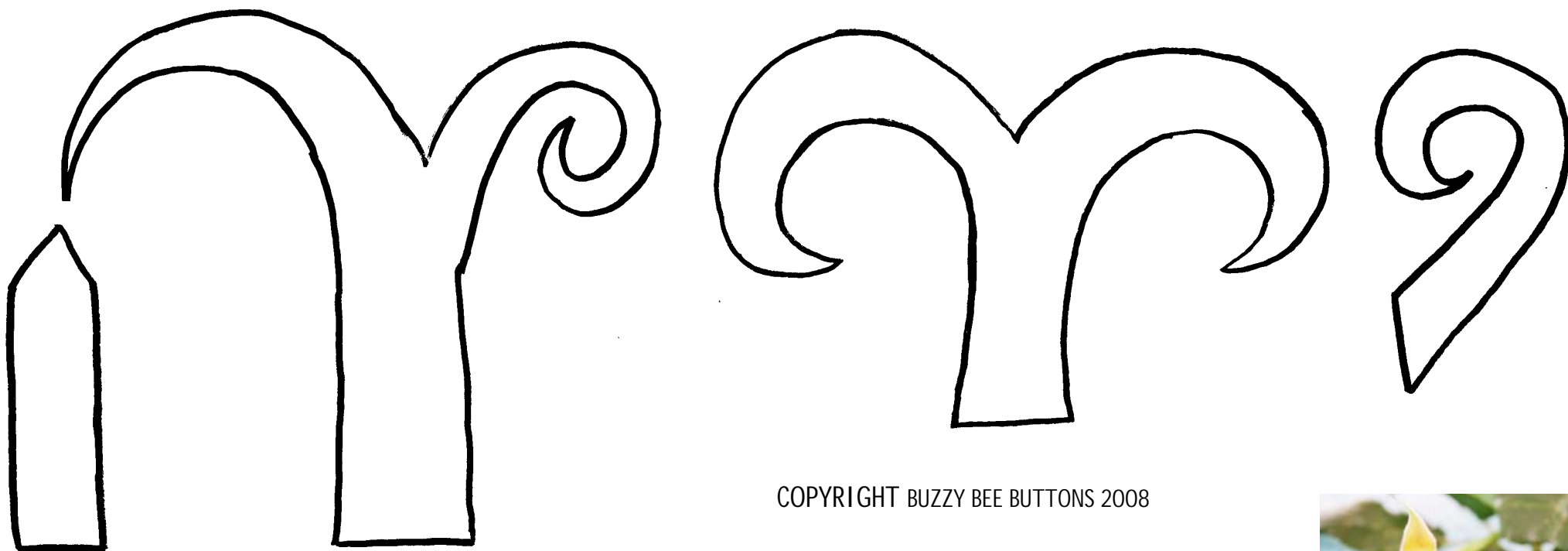
- 4 x (2 x 15.5in) strips red tonal strips
- 4 x (1.5 x 13in) red paisley strips
- 1 x (11.5 x 11.5in) square green tonal
- 1 x (5.5 x 5.5in) square red paisley
- 1 x (4 x 4in) square cream red dot

## Instructions:

1. Using the templates over the page, decide which swirls you would like to use on your cushion. Trace the appliqué pieces onto a piece of Vliesofix. Trim the shapes leaving approx 1/4in around the outside of each. Iron onto the back of your cream tonal fabric.
2. Trace the heart and square shapes aswell, ironing the heart to the back of your red tonal, the large square on the back of the red paisley, and the smaller square onto the back of the red cream dot.
3. Take a piece of baking paper and lay out your pieces, peeling off the paper backing, and arranging them into the order and place you want them. We have deliberately tucked the bottoms of the cream swirls underneath the large square to help with keeping them in place.



4. Once you have all the pieces where you want them, give the entire arrangement a quick iron.
5. Peel your arrangement off the baking paper and centre it onto the square piece of green tonal. Iron.
6. Using co-ordinating threads, blanket stitch around each of the pieces to keep them in place. You can either use a machine or do them by hand.
7. Using a 14in seam, iron the 4 red paisley strips to the sides of the green tonal panel, starting with the top and bottom, then the two sides. Iron flat after each side is sewn.
8. In the same manner, sew the red tonal fabric to the red paisley fabric, starting with the sides and then the top and bottom, ironing after each side is sewn.
9. Measure your cushion top, cut a piece the same size from the green tonal fabric (or other fabric if you prefer). With right sides together sew the two pieces together leaving a 5cm opening along the bottom, 2 inches from the corner.
10. Pull the cushion cover through the opening, and run your finger along the inside of the seams and corners to ensure they are pushed out completely. Iron
11. Fill the cushion with stuffing or some sort of fabric fill, and satin stitch the opening closed.

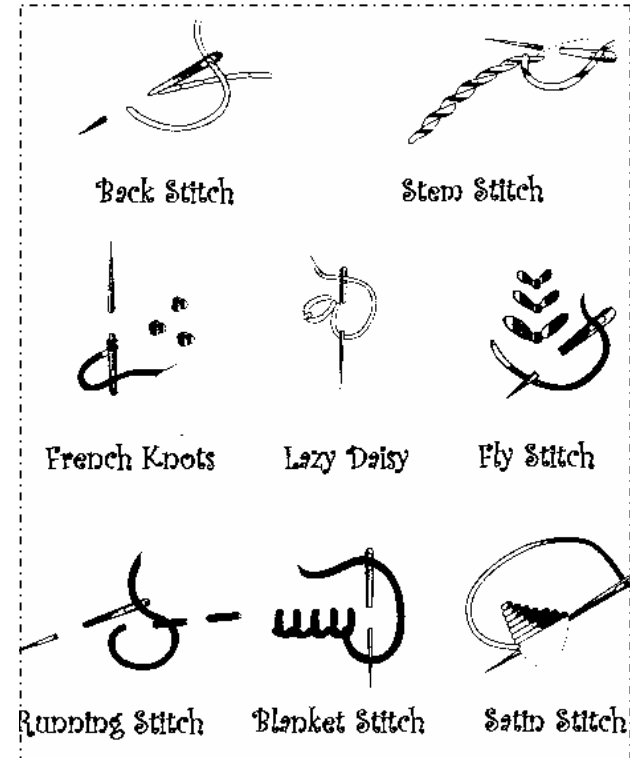
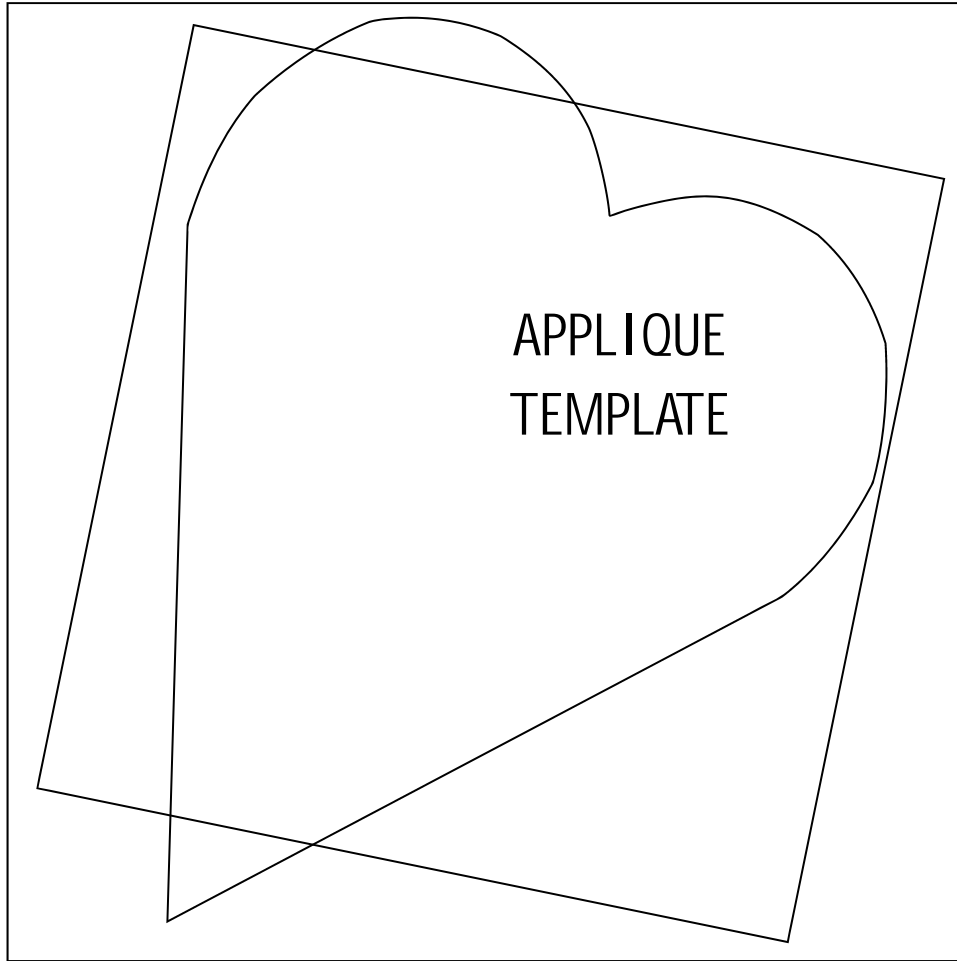


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# PROJECT...SQUARE HEART CUSHION CONT.



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# IN BUSINESS...PRICING A PRODUCT OR SERVICE

One of the most difficult tasks as a Business owner or Artisan, is knowing what to price your item or service. I have wasted countless hours attempting to try and work out what an item should be priced in order to cover costs but also be reasonably priced for a customer. Yet if we were to calculate all the time taken to create some masterpieces, and add that cost to the price of our product, the price tag might end up way too high.

One of the best ways to get some idea of how to price an item or service, is to do some research. Look around at what others who are selling similar items are pricing theirs at. Go to sites such as EBAY, and ETSY, and do searches on the item (this may also give you some idea of how much of that item is already on the market). You then need to take another look at your item....does it have the same professional packaging..is it of the same quality? Is it of a higher quality?

Ask yourself the question. How much would I pay for this item if I was to buy it from someone else. If you have friends in the Industry, you could also run your proposed prices by them.

There are a number of websites that you can check out to help you get your thoughts together, here are a few articles I have found helpful.

MISTAKES TO AVOID—<http://artsandcrafts.about.com/od/gettingstarted/a/071404.htm>

SALES—<http://artsandcrafts.about.com/od/gettingstarted/a/032407.htm>

WHOLESALE—<http://artsandcrafts.about.com/od/articlesinformation/a/08232004a.htm>

GENERAL—<http://extravanzacrafts.com/Blogs/tag/artcraft-vendor-hints-tips/>

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One of the biggest expenses at times can be postage of an item. It is important to find out what the approximate postage cost will be from your post office. Under-estimating postage, can minimize or totally eat up your profit on that item. We certainly don't want that.

You may also want to offer a variety of options for your buyers. For example you could offer a basic model of a handmade doll. To add extra clothing and accessories, your customer could choose to pay another \$10 or \$15. If you work it this way, customers have options, and will not be forced to pay more than they can afford...making your item affordable to all.

Pricing a Service is slightly easier. You generally work out a price by combining time and resources used. I would still recommend doing some research on what others are charging. Ensure you check out things like time, travel, resources used, and any extra bonus things other suppliers offer with their prices.

If you are still at odds as to what to do, you could always ask other people. You could consult friends in the Industry, or join craft business forums that help discuss these things.

I hope you have found this article helpful. Please feel free to email me if you have any questions.

Nicole Jones

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## SUBMISSIONS

for projects, articles, and advertising are now being booked for the next 6 months. If you are interested in submitting something please email us at [submission@inspireonlinemagazine.com](mailto:submission@inspireonlinemagazine.com).

## EDITORS

This Magazine has been designed and published by Nicole Jones of Buzzy Bee Buttons. Project editing and management by Helen Henry.

## ADVERTISE WITH US...

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If you would like advertising information please email us and we will email you a PDF.

Advertise your new product release to the world by advertising in Inspire Online. Don't wait 3 months for your paper advertising to be printed, tell the International Craft Market this month!!!

Nicole—Inspire Online

## CONTACT US

General Enquiries

[admin@inspireonlinemagazine.com](mailto:admin@inspireonlinemagazine.com)

Advertising Enquiries

[advertising@inspireonlinemagazine.com](mailto:advertising@inspireonlinemagazine.com)

