



WRENS & FRIENDS

by Gina Martin*



INTRODUCING MODA'S NEWEST DESIGNER

Gina Martin

Bright, graphic, whimsical patterns depicting birds, bird houses, and garden flowers pop in this premier collection from Moda's newest designer, Gina Martin.

Wrens & Friends was inspired by her grandmother and mother. The green thumb and bird loving genes are strong within those two. They can be found in their gardens all summer long puttering among their lovely flowers and feeding the birds.





№ 10002 11
Cream



№ 10003 11
Cream



№ 10006 11
Cream



№ 10008 11
Cream



№ 10000 11
Cream



№ 10007 11
Leaf



№ 10005 11
Leaf



№ 10008 14
Leaf



№ 10007 18
Leaf



№ 10002 13
Leaf



№ 10001 11
Cream



№ 10004 11
Robins Egg



№ 10005 19
Multi Cream



Questions

1. How did you and Moda get hooked up? How long have you been designing fabric?

I've been designing gift wrap, cards and party products for more than 20 years. I also love sewing & have always wanted to design fabric, but wasn't sure how to go about doing it. Who knew all I had to do was email my favorite fabric company & ask if I could work for them? Wrens & Friends is my first collection.

2. Do you work out of your home or do you have a separate design studio? Does your home office make you happy and do you spend a lot of time in "your" room?

I have a home studio where all of my creativity happens. I love that it's quiet and sunny and that I get to have my pups around me as I work. Most of my day is spent at the computer designing art for other products as well as fabric, but I also sew and craft in this room. My desk and worktable can get quickly overloaded and I find I have to organize between projects so I can concentrate. More room would be wonderful, though, and I'm thinking about taking over a second small bedroom in the house... don't tell my husband! My excuse is that I'm going to need space to store all of the wonderful samples of my fabric Moda is sending me.

3. What keeps you current with trends in color, design and projects?

I'm an internet junkie. There is so much to look at and read and there just aren't enough hours in the day to explore and work too! Sometimes I have to force myself to stop the researching part and get down to the drawing part. I enjoy the blogs that aggregate all kinds of design imagery. Sites like fffound.com, [Pinterest](http://Pinterest.com), patternpulp.com, patternbank.com and style.com. I also enjoy museum websites as I find a lot of color inspiration in fine art. Two of my favorites are the Victoria & Albert Museum and the Metropolitan Museum of Art. color-collective.blogspot.com is also one of my favorite resources for color palettes pulled from fashion and art.

4. Where did you find inspiration for this line? How long ago did you design this group? Was it hard to keep it a secret?

I designed Wrens & Friends last year for an art trade show called Surtex. It started out with a very different look with lots of texture & muted colors. It seemed somber to me that way so at the very last minute I reworked it & I am so glad I did. It's a much happier collection now & is really more me. I would say that the inspiration for it came from my mom & my grandmother. They inspire lots of what I do, but I didn't seem to get their green thumbs when the genes were working their magic. They happily spend hours in their gardens digging, planning, planting and bird watching. They wouldn't agree, but I think gardening is their art. I try, but I seem to kill every plant my grandmother gives me!



No. 10007 13
Robins Egg



No. 10007 20
Robins Egg



15" Single Border Print

No. 10000 12
Tangerine



No. 10001 12
Tangerine



No. 10002 18
Tangerine



5. When you design a new line do you have projects in mind, and are you amazed at what quilters do with your fabric.

Since Wrens & Friends is my first collection, I'm really excited to see what the quilters out there do with it. When I saw the first samples as they came to my house I was inspired to try my hand at designing my first quilt block. It's based on the clover motif used in some of the fabrics. Of course I had to try sewing curves for my first ever block! It's not the neatest effort, but I think once I've made a few I'll get the hang of it...or else I may have to turn to applique! This project will be the moda project sheet available on the free patterns section of www.modafabrics.com



No. 10003 12 Robins Egg

6. How do you translate an idea into a fabric line? What steps do you take?

As for my process, a collection is roughly designed in my imagination before I ever start drawing. I used to feel guilty about this because all the action was taking place in my head and it wasn't apparent that I was "working." Not always a good thing when you have a corporate job! I love a good daydream...I get my best ideas driving or doing mundane things like housework! I take those ideas I see in my head and do rough sketches on a tracing pad or even on 3x5 cards. I pull magazine or internet images that inspire the collection too and pin those on foam core panels where I can see them as I design. I then might scan in my drawings so I can trace them or just start drawing directly on the computer. I love the flexibility that comes with designing digitally. I remember what it was like to design when the best technology we had was a Xerox machine. I love that I can try drawing and layout options quickly and all without layers of tracing paper and pencils and erasers. I design everything in black and white and grays first then add color when the shapes and layouts are right.



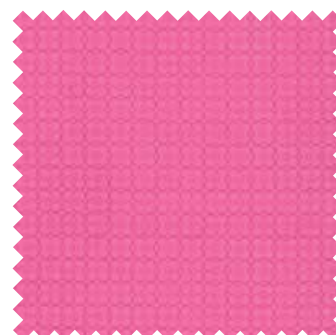
No. 10005 13 Robins Egg



No. 10002 15 Robins Egg



No. 10005 16 Peony



No. 10007 23 Peony



7. Deadlines – do you fear them or do they motivate you to create?

Tight deadlines are my friend. I need a good due date or else I'll spend hours researching and thinking about a project before I ever start it. I've also been known to noodle a design to death...usually ending up back where I started! So deadlines are a good thing. There's nothing like blue sky projects with loose deadlines to keep progress from happening!

8. Do you sew and how much do you get to?

I love sewing. When my nieces & nephews were small I made them clothes or knitted them sweaters. Since I've been freelancing, I don't seem to have as much time to indulge myself that way, but I have been designing & sewing a small group of fabric handbags that I hope to sell on line at some point. I seem to be having a problem parting with them, though, as they are still in my studio! My dream would be to do a book of my purse patterns.

10. How would you describe yourself in one sentence? *I'm never happier than I am when I'm at my desk, drinking coffee & designing colorful art for clients I truly like...except maybe for when I'm sewing!*

Answers



№ 10003 13
Tangerine



№ 10004 12
Tangerine



№ 10004 15
Tangerine



№ 10005 17
Tangerine



№ 10006 16
Tangerine



№ 10007 24
Tangerine



№ 10008 18
Tangerine



№ 10005 21
Multi Chestnut



№ 10006 18
Chestnut



№ 10002 19
Chestnut



№ 10003 14
Chestnut



№ 10008 19
Chestnut



№ 10001 13
Chestnut



№ 10004 17
Chestnut



№ 10000 13
Chestnut

Patterns



1 CHD 1307
CHD 1307G
Garden Party
Size: 78"x90"

2 CHD 1306
CHD 1306G
Spring
Size: 78"x92

3 Web Pattern
Wrens & Friends
Size: 57"x66"

3 DLL 27
DLL 27G
Carefree
Size: 54"x72"

9900 34 / Aqua

9900 91 / Peony

9900 211 / Citrine

Bella™ Solids

10000

Asst. 15

Asst. 10

Low Cal 20

AB

F8

HC

JR

LC

MC

PP

• 100% Premium Cotton • 38 Prints
HC's, JR's, LC's, MC's & PP's do not include Single Borders.
HC's, JR's, LC's, MC's & PP's include two each of 10007-11, 18, 20, 23 & 24.

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