



Summer 2019



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Paint Yourself Positive

Colourful, Creative Watercolour

Jean Haines

Jean Haines' first-hand experience of the energizing and life-enhancing effects of painting, makes her a perfect example of how watercolors can work for you. Jean will have you wanting to pick up a paintbrush and start to paint – and love every second of it.

- **Building on the success of *Paint Yourself Calm* (9781782212829), this book can help you use art to improve your mood and well-being**
- **For anyone looking for a way of enhancing their life and mood through painting.**
- **Expert advice from Jean Haines for all levels of experience.**

Publicity Plans

- Press reviews and features in *Watercolour Artist* magazine
- Press release and book reviews for major art technique magazines
- Goodreads feature title

Marketing Plans

- Email marketing to all art and craft stores
- Featured title for key art independent stores
- Book reviews in Library Journal and Booklist
- Email marketing to schools and libraries



ISBN: 9781782216537 (TR)

\$24.95 / \$29.95 CAN

8 ½ x 11 in, 128 pages

On Sale Date: 06/04/2019



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Poppy

Large poppies with vibrant pink petals and dark centers, created using a simple technique.



1. Mix a small amount of pink paint with a little white paint to create a light pink color. Use a brush to apply this color to the petals of the flower.

2. Use a darker shade of pink paint to create the center of the flower. Apply this paint to the center of the flower.

3. Use a brush to apply the light pink paint to the petals of the flower. Make sure to cover the entire petal.

4. Use a brush to apply the dark pink paint to the center of the flower. Make sure to cover the entire center.



5. Use a brush to apply a small amount of white paint to the center of the flower. This will create a bright white center.

6. Use a brush to apply a small amount of white paint to the petals of the flower. This will create a bright white center.



7. Use a brush to apply a small amount of white paint to the center of the flower. This will create a bright white center.

8. Use a brush to apply a small amount of white paint to the petals of the flower. This will create a bright white center.



Painting

Positive painting option 1

1. Mix a small amount of pink paint with a little white paint to create a light pink color. Use a brush to apply this color to the petals of the flower.

2. Use a darker shade of pink paint to create the center of the flower. Apply this paint to the center of the flower.

3. Use a brush to apply the light pink paint to the petals of the flower. Make sure to cover the entire petal.

4. Use a brush to apply the dark pink paint to the center of the flower. Make sure to cover the entire center.



5. Use a brush to apply a small amount of white paint to the center of the flower. This will create a bright white center.

6. Use a brush to apply a small amount of white paint to the petals of the flower. This will create a bright white center.



Positive painting option 2

1. Mix a small amount of pink paint with a little white paint to create a light pink color. Use a brush to apply this color to the petals of the flower.

2. Use a darker shade of pink paint to create the center of the flower. Apply this paint to the center of the flower.

3. Use a brush to apply the light pink paint to the petals of the flower. Make sure to cover the entire petal.

4. Use a brush to apply the dark pink paint to the center of the flower. Make sure to cover the entire center.



5. Use a brush to apply a small amount of white paint to the center of the flower. This will create a bright white center.

6. Use a brush to apply a small amount of white paint to the petals of the flower. This will create a bright white center.



7. Use a brush to apply a small amount of white paint to the center of the flower. This will create a bright white center.

8. Use a brush to apply a small amount of white paint to the petals of the flower. This will create a bright white center.



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Pastels for the Absolute Beginner

Rebecca de Mendonça

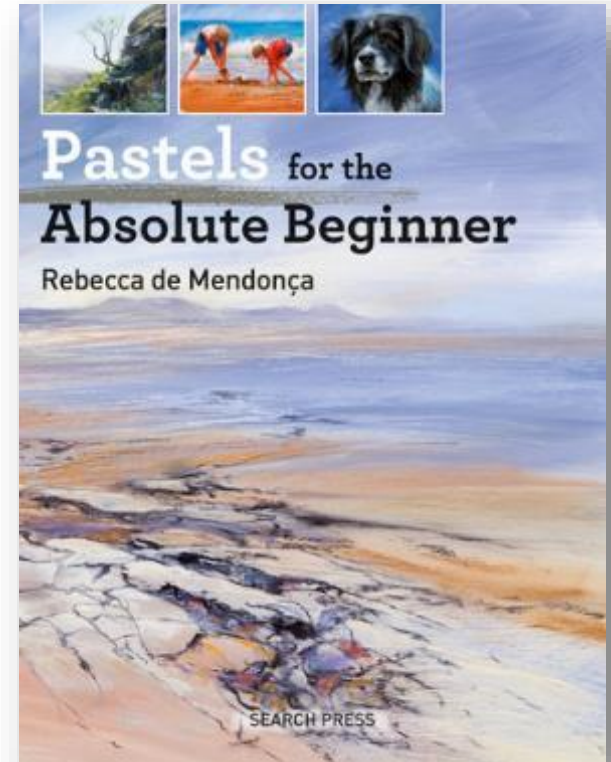
- Ideal starting point for any aspiring artist and brilliant introduction to a new medium for an existing artists
- Great to sell alongside pastels and surfaces
- Simple, approachable and achievable

Publicity Plans

- Press release and book reviews for major art technique magazines
- CAA News feature
- Goodreads feature title

Marketing Plans

- Book Review in *The Pastel Artist*
- Email marketing to all art and craft stores
- Featured title for key art independent stores
- Book reviews in Library Journal and Booklist
- Email marketing to schools and libraries



ISBN: 9781782215639 (TR)

Price: \$19.95 / \$23.95 CAN

8 ½ x 11in, 128 pages

On Sale Date: 10/08/2019

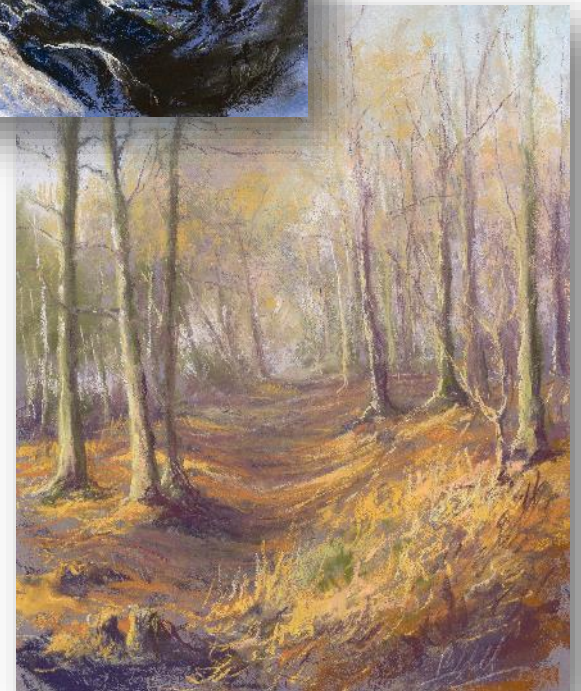


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David Bellamy's Seas & Shorelines in Watercolour

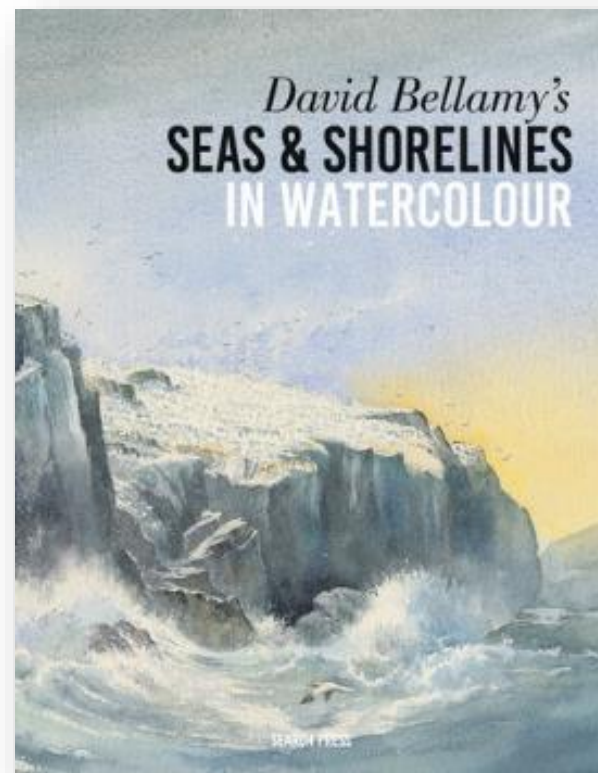
- Coastal landscapes are popular subjects with artists.
- David Bellamy is known for solid, instructional step-by-step books
- Provides expert advice and guidance on finding subjects, techniques, materials and equipment, as well as four step-by-step demonstrations.
- David has a strong following and his previous books in this series have sold well: *Mountains & Moorlands* (Sept 2010) 12,000 *Skies, Light & Atmosphere* (May 2012) 17,000 *Winter Landscapes* (August 2014) 9,500

Publicity Plans

- Press release and book reviews for major art technique magazines including *Watercolor Artist*, *The Artist*
- Goodreads feature title

Marketing Plans

- Email marketing to all art and craft stores
- Featured title for key art independent stores
- Book reviews in *Library Journal* and *Booklist*
- Email marketing to schools and libraries



ISBN: 9781782216728 (TR)

\$17.95 / \$21.95 CAN

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Taxiing the coastline from the sea

[illegible][illegible]

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As they were left, with nothing to show for their hour-long visit, the two men were escorted to the airport and a car was sent to pick them up. The two men were then taken to the airport and a car was sent to pick them up.



© 2000 Blackwell Science Ltd, *Journal of Internal Medicine* 247: 395–402

Ergonomics, 2016; Vol. 59, No. 7, 813–824

The following are some examples of how the same information can be presented differently:

- The first example shows the information in a simple list.
- The second example shows the information in a table.
- The third example shows the information in a diagram.



1 *For example, see the discussion of the*

2. *Psychological*
 The second part of the study was a psychological experiment. The aim of this experiment was to see if the children's understanding of the concept of 'more' was related to their understanding of the concept of 'less'.

For a complete list of authors, please refer to the full text of the article.

[illegible]

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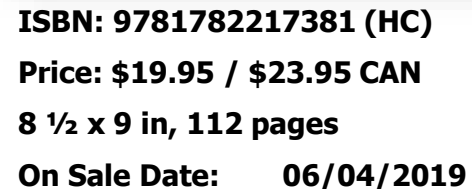
50 Favourite Motifs to Paint In 5 Easy Steps

Paint 50 beautiful, iconic motifs in bright watercolors in this vibrant book by illustrator Lena Yokota-Barth.

- **Learn the basics of watercolour painting - how to make the brushstrokes and mix colours effectively**
- **Iconic motifs include flamingos, cacti and watermelons, all very on-trend design features.**
- **Motifs can be painted in five simple steps.**

- Press reviews and features in craft magazines
- Press release and book reviews for major art technique magazines
- Goodreads feature title

- Email marketing to all art and craft stores
- Featured title for key art independent stores
- Book reviews in Library Journal and Booklist
- Email marketing to schools and libraries



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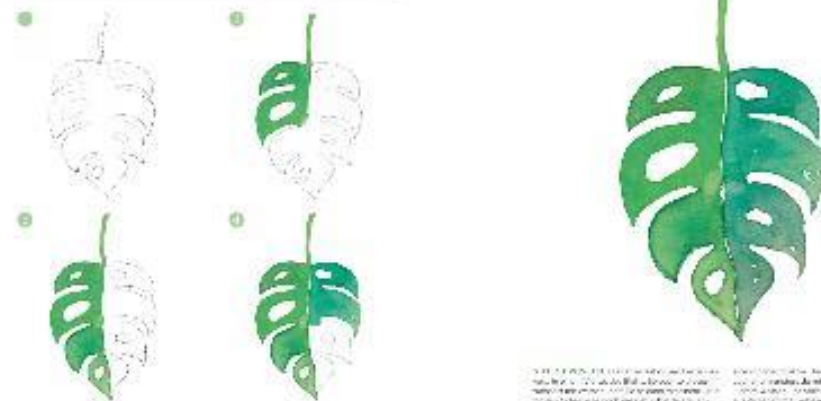
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PINEAPPLE



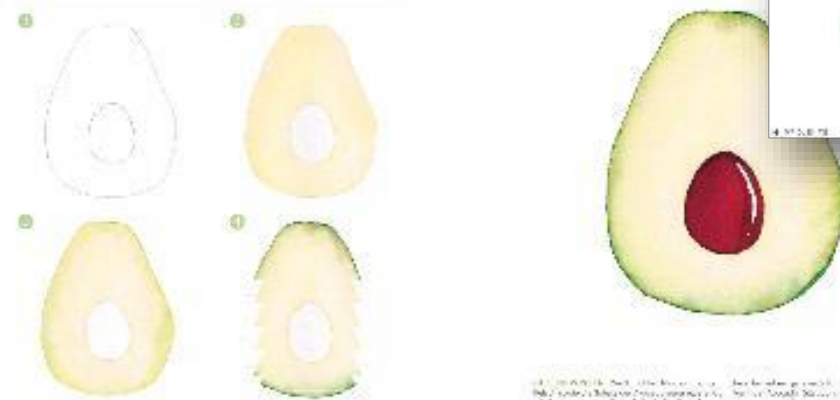
1. Draw the outline of the pineapple. 2. Draw the diamond pattern on the body. 3. Draw the green crown. 4. Color the pineapple.

MONSTERA LEAF



1. Draw the outline of the leaf. 2. Draw the holes in the leaf. 3. Color the leaf green. 4. Color the leaf with the Monstera pattern.

AVOCADO



1. Draw the outline of the avocado. 2. Draw the pit. 3. Color the avocado green. 4. Color the avocado with the avocado pattern.



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Ready to Paint in 30 Minutes: Boats & Harbours in Watercolour

Build your skills with quick & easy painting projects

Charles Evans

An ideal beginner's guide to painting boats and harbors in watercolour for artists who are short on time.

- Each of the 32 exercises can be completed in a 30-minute time frame
- 3 larger projects (drawings supplied) to put it all together
- Includes tracings for the exercises, and for each of the three beautiful final projects.

Publicity Plans

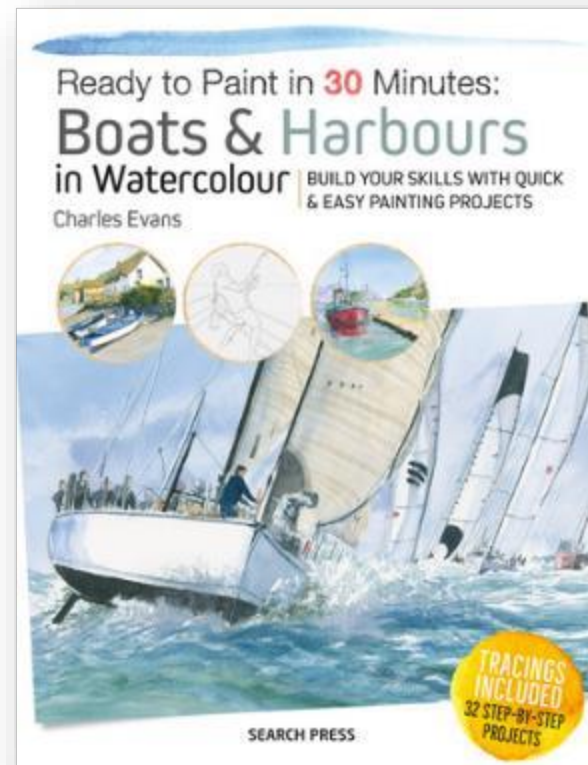
- Press release and book reviews for major art technique magazines
- Goodreads feature title

Marketing Plans

- Email marketing to all art and craft stores
- Featured title for key art independent stores



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Urban Sketching Step by Step

Techniques for creating quick & lively urban scenes

Klaus Meier-Pauken

The next inspiring instalment by artist and architect Klaus Meier-Pauken, showing you how to sketch our industrial and urban world - and discover your inner artist.

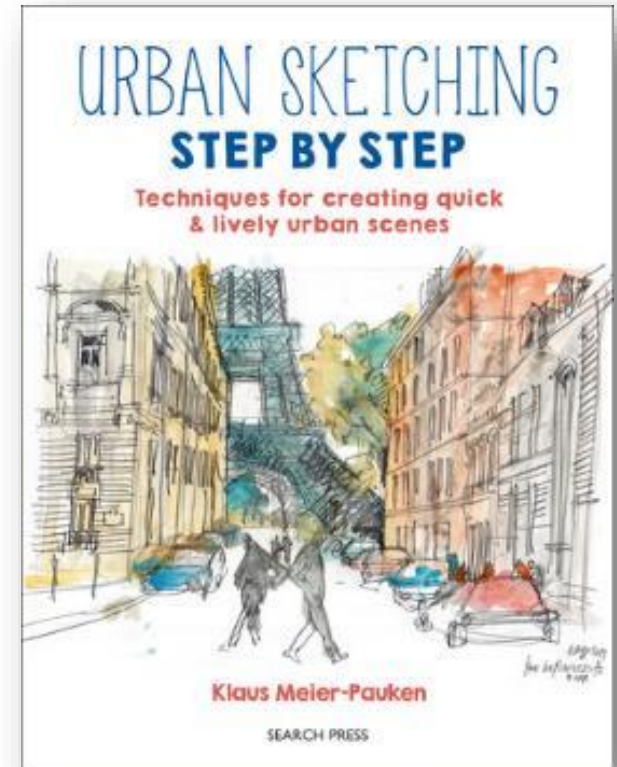
- Learn how to capture our fast-paced world in this inspiring book by popular artist and author, Klaus Meier-Pauken.
- Beginning with useful advice on basic materials as well as key information on essential drawing techniques, progress to creative exercises to help you build skills
- Packed with quick exercises to get you thinking, theory to build up your knowledge base, and dynamic artworks to inspire you

Publicity Plans

- Press release and book reviews for major art technique magazines
- Goodreads feature title

Marketing Plans

- Email marketing to all art and craft stores
- Featured title for key art independent stores



ISBN: 9781782216834 (TR)

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8-1/2 x 11 in, 96 pages

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Beginner's Guide to Life Drawing

Eddie Armer

A beautiful, practical course to life drawing, using a range of media and techniques. "Life drawing is not only about learning to draw the body accurately; it also teaches you to translate our complex three-dimensional world... to the confines of a sheet of paper."

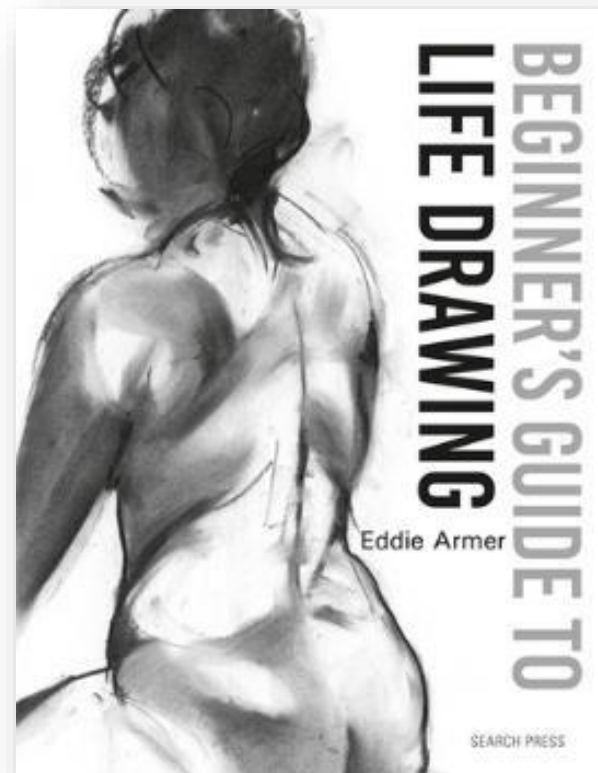
- New stand-alone edition of Eddie Armer's previously published book *Drawing Masterclass: Life Drawing* (9781844488186) receiving 4.5 star reviews on Amazon and proven popular amongst art instructors and students
- Eddie Armer is an artist and experienced drawing teacher, and is experienced with teaching new artists
- 10 fully-illustrated step by step projects tackle the key and complex methods
- Eddie uses a mixture of media throughout the book, so readers can try out and discover their chosen artist's tool

Publicity Plans

- Press release and book reviews for major art technique magazines
- Goodreads feature title

Marketing Plans

- Email marketing to all art and craft stores
- Featured title for key art independent stores



ISBN: 9781782217534 (TR)

Price: \$14.95 / \$17.95 CAN

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Sew Outdoor Living

Brighten up your garden with 25 colourful projects

Debbie Shore

Whatever the weather, ensure your garden looks stunning. Learn from sewing expert Debbie Shore how to create beautiful projects for your outside living space.

- **Step by Step guidance from expert sewing enthusiast Debbie Shore**
- **Make your own outdoor cushions, tablecloths and useful decorations.**
- **Sew gardening accessories that are beautiful and functional.**
- **Author's books have sold over 400,000 copies**

Publicity Plans

- Press reviews and features in sewing magazines
- Feature projects in sewing blogs with over 50K community members
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- Email campaigns for libraries, schools and craft stores
- Goodreads feature title



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ISBN: 9781782216681 (TR)

Price: \$17.95 / \$21.95 CAN

8 x 10 ½ in, 96 pages

On Sale Date: 07/09/2019



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Plant Pot Covers

If you want to display your plants in a more decorative way, plant pot covers are a great idea. They are easy to make and you can make them to match your garden or home decor.



1. A plain terracotta plant pot.



2. A plant pot covered in a blue and white patterned fabric.



3. A plant pot covered in a blue and white patterned fabric.



4. A plant pot covered in a blue and white patterned fabric.



5. A plant pot covered in a blue and white patterned fabric.



6. A plant pot covered in a blue and white patterned fabric.



7. A plant pot covered in a blue and white patterned fabric.



8. A plant pot covered in a blue and white patterned fabric.



Bunting in a Bag

Bunting is a traditional British festival decoration. It is made of long, narrow strips of fabric, often with a pattern or design, and is strung together to form a garland. Bunting is used to celebrate special occasions and is a popular decoration for gardens and homes.



9. A piece of bunting fabric with a red and white striped pattern.

Finished size
10 x 10 cm (4 x 4 in)

What you need
1. A piece of bunting fabric with a red and white striped pattern.
2. A piece of bunting fabric with a red and white striped pattern.
3. A piece of bunting fabric with a red and white striped pattern.
4. A piece of bunting fabric with a red and white striped pattern.
5. A piece of bunting fabric with a red and white striped pattern.
6. A piece of bunting fabric with a red and white striped pattern.
7. A piece of bunting fabric with a red and white striped pattern.
8. A piece of bunting fabric with a red and white striped pattern.

1. A piece of bunting fabric with a red and white striped pattern.
2. A piece of bunting fabric with a red and white striped pattern.
3. A piece of bunting fabric with a red and white striped pattern.



10. A piece of bunting fabric with a red and white striped pattern.



Embroidered Country Gardens

Lorna Bateman

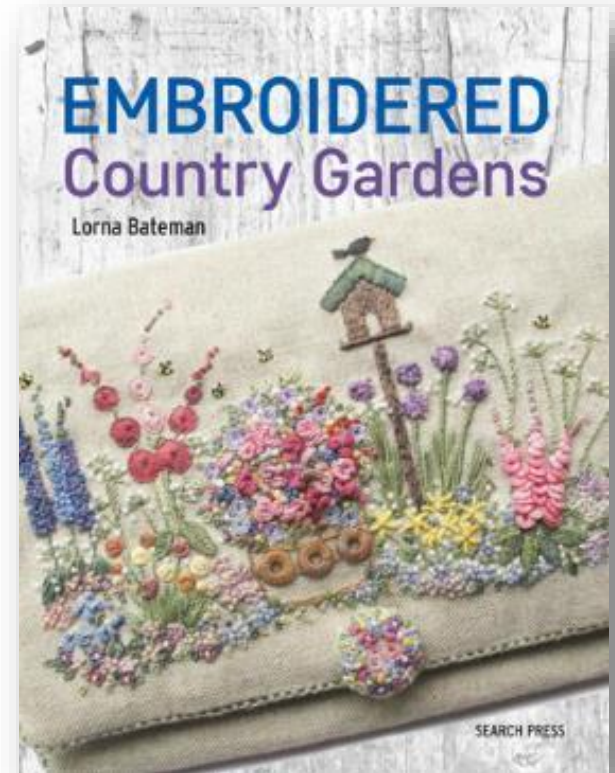
- Learn how to embroider 6 exciting projects and a vintage bag to keep them in.
- Includes full-size pattern insert.
- Focuses on raised embroidery techniques and textured stitches.

Publicity Plans

- Press reviews and features in embroidery and needlecraft magazines
- Featured projects in embroidery blogs
- Review and feature on Mary Corbet's Needlenthread.com
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- Email marketing to libraries and key accounts
- Advertising in key craft magazines
- Book reviews in Library Journal, Booklist and key sewing and embroidery magazines



ISBN: 9781782215783 (TR)

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8 1/2 x 11 in, 160 pages

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A Z of Flowers



One of the most popular crafts in the world is embroidery. It is a craft that has been around for centuries and is still going strong today. It is a craft that can be done by anyone, and it is a craft that can be done in many different ways. In this book, you will find a wide variety of embroidery projects, from simple to complex, and from traditional to modern.

There is a lot of variety in the world of embroidery. You can choose from a wide range of different stitches, and you can choose from a wide range of different fabrics. You can also choose from a wide range of different designs, and you can choose from a wide range of different colors. This book will help you to choose the right project for you, and it will help you to learn how to do it.

There are many different ways to do embroidery. You can do it on a piece of fabric, or you can do it on a piece of paper. You can do it with a needle and thread, or you can do it with a machine. This book will help you to choose the right way to do it, and it will help you to learn how to do it.

There are many different ways to do embroidery. You can do it on a piece of fabric, or you can do it on a piece of paper. You can do it with a needle and thread, or you can do it with a machine. This book will help you to choose the right way to do it, and it will help you to learn how to do it.



Red flower





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20 to Stitch: Fabric Buttons

Gina Barrett

Trendy subject for sewing enthusiasts and crafters, making fabric buttons is fun and very creative. Fabric buttons are used by dressmakers, quilters, jewelry makers and mixed media artists. 20 fun and easy to make projects to inspire your crafting fun!

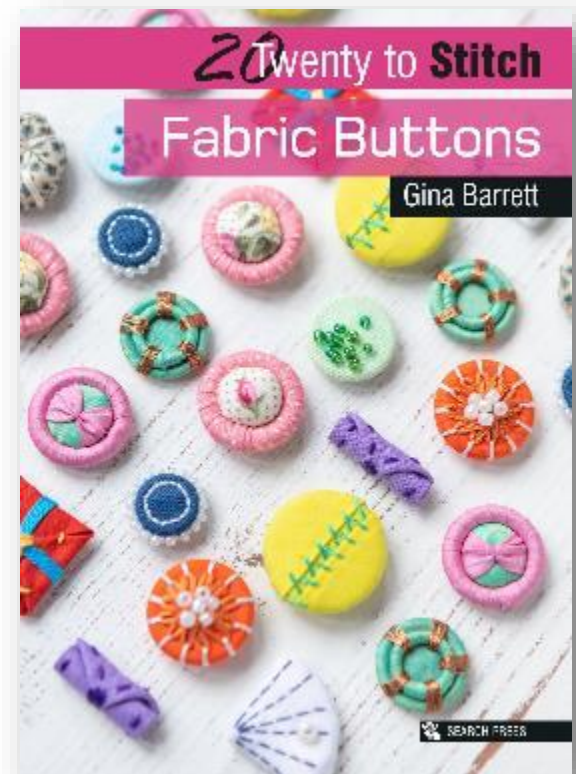
- **Popular craft for sewing enthusiasts as well as knitters, quilters, jewelry makers and textile artists.**
- **Quick and easy projects with inspiration for basic sewing to advanced techniques.**
- **Gina Barrett is an active promoter of this craft on all forms of social media.**

Publicity Plans

- Press reviews and features in sewing magazines
- Feature projects in sewing blogs with 5-10K community members
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- Email campaigns for libraries, schools and craft stores
- Goodreads feature title



ISBN: 9781782217596 (TR)

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6 x 8 ½ in, 48 pages

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Flower

Materials
Self-healing sheet of template A and flower template
Scissors
Glue stick, white, yellow, brown, blue, green
Silk thread

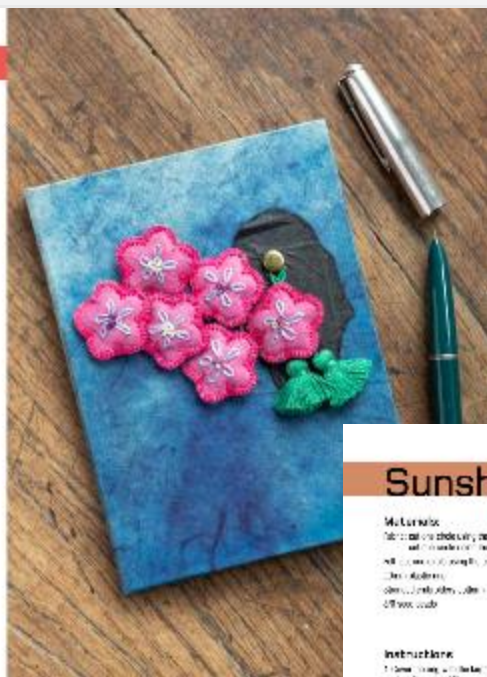
Tools
Embroidery hoop

Instructions

- 1 With the machine stitches, attach the flower onto the self-healing sheet.
- 2 With the glue stick, attach the flower to the self-healing sheet.
- 3 With the glue stick, attach the flower to the self-healing sheet.
- 4 With the glue stick, attach the flower to the self-healing sheet.
- 5 With the glue stick, attach the flower to the self-healing sheet.
- 6 With the glue stick, attach the flower to the self-healing sheet.
- 7 With the glue stick, attach the flower to the self-healing sheet.
- 8 With the glue stick, attach the flower to the self-healing sheet.
- 9 With the glue stick, attach the flower to the self-healing sheet.
- 10 With the glue stick, attach the flower to the self-healing sheet.



Self-healing sheet



Sunshine

Materials
Self-healing sheet of template A and flower template
Scissors
Glue stick, white, yellow, brown, blue, green
Silk thread

Tools
Embroidery hoop
Embroidery needle
Embroidery thread

Instructions

- 1 With the machine stitches, attach the flower onto the self-healing sheet.
- 2 With the glue stick, attach the flower to the self-healing sheet.
- 3 With the glue stick, attach the flower to the self-healing sheet.
- 4 With the glue stick, attach the flower to the self-healing sheet.
- 5 With the glue stick, attach the flower to the self-healing sheet.
- 6 With the glue stick, attach the flower to the self-healing sheet.
- 7 With the glue stick, attach the flower to the self-healing sheet.
- 8 With the glue stick, attach the flower to the self-healing sheet.
- 9 With the glue stick, attach the flower to the self-healing sheet.
- 10 With the glue stick, attach the flower to the self-healing sheet.





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Pocket Pompoms

35 little woolly creatures to make

Sachiyo Ishii

35 cute pompom animals, birds, sea creatures and insects to make from the creative design of Sachiyo Ishii.

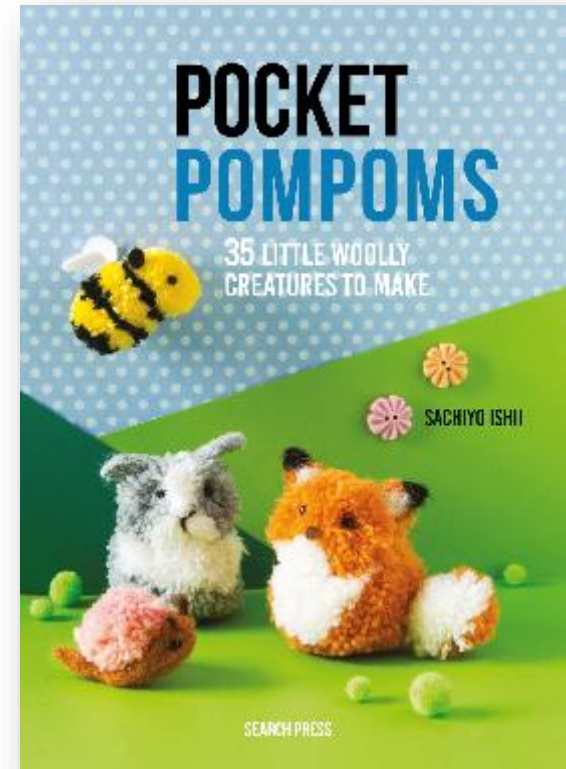
- **35 really cute creatures to make using pompoms!**
- **Bestselling, high-profile author known for adorable little creatures**
- **Pompoms are a great way to make fun objects for crafters of all ages**

Publicity Plans

- Press reviews and features in knitting and crochet magazines
- Feature projects in knitting and crochet blogs with 10-50K community members
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- Email campaigns for libraries, schools and craft stores
- Goodreads feature title



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20 To Knit: Pocket Pets

Sachiyo Ishii

20 patterns for gorgeous, quick and easy cute pocket pets in fleecy yarn

- **20 cute and quirky patterns for fleecy pocket pets**
- **Quick and easy to make**
- **Ideal for using up leftover yarn**
- **Part of the re-launched, bestselling Twenty to Make series - over 2 million copies sold to date**

Publicity Plans

- TI Publicity Plans (TI Sheet)
- Press reviews and features in knitting and crochet magazines
- Feature projects in knitting and crochet blogs with 10-50K community members
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- Email campaigns for libraries, schools and craft stores
- Goodreads feature title



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Beginner's Guide to Tunisian Crochet

With 10 modern projects for you and your home

Emma Guess

Learn how to do Tunisian crochet and make 10 fabulously stylish projects for you and your home

- Includes basic stitches and techniques, plus stitch and colour combinations to produce unique textures
- 3 projects to practice the basics, plus 10 more beautiful and stylish projects to make
- Step-by-step photography and beautiful styled shots to show off the gorgeous items

Publicity Plans

- Press reviews and features in knitting and crochet magazines
- Feature projects in knitting and crochet blogs with 10-50K community members
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- Email campaigns for libraries, schools and craft stores -Book reviews in Library Journal and Booklist
- Goodreads feature title



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Knitted Rabbits

20 easy knitting patterns for cuddly bunnies

Val Pierce

20 beautiful bunnies to knit with easy patterns from fluffy bunnies to finger puppets

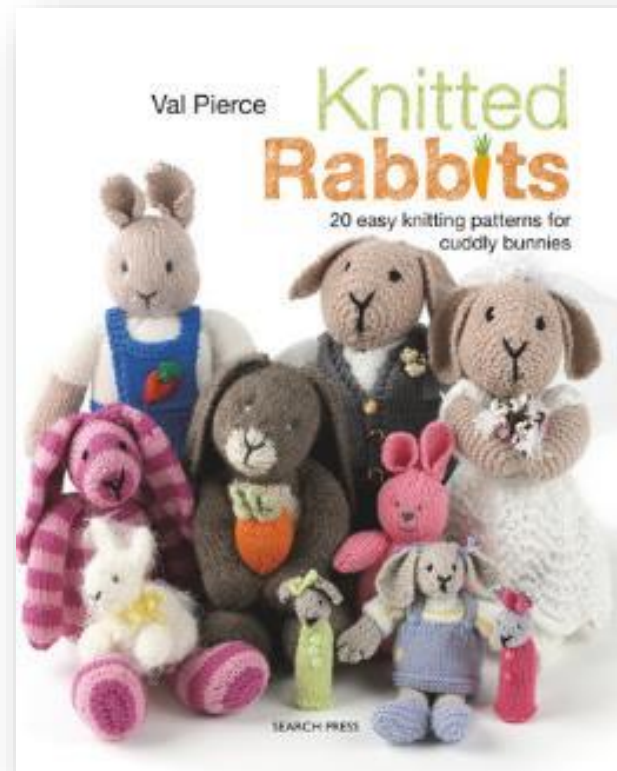
- **20 charming rabbit designs to make**
- **includes a variety of knitted garments for some of the bunnies**
- **smaller designs are perfect for using up yarn scraps**
- **now for the first time in paperback**

Publicity Plans

- Press reviews and features in knitting and crochet magazines
- Feature projects in knitting and crochet blogs with 10-50K community members
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- Email campaigns for libraries, schools and craft stores
- Goodreads feature title



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Contents

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Stripy Bunny

Knit a striped bunny for a child's birthday or a gift. The bunny is made from a mix of colors and is very soft.

Materials
Wool: 100g of each color (red, yellow, green, blue, black, white)
Needles: 3.5mm (US 4) and 4mm (US 5)
Pattern: 1.5mm (US 2) and 2mm (US 3)

Notes
The bunny is made from a mix of colors and is very soft.

How to
The bunny is made from a mix of colors and is very soft.

How to
The bunny is made from a mix of colors and is very soft.

How to
The bunny is made from a mix of colors and is very soft.



Egg Cosies

Knit a cosy for your egg. The cosy is made from a mix of colors and is very soft.

Materials
Wool: 100g of each color (red, yellow, green, blue, black, white)
Needles: 3.5mm (US 4) and 4mm (US 5)
Pattern: 1.5mm (US 2) and 2mm (US 3)

Notes
The cosy is made from a mix of colors and is very soft.



Halloween Bunny

Knit a Halloween bunny for a child's birthday or a gift. The bunny is made from a mix of colors and is very soft.

Materials
Wool: 100g of each color (red, yellow, green, blue, black, white)
Needles: 3.5mm (US 4) and 4mm (US 5)
Pattern: 1.5mm (US 2) and 2mm (US 3)

Notes
The bunny is made from a mix of colors and is very soft.

How to
The bunny is made from a mix of colors and is very soft.

How to
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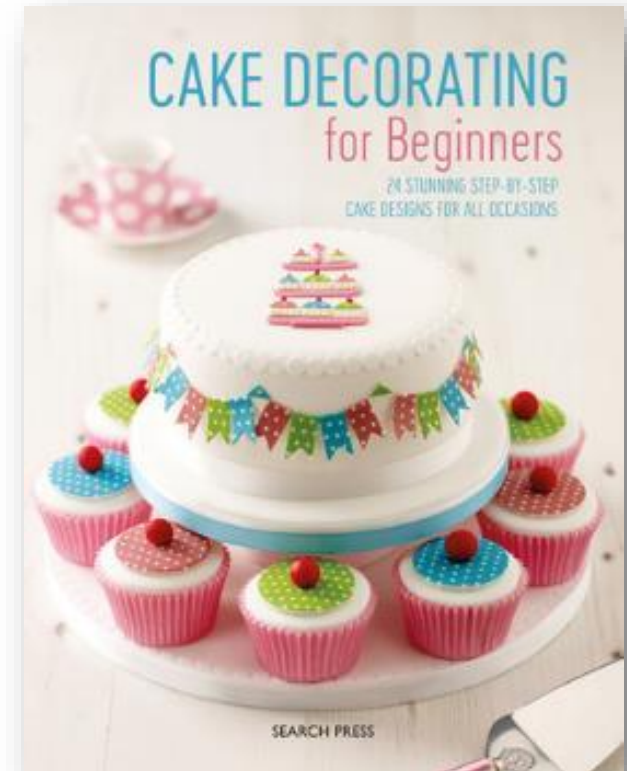
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20 contemporary and classic projects using natural rattan

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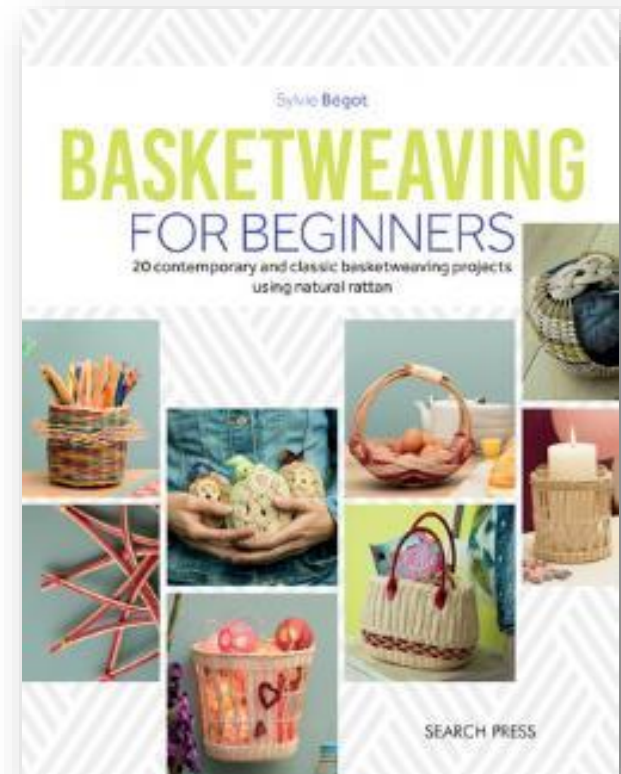
- **A contemporary twist on the traditional craft of basketweaving**
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- **The projects use natural materials such as rattan.**

Publicity Plans

- Press reviews and features in craft magazines
- Feature projects in blogs with 10K community members
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- Email campaigns for libraries, schools and craft stores
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11. To get a good
finish, the basket should be
lined with a piece of
silk or satin. This will
prevent the basket from
becoming discoloured
by the sun or rain.



12. To finish the basket,
the rim should be
strengthened with
a piece of silk or satin.



13. To finish the basket,
the rim should be
strengthened with
a piece of silk or satin.

14. To finish the basket,
the rim should be
strengthened with
a piece of silk or satin.



Two plain bases

These two bases are made of reeds and
are suitable for use as a base for a basket.



1. To make the base, the reeds should be
cut into strips of the same length and
width. The strips should then be woven
together to form a flat surface.



2. To finish the base, the rim should be
strengthened with a piece of silk or satin.



15. To finish the basket,
the rim should be
strengthened with
a piece of silk or satin.

16. To finish the basket,
the rim should be
strengthened with
a piece of silk or satin.



Two plain bases



17. To make the base, the reeds should be
cut into strips of the same length and
width. The strips should then be woven
together to form a flat surface.



18. To finish the base, the rim should be
strengthened with a piece of silk or satin.



19. To make the base, the reeds should be
cut into strips of the same length and
width. The strips should then be woven
together to form a flat surface.



20. To finish the base, the rim should be
strengthened with a piece of silk or satin.





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Painting on Pottery

22 Easy Modern Designs

Tania Zaoui

Inspiration and ideas for beautiful ceramic pieces to paint for the home.

- With 22 colorful projects to make, there are plates, bowls, cups and pots, vases, a lamp - and even earrings and a necklace.
- Simple techniques to follow, all explained in clear and simple terms
- You just need a few brushes, some ceramic paint cans and some plain porcelain and away you go!

Publicity Plans

- Press reviews and features in craft magazines
- Feature projects in blogs with 10K community members
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- Email campaigns for libraries, schools and craft stores
- Book reviews in Library Journal and Booklist
- Goodreads feature title



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