

**FREE!**  
pull-out  
pattern  
inside



Kids' projects

Homewares



Just for fun!

**strapless**  
**CHIC**  
You'll love this  
50s-style dress!

Make our  
**Full Circle**  
**Dress** on p6  
and the  
**Rosy Hair**  
**Clip** on p26

- Win an Elna sewing machine
- The fashion adventures of SEW THAT JAZZ
- Crafting for the 2012 OLYMPICS
- Eco-friendly new cottons from BIRCH FABRIC
- Step-by-step guides for each project



Trouser  
for him



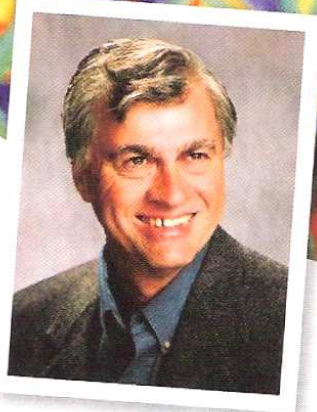
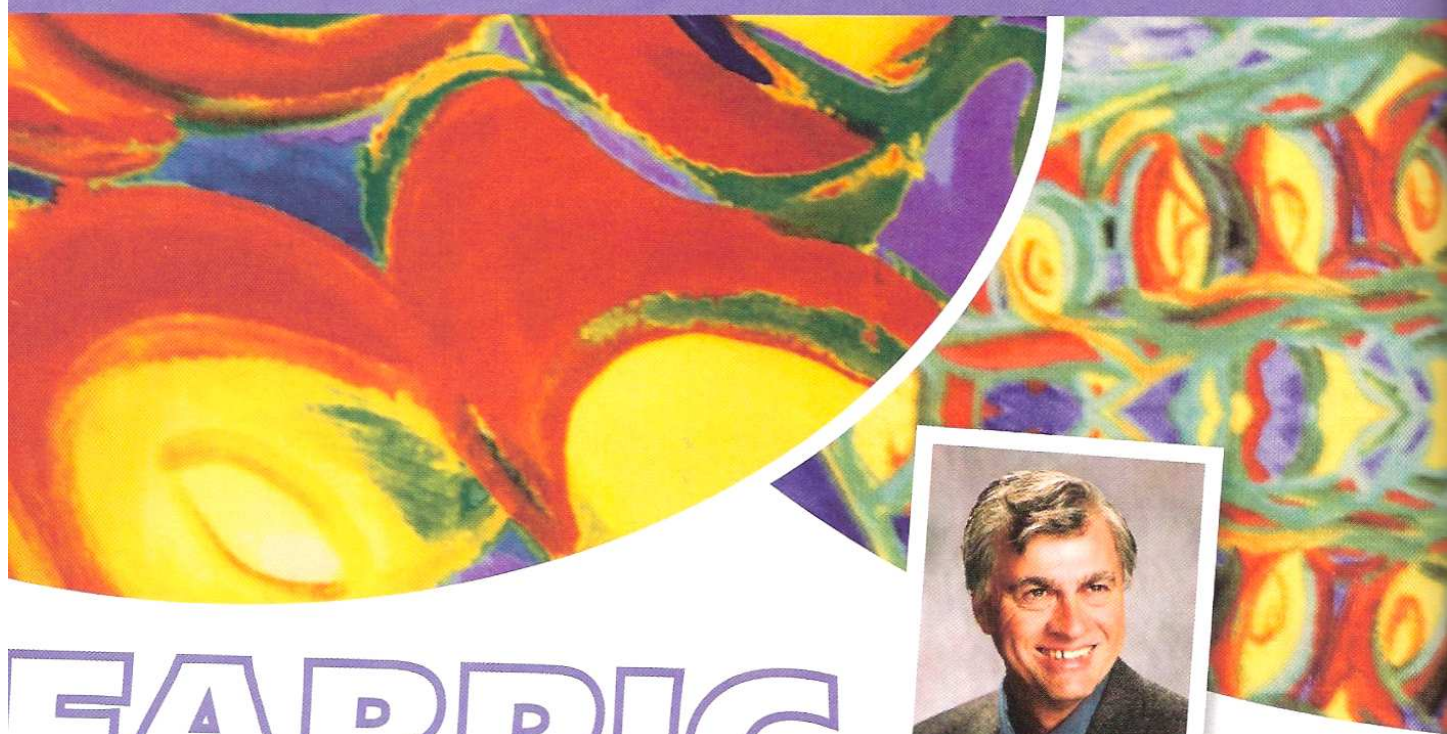
Stylish tote  
for her

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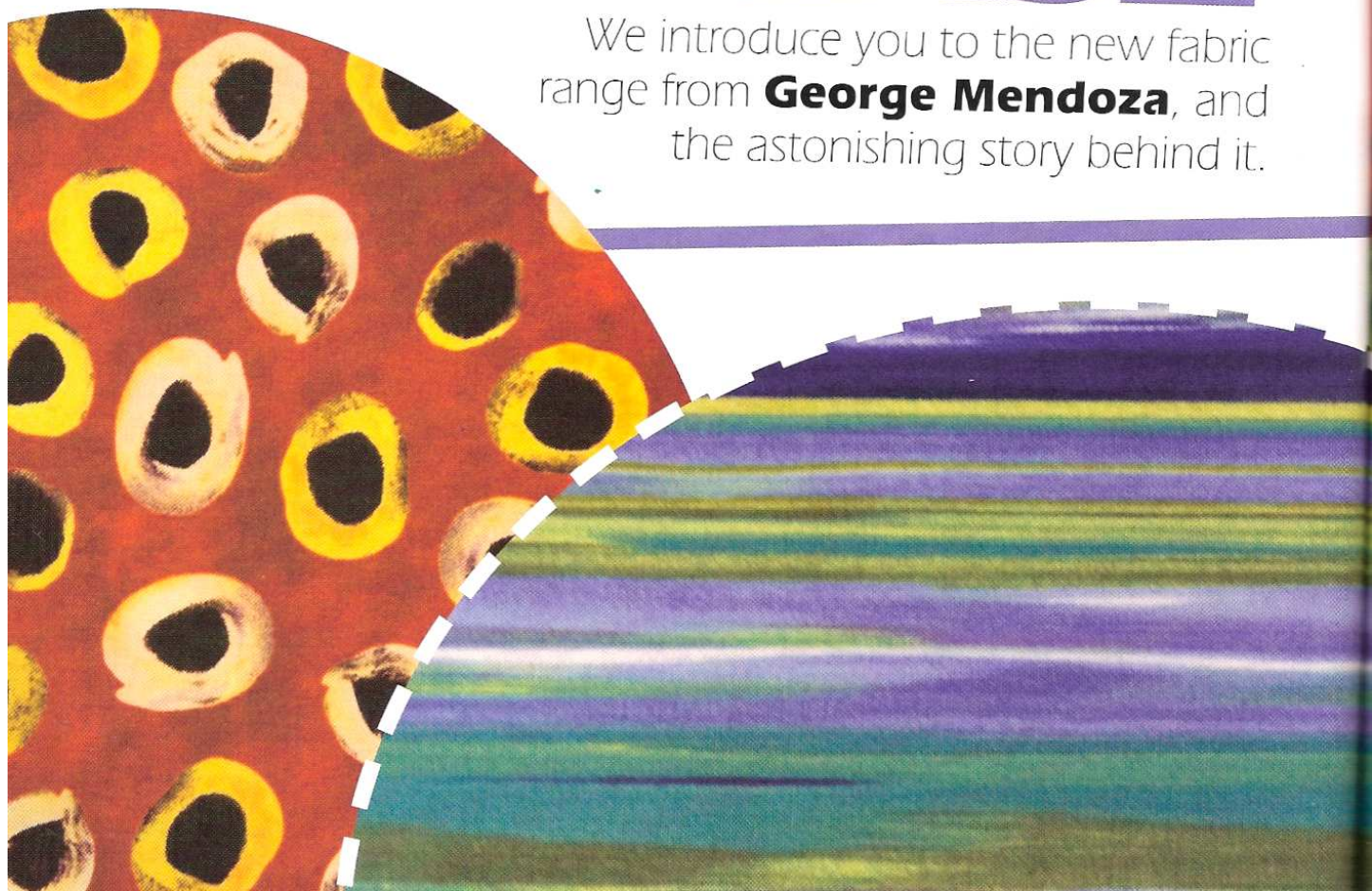
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# FABRIC SHOWCASE

We introduce you to the new fabric  
range from **George Mendoza**, and  
the astonishing story behind it.







(Left) Bold colours play a huge part in George's art.



## George Mendoza

is living proof of mankind's adaptability and endless optimism. Registered blind at a young age, he turned his passions to art. His colourful, acclaimed artwork has now been transformed into a bold 13-piece fabric collection, unveiled for the very first time in October 2009 at the International Quilt Market Show in Houston, Texas.

The collection is 100% cotton and features a variety of specially selected images from George's large body of work, which combine to complete a vibrant and colourful collection that – just like his paintings – are sure to touch millions of lives. In fact, hundreds of crafters have already discovered the fabric collection – George says: "All hell has broken loose, in a way only possible in the crafting community. Google my name now and you're likely to find a press release about my range of fabrics first."

Ketra Oberlander (a critically acclaimed blind painter and founder of Art of Possibility Studios) explains: "George's paintings embody optimism and his expression of the boundless spirit of man's imagination, with each work a triumph of art beyond limitation." Art of Possibility Studios have been incredibly important in the popularity and success of George's work, as the only art brand exclusively representing physically disabled artists in a for-profit model.

Oberlander also says: "It's heartening to work with manufacturers such as Westminster Fibers who validate my belief that good deeds are good business. While the George Mendoza fabrics are visually stunning and worthy of much admiration, I also hope that consumers take a moment to realise the magnitude of purchasing Art of Possibility Studios'



*The collection represents a story of triumph over adversity, endless optimism and hope.*

licensed goods – we help to give disabled artists the dignity of being able to earn a living through their creative output, rather than depending on charity and disability benefits, or being held back by logistical limitations in their quest for self sufficiency.”

The colourful range of Mendoza fabrics will be distributed by Westminster Fibers under its FreeSpirit brand, which supplies quilters the world over with a fantastic selection of materials. General Manager, Joyce Robertson is optimistic about the public reaction to the work, saying: “We anticipate huge interest in this line, both for the inherent beauty and versatility of the fabrics and for the core values of perseverance and personal achievement this collection manifests.” We certainly envisage the sweet-shop colours and patterns to appeal to quilters and other textile lovers everywhere.

George Mendoza’s new fabric collection is pretty special – it’s not just about the vibrant, optimistic fabric designs that epitomise his painting style, but it’s the journey that they represent. The collection really does represent a story of triumph over adversity, endless optimism and hope. It’s a story

about a disabled man being given the opportunity to earn a living through his creative enterprises and show the world just what can be overcome.

To find out more about George Mendoza, visit [www.georgemendoza.com](http://www.georgemendoza.com), or for more about his fabrics, visit [www.aopstudios.com](http://www.aopstudios.com)

**(Above)** The textures in George’s art translate into beautiful fabrics.

