

patchwork show

modern handmade festival

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PRESS RELEASE

FOR IMMEDIATE RELEASE:
February 16, 2013

PATCHWORK MODERN HANDMADE FESTIVAL CELEBRATES ITS 8TH YEAR WITH SPRING 2013 SHOWS IN SOUTHERN & NORTHERN CALIFORNIA

EVENT DETAILS:

Oakland: May 19th, 2013 * 11-5pm * Jack London Square * 98 Broadway
Santa Ana: May 26th, 2013 * 11-5pm * Downtown * 2nd & Sycamore Street
Long Beach: June 2nd, 2013 * 11-5pm * Marine Stadium * Bayshore @ Appian Way

California—The popular Southern California modern handmade festival, Patchwork is returning for its 8th year with two Southern California shows and one Northern California event.

Patchwork is the creation of Delilah Snell (master food preserver/owner of the eco-boutique The Road Less Traveled Store) and Nicole Stevenson (owner/designer of Random Nicole and craft instructor). The aunt-and-niece team also produce Craftcation, a four day small business and hands-on DIY conference in Ventura, Ca. The two native Orange County women sought to celebrate local handmade goods and provide a venue for attendees to sell and shop for unique goods.

Starting in 2007 with only 25 vendors in their first shows in Santa Ana's museum district, the events now attract thousands of people with more than 100 vendors at each location. When Stevenson relocated to the Bay Area the duo knew Patchwork needed to hit the road as well and Oakland was a perfect fit.

“Oakland is similar to our Southern California locations with its’ strong small business and art community. Adding Oakland to our venues was such a natural choice.” –Nicole Stevenson

Attendees at any Patchwork event can peruse and shop at booths brimming with handmade goods from over 100 local independent artists and crafters. These makers showcases clothing, accessories, home goods, ceramics, art, jewelry, bath and body items, craft kits/patterns, paper goods/stationary and more.

Each Patchwork location offers a varied selection of local modern eats from distinctive food trucks, popular neighborhood cafes/restaurants and food artisans. Guests are encouraged to ride to the shows and check in bicycles at the bike valet booths. Snell and Stevenson's commitment the environment is reflected in the abundance of vendors featuring recycled, green and organic items. Patchwork doesn't just encourage attendees to shop but also to make something themselves at their DIY craft booths where adults and kids can learn new skills and create on the spot. Each event also highlights emerging music, providing a venue for local bands and DJ's.

“What started out as a craft fair is now a great networking event for businesses and artists as well as the customers,” says Snell. “People are making connections in their community and stores are starting to look at the event as a way to scout interesting products for their stores.”

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