



sunnyside

by Kate Spain



“Let the sun shine into your heart.”



No 27160 12
Blaze



No 27162 12*
Blaze



No 27166 12
Blaze



No 27168 12*
Blaze



No 27165 13
Glow



No 27164 13*
Glow



No 27161 13
Glow



PS27160
Sunnyside
Size: 82" x 100"



Q & A

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

Let's see...it was the summer of 2008 and I had just started to license my designs to a paper plate company. I was working with an art licensing agent at the time and we were pursuing a number of different companies to work with for various product categories. During a Christmas family gathering that same year, my husband's brother-in-law's mother (an avid quilter) told me I should try to work with Moda.

It's embarrassing to say now, but I didn't know who Moda was! Regardless, I put a giant pile of patterns together and sent them along to Cheryl, the design director at Moda, and crossed my fingers (and bit my fingernails). I waited and waited until finally one day, the incredibly wonderful news came in that Cheryl had decided to sign me on for three fabric collections. Now 4 years and almost 14 collections later, I am so grateful that she decided to take a chance with me!

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 work out of my home. We moved to a new house last September, and it's been so enjoyable settling into a new workspace and making it my own. I didn't have the kind of sunlight in my last space as I do here, so every day (that it's sunny) I am really happy to be designing in a room that's flooded with natural light. I spend a lot of time in there, so it's important to me that it's a space that is not only functional, but also makes me feel good.

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

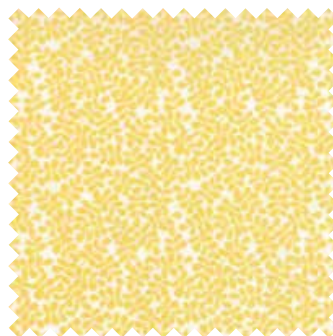
I look to all sorts of different places for trends. Twice a year I attend presentations in New York City that forecast up-and-coming themes, colors and design directions that are emerging in European markets. They always seem to be just ahead of the curve. As important as it is to look ahead, I also think it's interesting to see how current trends are being interpreted and translated into the products and images we see every day. With that in mind, I look at what people are pinning on Pinterest, or showing on blogs and in trade magazines. And yes...I get out into stores as much as possible because to me, they're the best indicator of which trends have been strong enough to display front-and-center in a way that brings them tangibly into our daily lives.



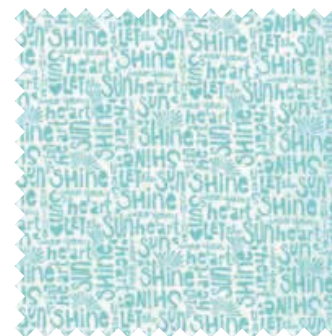
No. 27168 13*
Glow



No. 27162 13*
Glow



No. 27169 13
Glow



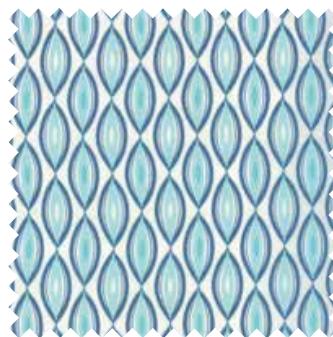
No. 27164 27*
Shade



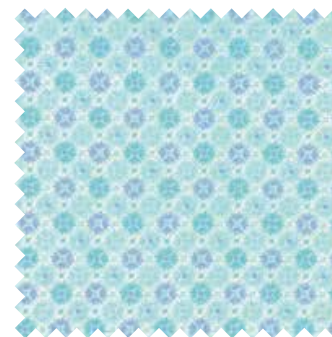
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Shade



No. 27164 17
Shade



No. 27165 17
Shade



No. 27168 17
Shade



No 27166 15
Opal



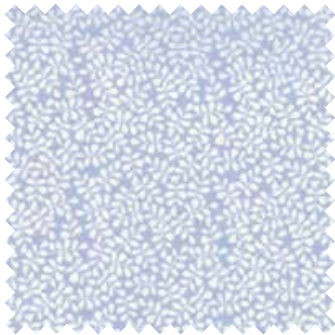
No 27168 15*
Opal



No 27161 15*
Opal



No 27163 15
Opal



No 27169 15
Opal



No 27160 17
Shade



No 27166 17*
Shade



Also available Coated
No 27167 17C

No 27167 17
Shade

4. Where did you find inspiration for this line? How long ago did you design this group?

I designed this line in late summer, 2012. The inspiration came during a very hard time in my personal life after suffering the loss of my dear sister. At some point, we all face challenges in our lives that force us to find strength to move through these difficult times. Quilters have a wonderful way of using their craft to help others during hard times or to celebrate the happy times. I wanted to design a collection that reflects the transition from stormy, rainy skies to sunshine, silver linings, hope and new growth. There is a text print in the collection that reads, "Let the sun shine into your heart." I kept this idea in mind while designing and helped to guide me through what became "Sunnyside".

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

It always seems that my design process begins in a different place each time I set out to start designing. Most often, when I have a specific idea, I begin by doodling with colored pencils in my sketchbook. This is usually where the main pattern elements get worked-out. I'll then scan the doodles into my computer and redraw them in Adobe Illustrator. From there, the next most important thing is to pick colors to start working with, so I'll come up with an initial palette. Even at this stage, I pick colors that evoke the overall "feeling" I want to convey in a fabric line though they'll inevitably be fine-tuned as I move along and explore how the colors interact as patterns start to take shape.

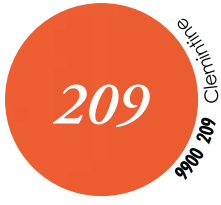
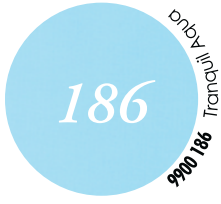
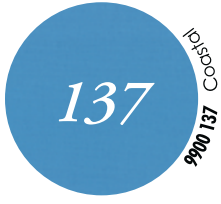
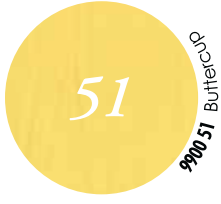
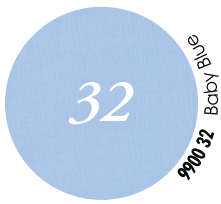
6. Deadlines – do you fear them or do they motivate you to create?

I love deadlines. Without them, I wouldn't be able to stop designing and call something "finished"!

Why I love my job...

I love my job because I get to work with so many wonderful people who continue to challenge me creatively. Collaboration is exciting to me and I've been very lucky to connect with such good partners. I feel very, very lucky to wake up each day with a chance to use my imagination, explore with curiosity and create designs that I hope might make someone happy to look at.

Bella™ Solids



No 27161 14*
Sprig



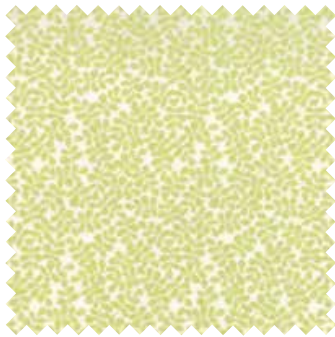
Also available Coated
No 27162 14C

No 27162 14*
Sprig



Also available Coated
No 27165 14C

No 27165 14*
Sprig



No 27169 14*
Sprig



No 27166 14
Sprig



No 27160 11*
Vapor



No 27163 11
Vapor



No 27167 27*
Vapor Shade



No 27165 11*
Vapor

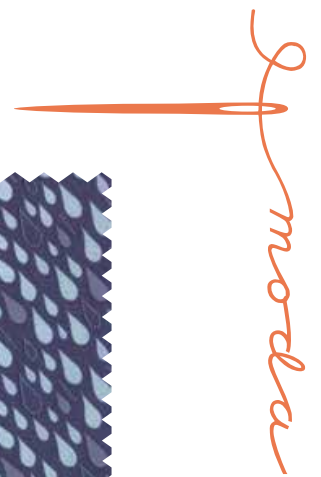


No 27167 11*
Vapor



No 27162 16
Twilight

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No 27161 11*
Vapor



No 27167 16
Twilight



No 27160 16*
Twilight



No 27161 16
Twilight



No 27169 16
Twilight



No 27163 16
Twilight

*Meet Franny and Lou,
stars of The Drawing Board's Furry Fridays at*

katespainedesigns.blogspot.com



27160

Asst.
15

Asst.
10

Low Cal
20

AB

F8

HC

JR

LC

MC

PB

• 100% Premium Cotton

• 40 Prints

• 3 Coated

Delivery: September, 2013