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# LAKELAND MODERN QUILT GUILD

**MQG**  
MODERN QUILT GUILD

*Have you joined  
our LMQG family  
yet? Email us  
today and we will  
send you a  
membership form  
asap! Don't miss  
out on all of the  
FUN!*

Welcome to the very first issue of the Lakeland Modern Quilt Guild Newsletter! We are VERY excited to be starting this new guild here in Lakeland and cannot wait to share it with you all!

It all started when Leandra met Sara... we noticed that we seemed to be bumping into each other at all of the same meetings and events—obviously we shared a passion for the same kinds of things! One day, while in Fabric Warehouse, we mentioned how we would love to have a group of Modern Quilters in Lakeland and how much we would enjoy that. The super-wonderful-always-amazing Melody, spoke up and says “Why don’t you guys start a chapter of the modern quilt guild?”... That seemed a little daunting and at first we said no. But as time went by and we both thought about it more—it became



a more and more exciting concept! We revisited the idea and could not believe how supportive and helpful that Melody and Becky at Fabric Warehouse were about the venture.... And so the LMQG was born!

Melody, being the fantastic advocate for us that she is, began mentioning the new group to anyone who seemed interested in modern quilting. One day she mentioned it to

Colleen. Colleen jumped at the idea—and before long... the three musketeers of the LMQG were formed! We could not be any more fortunate! The Universe has smiled upon us that is for sure!

We hope to share our love with funky and fun quilting with all of you! No matter what skill level you have or what your quilting history, you are more than welcome to come join us.



## Our Meeting Schedule

We meet three times per month in an effort to give everyone an opportunity to join us. We know how crazy life can be and meetings don't always fall on times that everyone can attend—so hopefully, everyone will be able to join in to one of these (but feel free to attend them ALL if you like!).

- ◆ We meet on the 2nd Tuesday of each month at Crispers in Lakeside Village at 5pm for our Social Gathering.
- ◆ Our General Meeting is on the 3rd Monday of each month at Fabric Warehouse at 10am.
- ◆ Our Sew Day is on the 4th Sunday of each month at Fabric Warehouse at 1pm.



I am the first to admit that I am an internet shopper. Its just easy to sit in front of my computer with my bathrobe on and unbrushed hair and shop for the latest notions or fabric. Yep... I admit it.

But, every time that we do that, we lose an important opportunity to support our local quilt shop. They are the ones who give us a physical place to connect with others who love the same things we do. They offer us hands-on classes to improve our skills too.

If you know that you are in need of something and your LQS doesn't have it—ASK THEM—you might be surprised at how willingly they would get it for you.

I still haven't had the courage to go into Fabric Warehouse in my bathrobe, but, who knows, maybe someday!

## What Is Modern Quilting?

Modern quilting is a new twist on the art of quilting. This may mean a traditional quilt block is updated in a fresh new way or the inclusion of modern fabrics and bright, bold colors. It could mean modifying the block arrangement or even scaling the block. The use of negative space is very popular in modern quilting also. The piecing could be wonky or im-

prov, or it could be very exact and measured, following a pattern or even creating your own! The quilting could be stippling, straight lines, or a free-motion style. The sky is truly the limit! Modern quilting is sometimes hard to explain because in a lot of ways the definition is as individual as the quilter. In addition to reflecting the Individuality and

style of the quilter, it also reflects the current trends and attitudes of the day. Modern quilting is also about the point of views that modern quilters take. It respects the artistry and talent of the tradition of quilting but it also allows the quilter to challenge the "rules". In fact, if there was one rule in modern quilting, it would be that there are no rules!



Follow Us On  
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QuiltCon is the biennial conference and show by and for The Modern Quilt Guild. The only modern quilting event of its kind, QuiltCon features top modern quilting instructors and attracts thousands of attendees from around the world. With

workshops, lectures and panels by the quilters of Gee's Bend, Maura Ambrose, Bill Kerr, Elizabeth Hartman, Weeks Ringle, Angela Walters, Denyse Schmidt and many more, no other quilt conference or

show offers such a complete experience for modern quilters.

In addition, over 100 vendors and exhibitors will offer conference and show attendees a unique shopping experience geared toward the interests and tastes of modern quilters.

[Visit the QuiltCon Webpage](#)

## GRAB SOME SWAG

Check out our Guild Shop for all sorts of logo merch — t-shirts, bumper stickers, mugs, bags, decals and lots more!

◆ [CLICK HERE](#)



We are SUPER excited to announce our very first challenge! We have partnered with Generation Q Magazine to bring you our Halloween Quilt Block Challenge!

We will reveal more at the General Meeting, but—just to tempt you—let me share what the prizes will be

for the winners:

Some awesome backorders of GenQ magazine, an amazing 505 Spray gift-pack, some American Made Brand fq's by Cloth-Works and a collection of Aurifil thread that will make you drool!!!

**Find out more at the 9/15 meeting!!**



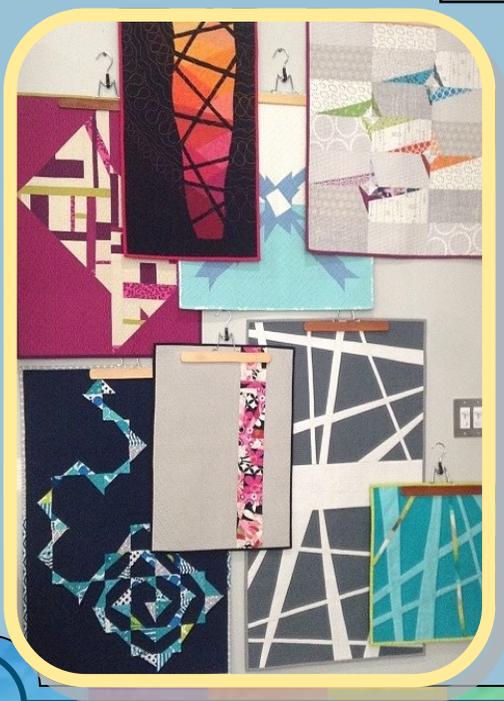
# ON THE DESIGN WALL

On the design wall we will showcase examples of modern quilts. This month's examples are from Jacquie Gering.

Jacquie is a contributing designer and author for *Stitch*, *Modern Patchwork*, *Quilter's World* and *Quilter's Quarterly* and her quilts have been featured in other national and internation-

al publications. She is one of the designers featured in the books, "Block Party" and "We Love Color." Jacquie is a leader in the modern quilting movement. She serves on the Board of Directors of the National Modern Quilt Guild and is one of the founding members and former president of the Kansas

City Modern Quilt Guild and currently a member of the Chicago Modern Quilt Guild. Jacquie teaches and talks quilting across the country and shares her designs and quilting knowledge on her popular blog, Tallgrass Prairie Studio.



# THE FACE BEHIND THE NAME

## Meet Mr. Aurifil...

Alex Veronelli is 100% born and bred in Italy. His job is to develop threads for the quilting & sewing market. He acts as Product Manager & Public Relations person for Aurifil, the Italian quilt and patchwork threads producer. Not only is Alex a shareholder in Aurifil, but his father was one of the founding members of the Saronno, Italy based company. Some of you have already heard of Saronno thanks to a famous liquor called "Disaronno" or "Amaretto Di Saronno".

One of the many popular items that Aurifil carries is their Invisible Thread. Great for stitch-in-the-ditch work, curved cross-hatching and scallop border, machine applique and quilting. It is a zero thread breakage product, with a smoother finish. It is shiny but not reflective. Available in clear and smoke shades. 100% Nylon. (Suggested needle : 3.5).

Aurifil offers many thread selections for today's quilter, in the 100% cotton line, they offer 12 wt, 28 wt, 40 wt and 50 wt. They also offer embroidery floss and longarm cones.

Aurifil prides itself on not only

producing quality, but working with quality as well — they have teamed up with superstars from the quilting world such as Pat Sloan, Tula Pink, Vanessa Christenson and MANY others!

\*You can find shops that carry Aurifil on their website (currently, only Heartfelt Quilts in Winter Haven carries it locally). Be sure to request that your local quilt shops begin carrying this awesome thread!\*

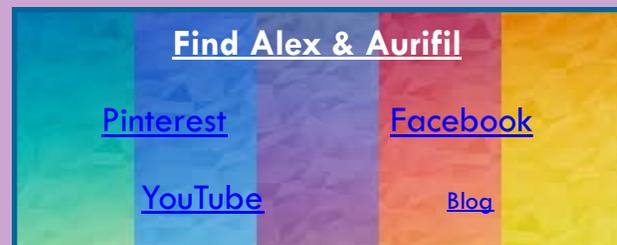


Alex Veronelli



"Aurifil threads do not tangle or break: Aurifil is very careful with the twisting and finishing process, which eliminates thread fraying and tangling and we all know how important this is to quilters!"

~ Pat Sloan



# The Interview...



**Alex Veronelli**

I had the pleasure of interviewing "Mr. Aurifil", Alex Veronelli, and having the opportunity to ask him some questions about today's quilting world. He will be doing a tour of Florida in 2015, be sure to catch one of his presentations!

- Leandra

**Question 1:** Since beginning to be more involved in the Quilting side of the business in 2009, I bet you have been able to see a lot of changes first hand. The demands of your thread have probably changed a bit with the times and trends. How do you feel about the Modern Quilting movement? Do you think that its a "fad" that will pass or do you see it actually adding to the sewing industry and community?

**Alex:** In terms of demand, I have definitely seen a rise in the number of quilters using my thicker threads, as they now love to "show off" their stitches more.

**Question 2:** Among the MANY hats that you wear, one is traveling a great deal and working with designers as well as consumers often. You give lectures and demonstrations regularly - what do you teach?

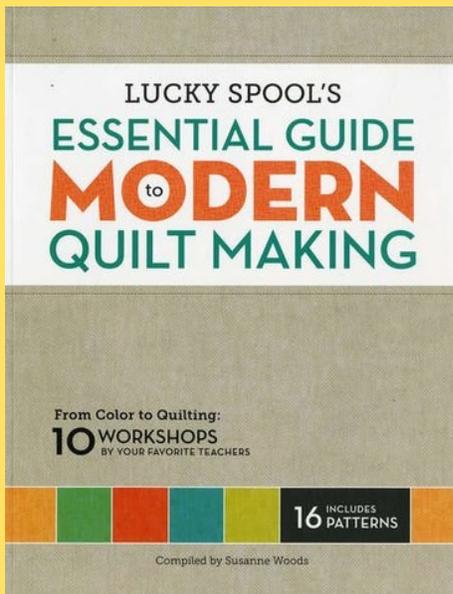
**Alex:** Usually during my lectures I start by showing how my threads are made, I'm proud to say that in 2014 my production is still 100% made in Italy. I'm a cotton thread maker so I escort the audience through the different production steps showing a video where they can learn about twisting, mercerizing and the dying of the threads. Then I start to give tips about the use of the different thread weights and washing instructions. Last but not least, I'm not a quilter but I bring my collection of artworks created by popular contemporary designers for a "hands on" show and tell, where the audience can learn how the designer used my different thread weights and gain inspiration for their own projects.

**Question 3:** In your travels between countries, what do you notice is the biggest difference between quilting styles and the quilters themselves? The internet has allowed us to communicate so easily with people from all over the world, and I'm always fascinated to hear what the quilting world is like in different places.

**Alex:** The big difference I noted between American Quilters and European, is that in the US, quilting comes from the tradition, it is part of the cultural heritage of the country passed down through generations, instead in Europe, its considered more an art or hobby, usually not passed down but learnt with classes in Craft Shops. I believe the two different approaches to quilting also affect the trends, in the US I observe much attention to traditional quilting and modern quilting that in any case is reflected in the traditional models, rather than in Europe where the Quilting Art or Art Textile are often the predominant styles among the Quilters.

# Book Review

At the general meetings we will introduce you to a book and a modern quilting designer. It will be a way to broaden your understanding of modern quilting as well as introduce you to modern quilters that you may not be familiar with. Melody @ Fabric Warehouse will happily order any of our recommended books for you, just ask!



This month's book is "Lucky Spool's Essential Guide to Modern Quilt Making". This book has LOADS of great information that will introduce you to and familiarize you with, what makes a modern quilt—"modern". You will learn what the Alternate Grid is, all about Improv, how color, solids and print apply to modern quilting and even about large scale piecing. This is a "must have" book that will help you understand the world of Modern Quilt Making! We will be discussing it more in depth at the 9/15 meeting. Don't miss it!

From the publisher:

"10 of the best known and most respected teachers in modern quilt making, many best-selling authors in their own right, share one of their most popular workshops with you. Each class is designed to help you improve your own composition and design choices whether you create your own patterns or want to follow one of the 16 patterns included. The final workshop is an inspirational gallery of 50 modern quilts that exemplify the tone, color work, and techniques found in modern quilt making today. This is the must-have collection of modern quilt making."



## *Sewing it up...*

We hope that you have enjoyed our first newsletter and have found it to be FUN, Helpful and Interesting. If there are things that you would like to see in future issues, please email us and let us know:

[Lakelandmqg@yahoo.com](mailto:Lakelandmqg@yahoo.com)

We would love to share your own adventures into modern quilting—so send us your story, what do you like about modern quilting—what drew you to it? Send us pictures of your projects—there might be a little goody for anyone who is willing to share... :wink:

And please feel free to get involved on the [Facebook Page](#)—we would love to see your posts and comments! The same goes on the guild's [Blog](#)—please post comments on the posts, tell us what you think, what you would like to see and anything else that you feel like sharing. This is YOUR guild—we are here for you! Join in the  
FUN!

◇ Leandra ◇ Sara ◇ Colleen ◇