



## No resolutions here..!

It's the New Year and no doubt everyone's feeling a little snug in their clothes, however here at Heart we've got all the ingredients you need to let out those tight waistbands! We're putting those last-minute touches to the new catalogue, and it will be wending its way to you in April. Within its lovingly prepared pages we have some beautiful new products for you to play with, so look out for Heart 2012! We've introduced our own SureStitch thread this year, so keep 'em peeled for this brand new asset to your workroom... Double Knit has got a brilliant competition lined up this issue – he's joined forces with the fabulous Madeira to bring some gorgeous prizes, and a great feature article on threads. So if you do find a spare ten minutes, arm yourself with a cuppa, have a read and don't forget to send us your entry form.

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## Charlotte

## Snippets...



### The Lionheart Project

Shauna Richardson describes herself as a crocheter, and her Lionheart Project is part of Artists taking the Lead, central to 2012's Cultural Olympiad. The Lionheart Project is three magnificently beautiful giant hand crocheted lions

which will travel around in a custom-built, mobile, glass exhibition vehicle which is an impressive 16 metres long and 4 metres high! Visit the website for tour dates and further amazing images of these crocheted beasts!

W: [Lionheartproject.com](http://Lionheartproject.com)



### Nest

Nest is Northern Ireland's Artists taking the Lead project, and it is an orchestral performance incorporating an art installation involving over 500 singers, the Ulster Youth Orchestra and thousands of donated objects

Nest is a unique study of people, their hidden stories and their habitats: a collection of individual moments revealed through the relationship of people and the objects with which they surround themselves. The Nest grand finale will take place at T13 in the heart of the Titanic Quarter, Belfast on 20, 21 & 22 July 2012.



# Special Offer

## What was the most popular piece of equipment at our recent workshops?

**Thread snips! All the teachers loved them, and we're giving you the chance to get your hands on a free pair!**

Buy any Mixed 10 pack of Gütermann Mara 120 from page 41 of the current catalogue and you'll get a pair of thread snips absolutely FREE! Say goodbye to never-sharp-enough unwieldy scissors and hello to snips that really are the cutting edge! See our thread snips (product code 126447) and more amazing crafty cutters on pages 65 – 68.



## Thread Snips!

Call us on: 0116 2744 744 - Lines are open between 8.30am and 5pm, Monday - Friday

Fax us on: 0116 2744 740 / Email us at: [mail@heart-educational.co.uk](mailto:mail@heart-educational.co.uk)

Write to us at: Heart Educational, Hamilton House, Mountain Road, Leicester LE4 9HQ



Embroidered costume from *Memoirs of a Geisha*, created using Classic, Metallic and Jewel threads



# Madeira and Embroidery Threads

Double Knit wants you to get to know the range of Madeira threads a little bit better, so he's been hounding Madeira to find out all that information we just couldn't fit into the catalogue! Madeira are the leading specialists in embroidery thread and they have an extensive range of beautiful threads which will make your students' work (and your own!) stand out from the crowd.

**Madeira's Classic No. 40** viscose/rayon is the worldwide number one embroidery thread. Classic is used and loved by designers, machinists, teachers and textile artists all over the world due to the vibrancy of the colour range and natural glossy finish. Check out the costumes in these fabulous images! Classic can be run easily at a staggering 1200 stitches per minute, can be laid in every embroidery direction, prevents thread looping and finally can also be washed at 95°C. It has a high tensile strength whether it's wet or dry, so it's the multipurpose embroidery thread your department was looking for!



**Firefighter No. 40** is made from 100% Aramid, the fibre used for NOMEX®, the flame resistant meta-aramid material developed by DuPont. It's the sort of material a racing driver would wear then thank their lucky stars for if their car burst into flames as its amazing chemical properties would protect them from the heat. This is an embroidery thread that isn't just beautiful, it's got brains too! Firefighter's vibrant colour range has excellent running properties and is best used with 80/12 embroidery needles – just make sure you fill your bobbin with flame-retardant thread for complete colour co-ordinated protection!



**Lana** is finely spun 50% acrylic and 50% wool embroidery thread which is perfect for high speed computerised embroidery (try it with our Janome MC350E) and decorative stitching. You could almost be fooled into believing that it was hand-stitched! The thread has a beautiful, warm texture to it, which adds real tactility to the finished piece. The high wool content prevents 'pilling', a result that is irritatingly common with inferior brands. Mix it up with Supertwist for some really outstanding effects, and add Classic, Madeira's viscose thread, for intricacies.



To add that extra dimension to your work, try Luna glow in the dark thread, which glows green after being illuminated – the more intense the light, the greater the glow! This thread is soft to the touch and kind to skin, so it's ideal for children's clothing and just perfect for spooky Halloween costumes. Just the thing for decorative moons and stars on a quilt!



**Supertwist** sparkles a shimmery stream of delight to your embroidery hoop, whether it's used alone or combined with its counterparts. Together with the **Metallic No. 40** and **Jewel** ranges, these threads offer a complete spectrum of metallic threads in various weights to suit every creative whim! Whereas Supertwist is of a heavier weight, **Metallic No. 40** is a high performing, supple metallic thread constructed from real silver!



Waistcoat detail using Madeira Classic threads

## Madeira Tips:

1. When using metallics when digitizing, always remember to make out your strategy path. Don't rely on your machine to automatically work out your design for you! The computer won't be aware that you are using metallic threads of various weights unless you tell it!
2. Choose the correct thickness of metallic thread, according to the style of your design.
3. Remember - Fine 50 weight for smaller details.
4. When using metallised threads, embroidery should not be too dense.
5. Adjust design to suit thickness of metallic threads and remember NO sharp corners.
6. Reduce speed while embroidering in order to prevent thread breaks.
7. Reduce thread tension - a high tension may cause problems.
8. Change the embroidery needles before you start embroidering with metallised threads. Select the correct needle for the thickness of thread, with a large eye.



Waistcoat using Madeira Classic threads

## Thread Weight

**Confused by denier, decitex or metric? Or just thread weights in general?!**

Denier is more familiar as a term used in reference to tights; measuring the density of the weave and the opacity. For example if you take a 10 denier pair of tights, the material will be thinner and more transparent than a 40 denier. The denier system is more commonly used in the US and the UK.

Decitex or dtex, is a unit for measuring the linear mass density of fibres, which is the mass in grams per 10,000 metres. This method tends to be used in Europe and Canada.

Both decitex and denier work on the same theory – the higher the number, the weightier and thicker the thread. However, it's not that simple as you would need to apply a formula to convert one to the other...

The metric system is essentially the opposite of these two methods, and most embroidery and sewing threads adhere to this unit of measurement. All you really need to remember is that the higher the number, the finer the thread and the lower the number the thicker the thread. So on Madeira reels, a number 12 thread will be thicker than a number 40.



Angelina Jolie's embroidered costume from *Alexandra*, created using metallic Supertwist and Classic.



# COMPETITION...

Madeira has offered some wonderful bounty for our competition this quarter. Feast your eyes on these gorgeous prizes, and then rack your brains to work out the solution to our quiz! You'll really want to be in with a chance of winning one of these treasures!

### 1st Prize Madeira Mini Thread Treasure Chest - Worth £50

Handmade from teak, the two pull-out drawers contain a selection of no less than 48 spools of Madeira rayon thread 200m reels. The chest is fully assembled and contains a colour card, so you can replace colours if you run out. A truly magnificent piece to have in your textiles department!

### 2nd Prize Madeira Luxury Sewing Box - Worth £30

A gorgeous sewing box containing a selection of hand and machine Madeira embroidery threads together with long-lasting scissors with super snip quality!

Enter the names of some of Madeira's Aerofil 120 Sew-All Polyester Thread colour range, and then use the remaining letters to unravel the solution!

Find the names of the Madeira threads

E	M	E	R	A	L	D	M
S	A	P	U	A	I	U	W
I	R	U	R	L	S	P	O
L	A	O	D	T	B	I	L
V	C	T	A	E	E	N	L
E	G	R	E	E	N	K	E
R	D	Y	R	O	V	I	Y
C	H	A	R	C	O	A	L

*Blue*  
*Charcoal*  
*Coral*  
*Eau de Nil*  
*Emerald*  
*Green*  
*Ivory*  
*Mustard*  
*Pink*  
*Silver*  
*Yellow*

Clue: Aharrrr, me hearties!

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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See pages 36 – 59 of our catalogue for further details on our Madeira range. All entries must be received by 31st March 2012. Entries must be submitted by post or fax. Full terms and conditions can be found on our website at: [www.heart-educational.co.uk/cuttingedge.html](http://www.heart-educational.co.uk/cuttingedge.html)

Complete your details below and post to us at:

Cutting Edge Competition, Heart Educational, Hamilton House, Mountain Road, Leicester, LE4 9HQ or you can fax your entry to: 0116 2744 740.

Title (Mr/Mrs/Ms etc)	Name
Surname	
Establishment	
<input type="text"/>	
Job Title	
Street	
Town	
City	Postcode
Telephone	
Email Address	



# Fashion Sketchbook

## Designer Inspiration: Christian Louboutin

Christian Louboutin is a name that has become synonymous with shoes; powerful shoes with soles of glossy red and heels of skyscraper height with a huge amount of theatricality and several feats of engineering thrown in for good measure.

I speak as somebody who really can't walk in anything other than flats, but that doesn't stop me looking on in wonder when I see the sculpture of his designs, and the sheer creativity which has spanned 20 years. The Design Museum are holding the first UK retrospective of Louboutin (28 March - 1 July, 2012) and it will examine, amongst many other things, the handcrafted shoe and his innovative ideas, forms and the materials he's utilised over his career.



So what better a designer to look at within the classroom than Louboutin? His variety of work encompasses many different styles, and now he has designed men's shoes, too, so there's no excluding the boys any longer.

Images courtesy of Philippe Garcia, from the book, "Christian Louboutin", published by Rizzoli.

Try working with Neoprene and Zote foam (check out pages 107 - 108 of the Heart catalogue for our amazing section on shoe design) for simple designs which can be glued easily and embellished with beads and wire. For a more advanced level, try working with felting, incorporating one of the most ancient crafts to create a very unique shoe. Working on more functional, durable shoes that may incorporate those infamous Louboutin spike heels? Try our range of foot lasts in both male and female classic shoe shapes. Make a mould of your favourite heel by applying a layer of Body Double silicone rubber to your shoe, and then fill the mould once it's cured with a hard-wearing resin such as Smooth Cast. Admittedly then you need to make a shoe to attach it to, however hopefully the Louboutin exhibition at the Design Museum will bring life to your sole!

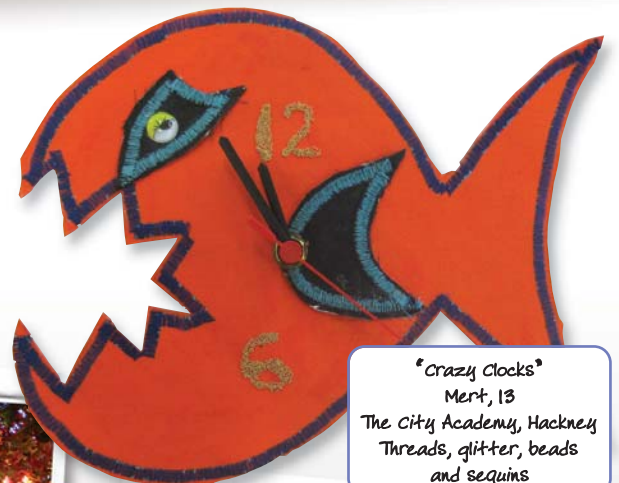
W: [designmuseum.org](http://designmuseum.org)



# Win £100 and see your work in print!

## WE LOVE YOUR WORK!

Thank you to everyone for sending in images, and it's brilliant to see how creative and inventive you are with our products. Please send images of 300dpi in Jpeg, PDF or Tiff format to [theteam@hearteducational.co.uk](mailto:theteam@hearteducational.co.uk) and don't forget to provide your name, age, school name and the title of the art work together with the materials used.



**"Crazy Clocks"**  
Mert, 13  
The City Academy, Hackney  
Threads, glitter, beads and sequins



**"Anchor Dress"**  
Isabel, 15  
Wymondham College  
Dip-dyed calico and cotton with mixed buttons and threads



**"Flutterby"**  
Bianca, 17  
Viewforth High School, Kirkcaldy



**"Discarded"**  
Eilish, 17  
Derby High School  
Woven discarded objects, plastic, fabric and string