

MONTHLY MESSAGGERO

Conveying the most important messages between the DIY, fashion and arts communities and yours.



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VOLUME I, ISSUE I

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It's All in a D.I.Y.'s Work

The DIY ethic is alive and well for the American consumer and their marketplace

It is practically a foregone conclusion that in this day and age, whether they realize it or not, everyone has been touched in one way or another by both the ideals and the aesthetic of the Do-it-Yourself (or *DIY*) movement. Home Depot commercials exclaiming "*You can do it, we can help.*", the existence of the DIY TV network, and the myriad of websites and other venues dedicating to supporting you in your DIY adventure (whether it be your first or fiftieth) make it clear that the century-plus old movement maintains a strong hold on the American marketplace and its consumers.

Its presence now clear, the question is begged. What is the DIY lifestyle and ethic? Rooted in the ideals and philosophy of the Arts and Crafts movement of the late 19th and early 20th centuries, the term DIY is used by a variety of communities who focus on creating or repairing things for themselves without the assistance of paid professionals. According to Wikipedia, "Modern DIY subcultures take the traditional Arts and Crafts movements rebellion

against the perceived lack of soul of industrial aesthetics a step further."

Handy DIY Resources

DIY Television Network
www.diynetwork.com

Ready Made Magazine
www.readymademag.com

DIY in Film, Music & Books
www.diyconvention.com

DIY Home Improvement
www.doityourself.com

DIY Instruction
www.5min.com

The World's Biggest Show and Tell Site
www.instructables.com

While the phrase came into common parlance in the 1950 in association with homeowners who endeavored to make improvements to their homes with their own hands rather than hire someone, in recent decades the term DIY has taken on a broader meaning covering a wide range of skill sets and perspectives. Today the term DIY is associated with the international alterna-

tive and hardcore music scenes, with independent business owners and artists, as well as, perhaps ironically, a now very mainstream aesthetic for the handmade look and the perceived quality and uniqueness inherent in that which is made by a craftsman.

Whether your contact is dictated by the socio-political roots of the movement or by your desire for the aesthetic, you can't miss its presence. Over the years an extensive web of DIY subcultures have blossomed from the roots of the movement. Perhaps you are a member of a DIY subculture without even realizing.

You may want to minimize your impact on the environment by repurposing an item. Maybe you are a dedicated fashionista who wants only the one of-a-kind addition to your wardrobe. There are endless possibilities in going DIY. Whatever your reasoning or current needs the movement has something for you. Participate by purchasing, selling or making—remember, it is always better when you do it yourself.

Dear Ma-
I have a serious problem. I am obsessed with the vino. I find myself drinking it whenever and wherever I can. So it is with purple teeth that I implore you to help me. If I don't stop or find something creative to do with them, my home will be overcome with corks. Corks, corks, everywhere! What is a vino, er, wine aficionado to do? Hoping you'll help me put a cork in it, Bacchus

Dear Dio di Vino-

Ma is no slacker when it comes to the love of the vino. But Ma wouldn't be Ma without worrying. If you feel you have a problem, cara mia, please seek help. But that is not why you wrote Ma, so I oblige by providing options for crafty treasures. You'll drink slower that way, at least. My love of the vino lead me to find these creative options. Why not make a **cork board**? Another option is a **cork wreath**. A **picture frame** could serve you well— a nice distraction from the drink. A few more suggestions are **cork ornaments, wine bottle decorators, and book-marks**. You will find directions for a couple of these ideas below. A simple internet search can provide guidance the others listed, as well as, and many more ideas. Enjoy the wine and the projects, but not to excess. Ma is a big fan of both boundaries and crafty distractions.

Salut!

La Ma

Cork Ornaments, Bookmarks, Wine Bottle Decoration

MATERIALS:

Wine corks
 Thin ribbon
 Tassels
 Decorative beads (with large holes)
 Long darning needle
 Scissors
 Drill
 Glue



INSTRUCTIONS:

- Carefully drill a hole through the center of the cork lengthwise using a small bit drill.
- Slide one or more decorative beads over the loop of the tassel.
- Cut approximately 1 foot of ribbon and slip one end into the tassel loop (above the beads) then bring ends of ribbon together.
- Thread the ribbon (now attached to the tassel) through the darning needle and bring up through the center of the cork then pull till the beads and tassel are in contact with the cork.
- Slip one or more decorative beads over the ribbon then knot the ribbon several inches up leaving a loop to hang from Christmas tree branch.
- Cut excess ribbon above the knot and use Fray Check or similar product to prevent ribbon from fraying. You may also carefully use a lighter or match to slightly singe the ends of the ribbon to prevent fraying.
- Glue the beads to the top and bottom of the cork to ensure they remain centered and in place.

NOTE: Use longer ribbon for bookmark option.

Drunken Corkboard

MATERIALS:

Frame (You can make, trade for or buy it)
 Sheet of Masonite or plywood, sized to frame
 Liquid cement
 Wine corks
 Decorative pins or tacks (such as cork pins)

INSTRUCTIONS:

- Glue corks to Masonite or plywood, making sure that labels are facing up.
- Use decorative pins or tacks to hang materials on cork board.

Dear Ma-

I have HUGE problems. I am a total clothes whore and a pack rat. I keep everything but wear only a small portion of what I have laying around. How can I make use of more of what I have?

Please help me make my life a runway, Frugal Fashionista

Dear FruFash-

Because you never know when something will come in handy, Ma keeps all things too. When I was young we used things until we *had* to repurpose them to use them again. And we liked it. You are in luck because Ma has been creating treasure from what is laying around for years. Let's talk the old t-shirts. Why not try using them to accent your furniture with a **t-shirt pillow**? Perhaps a sassy **t-skirt** (or a wrap t-skirt) fits your fashionista needs better? Because Ma is Ma she also worries that you are keeping warm—maybe some fashion forward **knee huggers** (they. are like leg warmers but lighter for the So. Cali set) to compliment your collection of fashions? You know Ma could go on and on, but won't. See below for a couple of sets of directions. Oh, and Ma's favorite idea— T-shirt undies— has an entire site dedicated to it—patterns included. Check it out at www.supernaturale.com. Don't forget to sew your name inside.

T-Shirt Pillow

MATERIALS:

Old or New T-shirt of Your Choosing
 Stuffing (foam or feather, your choice)
 Needle & Thread or Craft Glue

INSTRUCTIONS:

- Start by laying out the shirt flat on a table.
- Begin to either glue or stitch the bottom of the shirt and the arm holes closed. *Stitching will be more durable, glue less time consuming.* Be sure to leave the neck area open for the filling.

A soft fiber fill stuffing will work well, but you can use other items such as beans, foam chunks or old rags.

- Gently fill the shirt until it is nice and plump looking, then use your choice chosen method to close the neck hole.

For a fun effect add some badges, buttons, ribbons or other effects to the t-shirt pillow.

Wrap T-skirt, Knee Huggers, Tote Bag and More

Go to www.gurl.com for the great guides for customizing

t-shirts and more.

Questions for Ma?

No question is too complicated or too stupid— Ma loves giving crafty counsel. Write her today through the San Diego North Park Craft Mafia website or by writing AskMa@sandiegonorthernparkcraftmafia.com. See the back of this newsletter for further methods of contact.

ASK MA FIOSA

Mamma Fiosa, more widely known as Ma Fiosa, has served as consigliere to the North Park Mafia in all our crafting needs. Lucky for you, now you don't have to be made to get counsel.

MADAME CRAFTFINA'S CRAFTOLOGY- ITS ASTROLOGY WITH A CREATIVE TWIST

ARIES

It is said that the best way to make an Arien laugh is by jamming ones own hand into a jam jar and then appearing to struggle furiously in order to remove it. Others say that this is because Aries is the "silly sign" of the zodiac. Madame C knows craftology and craftologically speaking this clearly means you should take up canning or find something clever to do with canning jars. Try making candles-- go sassy and make scented ones. They sooth MC, that should work for you too.

TAURUS

Most restaurants are owned by Taureans and some of these are very successful. Other popular occupations for Taureans include: teachers, doctors, waste-disposal-experts, climbers, builders, plumbers, computer programmers, funeral directors and Ronald McDonald impersonators. Does Madame have to say it? Your craftology forecast points to sewing-- maybe making a Ronnie McDonnie costume? If that doesn't float the boat, try cosmetology. Red noses are SOOO in this season.

GEMINI

Dates are important to Geminians and it is rare that a Gemini will ever forget a birthday, anniversary or any other occasion on which they can purposefully avoid sending a greeting card or present. Do your friends a favor-- don't avoid, make something special from the empty tin of Altoid. It rhymed, isn't Madame C clever? Enough about the great MC- now you, get a glue gun and glitter and get crafting, you schizo twin!

CANCER

In 1946, Russian Astrologer Yuri Papan suggested that Cancerians would be first against the wall when the revolution came. This was shortly before he fell down the stairs of his apartment, stairs which it turned out a Cancerian had installed. Madame sees clearly, wood working or construction to begin with-- that is both craftology and common sense. Make a doll house filled with miniatures and sturdy stairs!

LEO

Historically Leo has always been associated with greatness. Many of history's most powerful figures were born in Leo and, whilst ultimately they died (as we all must, you see) their legacy often lives on. Famous Leos include: Patrick Swayze, Napoleon and Jerry Falwell. Wow, craftology is so clear on this one-- you need to dance while making a scrumptious multi-layered filo dough and cream treat shaped like Jesus. Oh, and Madame gets to watch.

VIRGO

Virgos are often found in the limelight, seeking attention and fame. However, all this comes at a price because Virgo are also the least well-to-do of the star signs, often impoverished and to be found lying on the streets in their own vomit and cheap booze. Sheesh! What better reason to re-purpose than to avoid the titilating combo of vomiting on yourself while living in poverty? Madame Craftina suggests you start with a read of the Ma Fiosa column on page 2. Get those clothes looking new again and start finding uses for old booze bottles.

LIBRA

Stopping the Libran from being so liberal with his/her body can sometimes be a chore. Chains and ropes are likely to help in the short-run, but that's because they like the idea of dressing up and S&M. Madame feels sure that you should embrace this trait, so take up metal-smithing and beading. Whips and chains can always use more sass.

SCORPIO

Scorpio tend to have a very poor sense of time, often losing it altogether. Whilst this does mean that Scorpions are one of the most likely star-signs to be late for a meeting, it also accounts for the alarming statistic that 47% of all recorded alien-abductees are Scorpions. 98% of those have reported losing time on their way to and from the alien's craft, whilst 21% of them pronounced upon landing that their "butt was sore". If anyone needs a soft pillow to protect a sore butt, it's you. Try working with fabrics and lot of stuffing-- you should have a pillow in no time and not lose any along the way.

SAGITTARIUS

Sagittarius are likely to be least offended when you mistake them for an aging rock star, and most Sagittarians are pleased that you noticed them at all. Sounds to Madame as though someone needs to craft some butt-less chaps for all those rock star sightings. Start with silk and work up to leather, the only constant is that that have to be butt-less. Take it from Madame, she knows her chaps and her rock stars well.

CAPRICORN

Capricorn also has a tendency, or penchant, towards hats. In a survey carried out by Laughsend, eight of the ten people we stopped in the street who were wearing hats, were all born Capricorn. Madame thinks it unwise to recommend against what you love. Craftology is clear, knit it, sew it, staple it, or glue it-- whatever you choose produce a prêt-à-porter lid and do your strutting thing.

AQUARIUS

Aquarians require love and devotion and will grow sulky and moping if not center of attention. The best way to keep an Aquarian happy is to walk around with a flag that says "You're No. 1!" or "I can't believe my luck that I'm with you!". Craftology dictates that the best way to get it right is to make it yourself! Perhaps a t-shirt for your mate could be crafted-- reading "I'm with the most awesome Aquarian on earth." Modest (I mean it doesn't name names, right?), but effective.

PISCES

Pisces is also one of the cleverer star signs, usually reveling in mathematics or logic. T-Shirt-Statistics.com has revealed to us that 100% of all t-shirt sales with the logo "There are 10 types of people in the world, those that understand binary, and those that don't" have all come from Pisceans. Madame sees clearly that you should bind a book of MENSA mind teasers and Sudoku puzzles.

*astrological info for all signs from laughsend.com used in all twelve sections.

Madame
Craftina is
seeing
stars....and
glitter

Ma Mangia

IT'S NOT PASTA WITHOUT ITALIAN GRAVY

Sopranos' fans and foodies alike know that no pasta is complete without a good "gravy", so Ma Mangia scoured her recipe book for the best of a classic—the MARINARA. This one comes from a collection of recipes handed down through generations of the De Palo family. Beginning in Southern Italy, traveling through Brooklyn and ending up on tables in San Diego this recipe is a crowd pleaser.

GRANDMA RICCOBONO'S MARINARA

YOU WILL NEED

2 quarts red ripe tomato puree(see recipe below*or substitute your favorite tomato base)
2 small onions, minced
2 cloves of garlic, minced
½ teaspoon of basil
½ teaspoon oregano
½ cup olive oil
Salt & Pepper to taste

In large stock pot, brown onion and garlic in olive oil. Add tomato puree and simmer for 45 minutes. Add seasonings and cook for 15 minutes longer.

*ITALIAN RED RIPE TOMATO PUREE

1 Case red ripe tomatoes

Salt

Fresh basil

Select and wash ripe tomatoes. In large stock pot, place tomatoes in boiling water for 3 minutes. Drain into colander. Using standard food mill, insert tomatoes to separate seeds and skins from puree. Repeat process with tomato skins until skins are drained of all their juices.

Put puree in large stock pot and stir in a dash of salt and fresh basil. Simmer together 15 minutes, stirring occasionally.

THE CRAFTY BLACK BOOK

SUNDAY CRAFTY SUNDAY

Join the San Diego North Park Craft Mafia for Sunday Crafty Sunday from noon to 5 PM the first Sunday each month. SCS features both Mafia members and other local artists and designers as they offer their DIY wares. Upcoming Sunday Craft Sunday events will take place on:

- July 6
- August 3
- September 7
- October 5
- November 2
- December 7

RAY AT NIGHT

Beginning at 7 PM in the evening, on the second Saturday of every month those interested in the arts come together for San Diego's longest running arts festival, the Ray at Night. Join us to see why North Park is considered one of our city's most vibrant and artistic neighborhoods.

- July 12
- August 9
- September 13
- October 11
- November 8
- December 13

WHO IS KEEPING SAN DIEGO CRAFTY

Teresa Salazar of the *Velvet Klaw*
www.velvetklaw.com

Svea Komori-Ang of *Belle Pepper Couture*
www.bellepeppercouture.com

Penni Hawkins of *p-starr products*
www.pstarr.com

Lisa Yednorowicz of *Old Cake Paintings*
Www.oldcakepaintings.com

Sarah Sweeney of *PYP Arts & Designs*
www.pypdesigns.com

Amy Smock of *Designs de Luna*
www.designsdeluna.com

Stefanie Histed of *Made with Luv*
www.madewithluv.com

Karen Jorgenson of *Altered Provisions*
www.alteredprovisions.com

Margaret McLean of the *Wee Set*
www.theweaset.com

Meagan Rae Longtin of *Meagan Rae Designs*
www.meaganraedesigns.com

THE SAN DIEGO NORTH PARK CRAFT MAFIA WAS FOUNDED IN SEPTEMBER OF 2007 AND IS DEDICATED TO STYLING, FASHIONING, CRAFTING AND CREATING THEIR SAN DIEGO.

www.SanDiegoNorthParkCraftMafia.com
info@sandiegonoorthparkcraftmafia.com

P.O. Box 711464
San Diego, CA 92171

MAFIOSA OF THE MONTH

TERESA SALAZAR of THE VELVET KLAW

What would you like us to know about your business? I want people to know that my business is a one woman operation. I create the designs for my products, hand screen all printed items, make all the jewelry items, shoot all product photos, I built and maintain my website, and I create all the designs and layouts for my promotional materials like business cards and flyers.

Why DIY? I think that I'm a very "hands-on" kind of person. I like to do things myself and it feels good when you've tried something new and get that sense of accomplishment.

What was your first craft? I've been doing crafts of some sort for so long, that I'm not really sure what the first one was. My mom has some Christmas ornaments that I made at school when I was in Pre-Kindergarten. They were made from construction paper that I decorated with multi-color star shaped glitter. They have slits cut into them and you slide them on to the branches. I still like glitter - it's a craft item that is here to stay!

Ever had stitches? Yes, too many. I've wrangled with X-Acto blades more than once, and lost.

Pepsi or Coke? Diet Coke. Sometimes you need a caffeine boost so you can finish that project before the sun comes up!

Shaken or Stirred? Shaken, definitely.

Favorite Craft tool? My tool of choice would be a #2 pencil. It seems that most of my projects start with this and some paper. I like to put my ideas down in writing when they come to me. Sometimes that happens in the middle of the night!

Favorite word? I have a phrase that I seem to be attached to. That would be "work in progress". I have a few of those around.

Ever cried over a commercial? I tend to change the channel when the commercials come on. Sometimes I forget to change the channel back again. I've missed the end of more than one movie by doing that.

