

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



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To be, or not to be...a vendor in the Spring Line Up section of the North Park Festival of the Arts!?!?

Here are 11 good reasons to apply for the North Park Craft Mafia's Spring Line Up!



1: Heavy promotion -The NPCM's Spring Line Up is an annual event that has partnered with the North Park Festival of the Arts, so you not only have craft mafia promoting this large event, but also the North Park Main Street Association dedicates effort to promoting all around San Diego to make sure the word is out! TV spots, newspaper ads, radio spots, flyers and internet promotion are just some of the ways this huge event is promoted!

2: High attendance- Every year thousands of people come out for this great event and attendance seems to increase with each year that passes. As a vendor, you will have potential customers coming and going all day long! This, by no means, is a slow event!

3: Potential for sales- Because so many attendees are wandering about, you will have amazing opportunity to sell, sell, and sell! You may double; triple or even quadruple your overhead for the day in sales! Vendors in the past have made 10x as much as their initial application fee in our Spring Line Up section!

4: Reasonable prices- A 10x10 foot space in the SLU section costs \$250 for the day. Vendors in other sections of this event will pay more than that for the same size space, so this actually is a great deal for this type of event!

5: Half spaces are available - For convenience, and ease on the pocket book; you may apply for a half space for half price! A 10x5 foot space costs \$125 for the day. This way you'll have the same potential for sales but with less overhead! And you'll have a crafty neighbor to pass the time with!

6: Restaurants/ food options - There is a food court and many restaurants and cafes conveniently located within walking distance from where your space will be. If you need a coffee or are hungry for lunch, you will be able to satisfy your craving with ease!

7: Convenient bathrooms - Need I say more!?! If you've done events like this before, than you know how worthwhile it is to have a nearby toilet!

8: Live music - There are 5 stages throughout the event with fun and rockin' tunes, bands, and dance performances to keep you and your attendees full with enjoyment! The vibes at this great event are always good!

9: Craft Beer Block - Honestly, the SLU section is located near the Craft Beer Block and it's a good thing because the more drinks and fun people have, the more excited they are to shop! Your sales will benefit from this part of the event being so close to your space!

10: Family event for all ages - This event is open to all! Families and friends of all ages can come out for all the Festival has to offer, and there really is something for everyone! Live art for the kids, beer for the adults and even our canine friends are out for a stroll amidst the action!

11: FUN! - Seriously!!!! This event is so fun and you should be a part of it!!!! Don't hesitate, apply now!!! Go to www.SDNPCM.com to apply and we will see you at the Spring Line Up!

CRAFTY HELP:

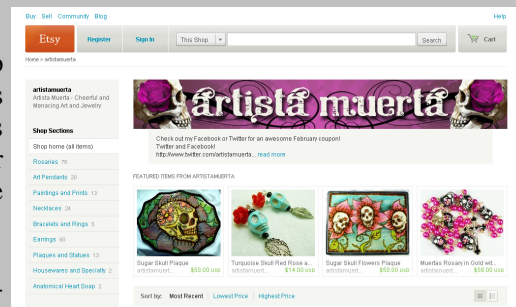
ASK DR. MUERTA FOR CRAFTY HELP & ADVICE!

Dear Dr. Muerta: I have always been artistic and crafty and my friends and family love it when I make them handmade gifts. I am thinking about trying to make stuff to sell. Do you have any advice?

Dear Crafty: I think that's a great idea! I think all of my Craft Mafia members would absolutely agree with that, too. Arts and crafts can be a hobby, a passion, a way to make a bit of money and a way to make a living. If you enjoy what you do, and feel that you make a quality product that is unique, I say go for it. The trick is to start small and work out what sells best, and increase your efforts in those areas. Little local craft shows with small entry fees are a great place to start and get immediate feedback from consumers. What sells? What do people ask you if you make? You're not just selling each individual item; you're selling a whole idea, a whole cohesive product line and image. Create a snappy name, a clean, bold and bright logo and design, matching business cards and banners. Having a pretty, clean and neat display that's neither too full nor too sparse is very important. Tell people about what you do and why you do it. People enjoy having a personal connection to what they buy.

Selling online can also be a great way to get your products out there. Start an Etsy shop (www.Etsy.com) and with very low listing fees, you can get a whole bunch of products online for just a few bucks. Make sure that you take bright, clean photos that are in focus and show every aspect of your products. Start a Facebook fan page, showing off your newest creations. Add your friends and family and encourage them to invite everyone they know to like your page and to shop online.

I've found that the most successful crafters provide a piece of functional art, high in quality, reasonable in price and something buyers won't see somewhere else. While it's great to look to other crafters and artists for ideas, find your own niche and fill it with gusto!



Create your own Etsy shop in a few steps!

Please email your questions for Dr Muerta about life, death, art or anything else to: ask_dr.muerta@sandiegonorthparkcraftmafia.com

CRAFTY HOW-TO:

PAPER BEADS, THE NEW BEAD...

I remember seeing these beads years ago and thought that they were really cool. You can use these beads for many applications, jewelry, home décor, the projects are limitless. My mom told me that when she was little she would make beads out of wallpaper scraps. This craft project is really cool because it's a way to recycle and make some awesome stuff!

Supplies Needed:

- Magazine paper in many colors, textures, Wrapping paper, Scrap-booking paper
- Cardstock, make a template for the shapes that you want to create. File folders are great for making templates.
- Glue Stick
- Tacky Glue
- Ruler
- Scissors or paper cutter
- Safety Pin
- Modge Podge
- Nail Polish

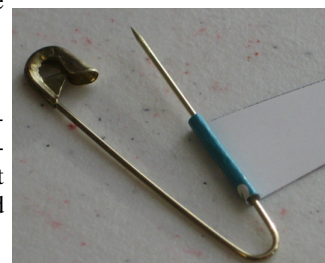
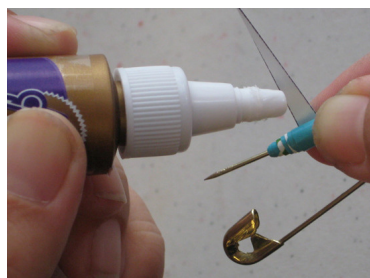


Find a lot of different colors and textures of magazine paper. Cut in strips with widest width of the bead you want to create. The shape of the paper should be a triangular shape. Try using a paper size sheet of paper measure out 20mm, make a long skinny triangle that is 8.5" long. Don't worry about the images that you see on the paper, the color & texture will be most visible. Work on a throw away surface, like old newspaper or cardboard. Use your glue stick and glue about 3 inches from the tip of the paper. Roll up the widest part of the paper on the safety pin. The safety pin will be the hole of your bead. Roll it all the way to the end. If you want them to be very symmetrical, and you are

making a set, pay attention to how you are rolling them, so you can make a consistent looking bead. They can roll crooked. Watch the ends as they roll to see that they are equal. Make sure that the narrow end is sticking well to itself. If you need to add more glue, do so. Let the glue dry. Slide off of the nail. Use a brush and paint on to the newly made bead a varnish coating. Give it a few coats. You can use modge podge, nail polish, urethane. Pay attention to put a bit more coats near the bead holes. Let it dry, and once it's cured, you have your bead!

Tips:

Keep them dry, the beads can get ruined by getting wet or being submerged. Roll the paper very snug. It will make the bead very compact and



more durable. Scrapbook paper is great

for these beads, because you can get a lot of the same color paper. Once you got the hang of it, experiment and make some new shapes for rolling your bead.

MADAME CRAFTINA'S
HOROSCOPE

FIND YOUR SIGNIFICANT NUMBER!

Numbers are all around us and everything can be translated into numbers. Certain numbers have more significance to one astrological sign than the next and luck or fortune can be tied to those numbers. Madame Craftina gives you your significant numbers this month and wants to remind you that these numbers are useful besides just gambling. When your power numbers are used in your designs, your art and designs become more powerful or intriguing. Consider the ways you can use your lucky numbers in your everyday life for further enrichment. Crafty Love.

Pisces: Your lucky numbers are 3, 15, 32 and 38.

Aries: Your lucky numbers are 2, 8, 12, and 15.

Leo: Your lucky numbers are 1, 6, 10, and 17.

Sagittarius: Your lucky numbers are 4, 8, 11, and 20.

Taurus: Your lucky numbers are 6, 8, 13, and 15.

Virgo: Your lucky numbers are 4, 5, 11, and 15.

Capricorn: Your lucky numbers are 3, 13, 21 and 31.

Gemini: Your lucky numbers are 2, 4, 17, and 21.

Libra: Your lucky numbers are 2, 6, 11 and 21.

Aquarius: Your lucky numbers are 3, 11, 22, and 28.

Cancer: Your lucky numbers are 1, 9, 17 and 31.

Scorpio: Your lucky numbers are 3, 11, 22 and 31.

MA MANGIA

IRISH APPLE CAKE IS GOOD - AND GOOD FOR YOU!

Here's a delicious recipe we found for your St. Patrick's Day party! This apple cake is a simple but tasty - and low cal - treat!

Ingredients

- 4 tablespoons (56g) butter, unsalted
- ½ cup (100g) sugar
- 1 cup (244g) apple sauce, unsweetened
- 4 baking apples, cored, peeled and sliced, makes about 2 cups (440g)
- ¼ cup (88g) chopped walnuts
- 1 teaspoon (4g) vanilla extract
- ½ teaspoon (3g) baking powder, low sodium
- ½ teaspoon (3g) baking soda
- ½ teaspoon (3g) salt
- ½ teaspoon (8g) ground cinnamon
- ½ teaspoon (7g) ground nutmeg
- ½ cup (63g) all-purpose flour
- ½ cup (60g) whole wheat flour

Serves 10

Time required 50 minutes

Difficulty level 3

Cost of ingredients 8 USD

Directions

In a big bowl cream together butter and sugar until it's light and fluffy. Add in apple sauce, apples, nuts and vanilla and mix together. In another bowl whisk together the dry ingredients. Add the dry ingredients to the wet and mix well.

Preheat oven to 350F (175C). Pour the batter into a prepared cake pan and bake for 45 minute or until lightly browned and a toothpick inserted into the center comes out clean.

Remove from the oven and allow to cool about 5 minutes.

If you want to have even more St. Patrick's day spirit whip together a shot of Irish Cream with about half a cup of whipping cream while waiting for your cake to cool. Add a dollop of Irish Cream whipped cream to each slice with a sprinkle of green sugar to go on top!

The nutrition info does not include Irish cream or whipping cream. Serving size 1/8 of cake (107g) (Percentages based on a 2,000 calorie diet) Nutrition Facts (per serving): Cal. 259, Total fat 13g, Sat. Fat 5g, Trans Fat 0g, Monounsaturated Fat 1.6g, Polyunsaturated Fat 1.2g, Cholesterol 15mg, Sodium 225mg, Total Carbohydrates 34g, Dietary Fiber 3g, Sugars 19g, Protein 4g, Vit. A 4%, Vit. C 3%, Calcium 4%, Iron 5%



Photo by [DeathByBokeh](#)

Recipe Source - <http://www.madeinkitchen.tv/blog/en/recipes/irish-apple-cake/>

NORTH PARK
PREMIERE!

NORTH PARK
CRAFT MAFIA
SAN DIEGO, CA

NORTH PARK
PREMIERE

WHO IS KEEPING SAN DIEGO CRAFTY?

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

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

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

Kim Klem of *Artista Muerta*
www.artistamuerta.com

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

**WATCH US ON TV
EVERY MONTH!**

**@ 9am San Diego Living
Channel 6**

Can't wait? Check out Our YouTube page!

The North Park Festival of the Arts
will be on May 15th!
SIGN UP FOR OUR
SPRING LINE UP SECTION
& be seen by 30,000+people!

<http://www.sdnpcm.com>

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**Crafty Black Book:
Upcoming Events for
March**



FRIDAY, MARCH 4TH

FRIDAY NIGHT LIBERTY-FIRST FRIDAY EVERY MONTH

Friday Night Liberty is a monthly first-Friday evening of FREE open artist studios, galleries and events throughout NTC Promenade Arts & Cultural District. Free parking & Admission. The Freedom to explore, wander and enjoy our growing cultural campus. Visit the Velvet Klaw Studio! Live screen printing demos. Bring a white t-shirt & print one for yourself! **Starts at 5 p.m.**

www.ntcpromenade.org/what.php

SATURDAY, MARCH 5TH

THE MAGIC OF THE TAROT WITH JILL VAN METER

Golden Rose's, Jill Van Meter will be facilitating this captivating workshop. Through the use of ceremony, affirmations and visualizations you'll explore the mystery of the Tarot Cards and how to apply their magic to your life. *Space is limited. Please pre-pay to reserve your spot! Call 760-522-6842, 1425 University Ave #B, 92103*

THURSDAY, MARCH 17TH

14TH ANNUAL shamROCK CELEBRATION

The gaslamp goes green! Traditional Irish music, food and dancing. Live entertainment, including 3 stages and go-go dancers. Come wearing your best green outfit and drink some green beer! Tickets to the event are available on the website, discounts for advance purchasing. 4pm-midnight.

www.sandiegoshamrock.com/

SATURDAY, MARCH 19TH

RUGCUTTER'S BALL PRESENTS PARLOUR PARTIES

This month's theme is 1930s Alice in Wonderland. Come dressed in Vintage or Alice in Wonderland costumes, and swing dance! It's a fun free event. There will be a Madd Hatter's Balboa Contest. Normal Heights Masonic Temple, 3366 Adams Ave. 92116. 9pm-2:30pm Check out more info on Facebook:

www.facebook.com/profile.php?id=655291542&ref=ts#!/event.php?eid=191725704182887

TUESDAY, MARCH 22ND

CRAFTY CONSPIRACY AT VELVET KLAU STUDIO

Our monthly craft get together! Plan on bringing something to share and a chair. Come hang out, craft, craft swap, just get away for a bit at our Crafty Conspiracy. Please RSVP for this event. Contact us by emailing us at: crafternight@sandiegonthparkcraftmafia.com

Velvet Klaw Studio, Studio #203, 7p.m.-9 p.m.

www.sandiegonthparkcraftmafia.com/events.html