



Media Release

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Pearls of wisdom or are Gen Y just crafty?

Gen Y might be struggling to come to terms with life after the GFC however they are adapting techniques from the past and finding their own way to stay fashion forward whilst being holistic and budget savvy.

Knitting, quilting, sewing, scrapbooking and beading are having a resurgence and with Gen Y embracing the 'slow arts'; craft is making a comeback.

Popular for all ages wanting to discover this latest trend is Newcastle's largest craft event, **CraftExpo**. It is an interactive craft event that is held on **February 19 – 21, 2010** at the **Newcastle Entertainment Centre**. Come and explore the world of craft with everything you need under one roof. CraftExpo has inspiring displays and exhibitions of different types of craft, daily attractions and fun workshops for you to try. It is perfect for a day out with the girls!

"Thanks to the credit crunch, eco-warriors and trend-setters making it vogue, craft is trendy and fun as well as good for the soul", said Judy Newman craft consultant at Expertise Events, organisers of some of the largest craft events in Australia and New Zealand including CraftExpo.

Here are five reasons to join the craft resurgence:

1. Reduce your pace

With technology like facebook, twitter, blogs and chat rooms constantly at hand, when do you relax and zone out? Why would anyone want to make something themselves and call it fashion when a trip to the store is both easier and faster?

Creating craft is all in the process. Learning craft whether knitting, sewing or quilting can take time. However the real investment in the end is not just the product but the process. The holistic practice of making something yourself makes you stop, clear your head, spend time "in the moment" and consciously *make an effort to create*. It is simply a bonus that you have something to show for it when you are finished.

2. Have a break not a breakdown

Stress kills! You have an obligation to yourself to put your to-do list in the drawer and forget about it at least for half an hour every day. Craft lovers have the opportunity to focus completely on the task at hand!

"By taking time-out from daily stresses, crafters not only feel mentally refreshed but more productive generally as making something yourself is like a mental health break", said Judy Newman.

3. You complete me

In doing craft there is a sense of completion, with every little task contributing to the bigger picture. We often feel that there is no light at the end of the tunnel in our normal lives but with craft, each task no matter how small, gets you closer to a finished product. Some people who enjoy craft say that each task can feel like a little

prayer or meditation mantra. Free yourself from your problems and give yourself a few of hours of peace whilst enjoying the creative process.

4. Do your bit

It is not just technological and economic factors that have had an impact on the re-emergence of handmade goods but concerns about the environment. The blatant consumerism of past decades has made people think back to when we would “make it”, “make do” or reinvent with the help of some crafty skills.

“There is also a backlash against poor quality goods that have been mass-produced. The trend towards creative pursuits is not only about having an appreciation that handmade items are unique and have quality. It is also the sense that something that takes time to make is something worthwhile that will last and therefore should be valued.”, said Judy Newman.

5. Make the most of your dollars and cents

Over the past two years Gen Y has learnt to be crafty with their money and have taken to the tools to achieve what they want on a budget. CraftExpo is an easy way to learn activities and workshops to help you discover creative ways to save money. Get your creative groove on and start making stunning creations for yourself and others! Look like the latest fashionista; or make some money on the side by selling your creations.

“Gen Y is embracing craft; whether it is beading, scrapbooking, sewing, quilting or knitting, each has a holistic way of allowing you to benefit both from a relaxation and creation perspective as well as being both environmentally and economically savvy”, said Judy Newman.

Mark it in your diary!

Whether you are Gen X or Y, a baby boomer or bubble wrap generation the CraftExpo held February 19-21, 2010 is the perfect place to learn about craft and seek tips and advice and get involved in the latest trend.

Brought to you by the people who present Craft & Quilt Fair.

Where & When:	Newcastle CraftExpo Newcastle Entertainment Centre, Showground, Broadmeadow February 19-21, 2010
Open:	10.00am – 4.30pm daily
Tickets:	Adults: \$14, Seniors/Pensioners: \$12, Children (5-16yrs): \$7, Children (under 5yrs): FREE, Family (2A + 2C): \$34. Tickets available at the door or online at www.craftexpo.net.au
Groups:	Advanced Purchase tickets are available for groups of a minimum of 10 people at a discounted rate. To arrange a group call (02) 9452 7575.
Information:	Visit www.craftexpo.net.au or call 02 9452 7575.

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