



OWL & HARE HOLLOW BY NATALIE BIRD

HOMESPUN MAGAZINE 2023 BOM QUESTIONS & ANSWERS INCLUDING OTHER REQUIREMENTS TO COMPLETE THE QUILT

Q. Who is the designer and what fabric collection is featured in the 2023 BOM quilt?

A. Natalie Bird of The Birdhouse has designed the Owl & Hare Hollow Quilt using her Owl & Hare Hollow, Blume & Grow and Birdhouse Basics fabric collections. Owl & Hare Hollow includes a **brand new stitchery panel and 56"/ 147cm Owl & Hare Hollow backing fabric** designed especially for the Owl & Hare Hollow Quilt.

Q. When does the BOM and magazine launch?

A. February 2023

Q. How many issues will the BOM run over?

A. 6 issues, starting Feb.

Q. What is the finished size of the quilt?

A. 159cm x 194cm (62½ inches x 76½ inches).

Q. How is the quilt broken down?

A. The pattern will be broken down as follows, one block of four squares each month for a total of 3 blocks across and four down, plus finishing. See diagram on page 2.

Q. What techniques are used?

A. Applique, English paper piecing, patchwork and stitchery.

Q. Is there hand embroidery on the quilt

A. Yes, there is hand embroidery on the quilt.

Q. How will the templates be provided?

A. In each issue of the magazine there will be a pull out pattern sheet with full size patterns. For the BOM we will include the patterns for the pieces of the part revealed in that issue. The pattern will be divided over 6 issues, not published in full in one issue.

Q. Other requirements to complete the quilt?

A. Cosmo embroidery threads (see our Fabric and Thread Guide for details), minimum 215cm x 180cm batting, EPP papers as follows: ½" Hexagon, ⅜" Hexagon, 2" Coffin, 2" Pointed Dresden, 1" circle, 1 ½" circle and 7" circle arc segments OR template plastic, permanent marker and stiff paper to make your own. **See following page for templates sources.** Blue water-erasable marker, fine paintbrush, tan fine-point permanent marker, needle for applique and embroidery (Natalie recommends a size 11 milliner's or straw needle), basting glue or applique pins, matching coloured cottons for applique, neutral coloured cotton for EPP, lightbox (optional), compass (optional), Mylar heat-resistant plastic, 15cm embroidery hoop (optional) 80cm lightweight fusible interfacing, embroidery scissors, sewing machine with ¼" foot, rotary cutter, ruler and cutting mat, general sewing supplies.

Templates are available from the following sources:

Imprezio Notions www.imprezio.net.au

Traditional pre-cut papers

Acrylic template set with 1/4" seam

Hugs 'n Kisses www.wequilt.com.au

Leave-in papers

Eppiflex www.eppiflex.com

Plastic papers

Q. How much fabric do I need to make up the quilt and kits?

A. Full fabric requirements are listed in our Fabric & Thread Guide!

Q. Which embroidery stitches are used in the 2023 BOM Quilt?

A. Backstitch, cross stitch, detached chain (lazy daisy) stitch, French knot, running stitch, satin stitch, stem stitch and straight stitch are all used in the Owl & Hare Hollow 2023 BOM Quilt.

Q. Can we have the full pattern in advance to make up the quilt for display in store?

A. Unfortunately not, although Homespun Magazine will provide Published Stockists with each pattern two weeks in advance of the magazine being published allowing you to make up the block. Each finished block cannot be put on show until the issue has been published.

Q. Will I get advanced access to the pattern each month?

A. See above answer.

Q. Is the program sold as a BOM or a complete kit?

A. To be cost effective it needs to be sold as a complete kit.

Q. Can I purchase the BOM as a complete kit?

A. Yes, 2GZ will be stocking complete kits or you can cut up in store from your fabric bolts. 2GZ will have limited kits available on presale from September 9th 2022.

Q. What is included in the BOM Kit?

A. All fabrics required to create the quilt top and scrappy binding, plus backing fabric. EPP papers and embroidery threads are not included.

Q. When can the stores start preselling the BOM?

A. Stores can start preselling the 2023 BOM program sight unseen as of end November 2022, an image of the complete quilt will be available in December.

Q. When can we publish a sneak peek image to the general public?

A. Once the magazine launches their sneak peek in the December issue.

Q. What is the wholesale and suggested retail price of this BOM kit?

A. The wholesale price of this kit is AUD\$199.00 + GST. Suggested retail AUD\$399.00. For New Zealand the wholesale price is NZ\$218.00 + tax, suggested retail NZ\$439.00. Kit includes backing and binding.

Q. How do I become a published stockist in the Homespun magazine and what are the costs?

A. By contacting Universal Magazines Advertising: Rob Jordan at rjordan@umco.com.au or call 0411 424 196. Cost is \$84.00 per issue x 6 issues, for a total of \$504.00, as in other years.

Q. Are any other patterns featuring the Owl & Hare Hollow fabric collection?

A. Natalie Bird will be designing many patterns featuring her Owl & Hare Hollow range.

IMPORTANT! This information is correct as at 18.01.23. We will provide you with an updated Q&A as more information becomes available.

Please let us know if you have questions we can answer! All information has been provided by, and is the responsibility of Homespun Magazine and Natalie Bird. Quilt is still in development and details may change. Publication in any form of any information provided here is strictly prohibited.