

Enter to WIN \$10,000 worth of Scrapbooking Products

Memory makers

SCRAPBOOKING

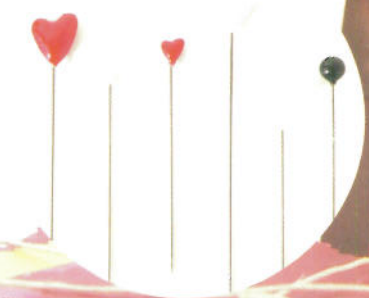
A Community of Ideas and Inspiration



50 TIPS FROM THE MASTERS



50+ INSPIRING PROJECTS



14 MUST-HAVE PRODUCTS



50

EXTRAORDINARY

Ideas to Scrapbook



PERSPECTIVES on page **30**

PLUS!

FROM MY HEART TO YOURS
ON THE WEB
CALENDAR
RUSTY PICKLE PROJECT
MASTERS' CHALLENGE
INSPIRED LIVING

AND . . .

120 WHERE TO FIND IT
123 STORE GUIDE

Features

- 112 **BY THE CLOCK**
Create pages in 15, 30 or 60 minutes.
- 118 **SIMPLE SOLUTIONS**
Time-saving assembly tips will have you turning out pages fast.
- 120 **TECHNIQUES**
Three ways to capture your vacation memories.
- 126 **TOP 50 TIPS FROM THE MASTERS**
The Memory Makers Masters share their wisdom.
- 131 **50 ORDINARY EXTRAORDINARY IDEAS**
Find inspiration all around you.



GREAT FIND
on page

27


Back Columns

- 106 **CREATIVE WORKSPACE**
Sharing talents with an open house.
- 102 **MAKING THE DIFFERENCE**
How scrapbooking provides a creative outlet for kids.
- 108 **ARTFUL MEMORIES**
Every moment is an opportunity to serve.

ON THE COVER

Remain
by Brooke Bartimioli,
Masters '07



to subscribe to  log onto memorymakersmagazine.com

"My favorite thing to say about what we do is that, above all, it has to be beautiful."



Anna Griffin's Beautiful World

BY HOLLY DAVIS

A world where exquisite patterns, elegant florals and unique designs reign supreme.

"There's not a lot of separation between me and my business," says Anna Griffin, whose lines of scrapbook, craft, paper and gift products reflect the antique engravings, European textiles and hand-painted botanicals she loves. In both her professional and private life, she not only creates beauty but also encourages others to express their creativity in unique and lovely ways.

MEMORY MAKERS: Tell us something about your artistic background.

ANNA GRIFFIN: I grew up in my great-grandmother's house, next door to my grandmother. They both were decorating devotees. My grandmother had a decorator, but she actively participated by refinishing a table or sewing or doing embroidery. I'm definitely a product of that. My formal training and degree are in graphic design, which is all about print material, collateral and design for paper.

MM: How did you launch your own business?

AG: I'm a fourth-generation entrepreneur, so I would say starting a business came naturally—but it took more than an entrepreneurial heritage. My five years experience as a graphic designer and then a couple of years, at Vera Wang, where I was able to soak up what brides really want, created a great platform for launching my own business. Add to all this the fact that I had always loved handmade cards and even made all my wedding invitations. When I returned to Atlanta, I started my own company doing custom handmade wedding and event invitations. I did a lot of *pro bono* work for fund-raising events to get my name out.

I was creating some really elaborate, unique things, but because I was making invitations one at a time, I wasn't making much money. So in 1995 I launched a product line of 10 designs showcasing my innovative ideas at the Atlanta Gift Show. Things took off like wildfire, and I've continued trying to stay ahead of what's happening in the paper industry.



MM: From invitations you expanded into many other lines, including scrapbooking papers and products. How would you describe the distinctive quality of all your designs?

AG: My favorite thing to say about what we do is that, above all, it has to be beautiful. I watch for it. Pretty is what my design team and I do. I've always felt that women, in particular, want to feel pretty. No matter what they think of themselves, if they feel good and feel pretty, things change around them. It has to do with confidence.

MM: From what sources or activities do you derive your inspiration?

AG: I search for documents, patterns and things that were made for decorative use, like wallpapers or textiles—things that transcend the centuries. I work with different agencies that provide old documents, and I look through hundreds and hundreds of patterns. I go to flea markets all over the world. When I'm in London for QVC television, I scour Portabello Road and the Camden Passage Market. Last week I was in Wyoming, and I went to every antique store there. I'm a hunter. It's really fun.

MM: What do you feel is your biggest contribution to the scrapbooking community?

AG: I've pushed the envelope with a lot of 3-D paper techniques. The scrapbook industry as a whole has simplified itself to lick-n-stick products. What I did differently was bring craft back to craft. Through televised QVC, videos, DVDs, kits and classes, I've offered how-to instruction with the product. I exercise the mind. We were the first company to weave paper, pleat paper and do all those wonderful scrapbook sewing techniques that amazed people. I still push those who work with me to fold things in a unique way or have something open like a gift—to

showcase the kinds of unique techniques we've been known for from the beginning.

MM: What about your local community? Have you found ways to contribute there with your product and skills?

ANNA GRIFFIN: Currently we help out with one big fundraiser or benefit a year. It's a great collective experience because we work with volunteers and people who donate services and materials. Right now we're working on the Elle Décor's Dining By Design event here in Atlanta, benefiting The Design Industries Foundation Fighting AIDS. We're creating complete paper decorations for the table—tablecloth, placemats—even the rug.

On a more personal level, I'm definitely a gift giver. I love the look on people's faces when I hand them something. This morning my trainer told me his wife would like to make a scrapbook and asked if he could buy some things from me. I asked about her favorite colors, and I plan on putting several things together to give her. I'll also teach her how to use it.

MM: How can scrapbookers use their skills to contribute to their own communities?

AG: Several organizations work with children who have diseases or disabilities. I think that giving your time, crafting skills and supplies to help these children create memory books is a great way to contribute. We get 20 letters a week requesting donations for crops held to raise money for community causes. Scrapbookers can look for these opportunities and get involved.

MM: Any parting thoughts?

AG: There's a correlation between what I do and real life. For example, I just moved into my dream house, which I spent a year renovating. The best part was the decorating—putting all those patterns together inside my own home. I think that scrapbookers should realize that what they like best about their craft can translate into every bit of their lives. ◊





INTERACTIVE INSPIRATION

Kick-start your creativity with the new Create With the Designers book series. Each of the books comes with a one-hour DVD that contains projects not found in the book. The books come with a CD of copyright-free images viewers can use in their work. Choose from six different books, including *Designer Scrapbooks with April Cornell*, featuring the woman known for her boutiques, and *Designer Scrapbooks with Anna Griffin*, featuring the woman known for her feminine and sophisticated style of stationary, invitations and patterned paper. The books are available at most local and online bookstores. **(\$19.95/\$27.95 CAN)**

VIVID PAINT PENS

Put one of Krylon's new Brights Paint Pens to paper and make a dazzling statement in Bright Orange, Bright Yellow, Bright Green, Bright Blue or Bright Pink. The pens use the same technology as Krylon's Leafing Pens and have chiseled tips that ensure smooth paint delivery. The acid-free paint can be used on paper, cardboard, papier-mâché, rigid plastic, glass, ceramics and fabric. The bright colors also show up on black. The pens will be available in Spring 2007. **krylon.com (\$3.29 to \$4.99)**



JOURNAL CURTAINS

Tuck your journaling away in these adorable journal curtains from Stemma. The self-adhesive curtains unfold to reveal your sentimental statements and memories, making your creations more interactive. The curtains, available in the Citrus and Bleu collections, also provide a creative solution for those who aren't crazy about their handwriting, but still want to include the personal touch of journaling by hand. **masterpiecestudios.com (\$1.76)**

PAPERS THAT SHINE

The Sparkle Papers from Cloud 9 Design's new Sweetheart Collection are delicate and dreamy, with a hint of sparkle. The papers combine candy-colored pinks, reds and whites and will add a touch of love to your latest creations. **cloud9design.biz (\$1.70 a sheet)**

