

Press Release from Laurie Wisbrun

FOR IMMEDIATE RELEASE:

Laurie Wisbrun to Debut at the Surtex Art Licensing Show in May

Artist Laurie Wisbrun will debut as a licensed artist at Surtex 2010 in New York, May 16 - 18, 2010. Her booth number is 553 on Level 3 of the Jacob K. Javits Convention Center, Hall 3A.

Austin, Texas – April 19, 2010:

Laurie Wisbrun, exhibiting at Surtex 2010 in booth #553, is an emerging pattern and textile designer. Since launching her design career in August 2008 by self-producing limited run fabric, Laurie has quickly developed a rapidly expanding following in the quilting category. Several of her designs were recently licensed for two collections for Robert Kaufman Fabrics (May 2010 – Tufted Tweets; Fall 2010 – Urban Circus).

At Surtex, Laurie will be showcasing her collections of fresh, whimsical designs and hopes to forge new licenses by working with manufacturers to understand their needs and to build mutually beneficial relationships. With a 20-year background in marketing and advertising, Laurie brings a depth of sales and marketing insight to her partnerships that makes her unique.

“My art is used to sell products and drive profit for manufacturers” explains Wisbrun. “My goal is for companies to use my designs to create wildly successful product lines that surprise and delight retailers and consumers. Reflected in my art is my passion for modern design, clean lines, vibrant color combinations, and the found beauty in everyday objects.”

The initial inspiration for Laurie’s designs can come from anywhere – a rainy day on vacation in Greece provided the initial idea for ‘Donkeys in Wellingtons’, and the wallpaper in ‘Avian Therapy’ was inspired by the ironwork of a brownstone near her apartment during her time living in Brooklyn, NY.

Leveraging her marketing background, Laurie uses her blog <http://lauriewis.blogspot.com> and her Etsy store <http://scarlefig.etsy.com> as a barometer to gauge consumers’ reactions and to test the commercial viability of her designs. She self-produces and sells limited-run fabric and stationery goods to drive a deeper understanding of the ever-expanding market of modern crafters, quilters and consumers looking for fresh new patterns.

ABOUT LAURIE WISBRUN

Laurie Wisbrun is an emerging pattern and textile designer based in Austin, Texas. She has a degree in advertising, an extensive marketing background and strong technical capabilities. Laurie’s designs are applicable for textiles, craft/hobby products, home décor products, wallpaper, stationery & paper goods, children’s apparel and more. For more information please visit: www.lauriewisbrun.com

High Resolution Images Available Immediately Upon Request

Contact: Laurie Wisbrun

Tel: (512) 431-4907 Email: lauriewis@yahoo.com Web: <http://www.lauriewisbrun.com>