



Eat.Sleep.Knit.
**PATTERN
ACADEMY**
FELLOWSHIP

EAT.SLEEP.KNIT PATTERN ACADEMY DESIGN FELLOWSHIP 2020

PURPOSE

The crafting community depends on a vibrant, diverse ecosystem of pattern designers, and Eat.Sleep.Knit wants to recognize that enormous contribution. The Pattern Academy Design Fellowship is a philanthropic program to acknowledge, encourage, promote, and support the work of specific designers. The fellowship pays a monthly stipend, which offsets the cost of purchasing yarn, an occupational burden faced by all pattern designers for every pattern they develop. The fellowship also provides complimentary access to professional photography and layout services. Additionally, the fellowship program subsidizes the Designers Showcase that will boost recognition, kick-start pattern sales and drive customer traffic.

BACKGROUND

As part of its DASH accelerated shipping program, Eat.Sleep.Knit has made a commitment to allocate a percentage of the DASH membership fees to fund the Pattern Academy monthly stipend and Designers Showcase. The monthly stipend is paid in Eat.Sleep.Knit store credit and awarded in three tiers: **DIGNITARY**, which pays 100 dollars per month; **RISING STAR**, which pays 50 dollars per month; and **EMERGING ARTIST**, which pays 25 dollars per month. Eat.Sleep.Knit subsidizes the First-Look Pattern Marketplace, by providing the first 100 patterns for free to DASH subscribers, and pays pattern designers \$1 in store credit for each of the first 100 downloads. After 100 downloads, the marketplace entry receives a special designation and reverts to a Ravelry link, which serves as a driver to boost traffic to the designer's traditional sales channels. Designers retain the rights to all patterns they develop while a Pattern Academy fellow.

The Pattern Academy Design Fellowship is awarded based on review by Eat.Sleep.Knit staff and prominent members of the knitting community. The Pattern Academy accepts a new class of pattern design fellows every three months and each class lasts for six months. Because the Pattern Academy is funded by a percentage of membership fees from Eat.Sleep.Knit DASH, the number of fellows inducted into each pattern academy class is dependent on the number of DASH subscribers at that time.

CALENDAR FOR APPLICANTS

SEPT 15, 2020..... APPLICATION OPEN FOR SUBMISSIONS

OCT 16, 2020 APPLICATION DEADLINE

Applications must be received online by midnight EST. Only completed applications will be accepted.

OCT 23, 2020..... DESIGNER NOTIFICATION

Notices will be sent to all applicants with juror's selection of the fellowship recipients no later than this date.

THIS YEAR'S JURY

AMY SINGER is the editor, publisher, & founder of *Knitty*, an ever-popular online magazine featuring patterns from the knitting talent Amy has seen in her almost 2 decades of work in the fiber community. Each quarter, Amy sets out to find patterns she knows her *Knitty* readers will love, giving her an unparalleled eye for design. She has taught on both sides of the Atlantic Ocean and is now enjoying staying put with her cats, rabbits, & partner Mark in Hamilton, Ontario.

KATIE FRANCHESCHI is the dyer behind Yarn Love, a hand dyeing studio just outside Des Moines, Iowa. A self-taught dyer, she has honed her craft in her 14 years as a professional dyer. Yarn Love is available online and in a select number of yarn shops in the USA and internationally. When she's not dyeing yarn, Katie can be found knitting socks, creating new sock patterns or plotting the next sweater cast. Frequently, her design aesthetic can be categorized as "The more colors, the better!" She has designs published by *Knitty*, *Twist Collective*, *Interweave Press*, as well as self-published designs. Katie shares her life with her husband, Nick, and their four children, who make life quite busy and enjoy stealing any unattended skeins of yarn.

AMANDA JARVIS lives in Chicago with her dapper husband Derek, along with their pooch Pedro and turtle, Taco. Amanda has spent the last 18 years hustling yarn and making knitting magic happen. Now she has transitioned to owner/operator of Lorna's Laces and Mrs. Crosby. Color and fashion are her obsessions.

ACKNOWLEDGMENT OF SUPPORT

The awardee is responsible for assuring that an acknowledgment of Pattern Academy support is written into each pattern created while awardee is in receipt of the Pattern Academy monthly stipend. If no patterns are produced during the fellowship, the acknowledgment of support must be included on the first pattern created after the fellowship ends. The text of the acknowledgment of support should be reproduced exactly as below, and presented as a footnote on the bottom of the first page of the pattern.

This pattern was supported in part by the Eat.Sleep.Knit Pattern Academy Design Fellowship.

More information is available at <http://www.eatsleepknit.com/patternacademy>

SELECTION CRITERIA

- Designer excellence and merit based on submitted sample patterns or ideas
- Designer accomplishments as demonstrated via prior work if applicable
- Creative contributions and dedication to the field of fiber arts
- Potential for broader community impact

SUBMISSION PROCEDURE

Please email submissions in PDF format to patternacademy@eatsleepknit.com by October 16. Submissions should be 5 pages maximum and include the following:

- Applicant's Full Name, Address and Phone Number
- Eat.Sleep.Knit account username (required for stipend disbursement)
- URL for personal or professional Ravelry pattern page (if applicable)
- Designer's Statement (minimum 250 words, maximum 500 words)
- Impact Assessment: Please describe the impact this fellowship award will have on you personally and on the greater knitting community as a whole.
- Portfolio of prior pattern design work (if applicable)
- All designers should include a few design ideas, concept sketches or fashion croquis for new work