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## September Preview: 9/04/18 with CBTV Live

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### Chapter 1 - September Preview: 9/04/18

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(bright cheerful music) - Hello everybody. It's Liana from Creativebug. - And Courtney. Hi, you guys. - Hi! It's September. - Already. - When did that happen? - How did that happen? I think it's actually like September 4th, right? - It's September 4th. - I can't believe it's (laughing) already September 4th. - I know, we're in deep. - I know. - Labor Day is over. - I know. - How are y'all feeling? - Are you guys excited about fall? I know I'm really excited about fall. It's my favorite time of year. - This is what Courtney was just telling me. I think it is many crafters' favorite time of year. - Yeah, I mean I love Halloween. It's like a big thing, especially around my house. But in addition to that, I just love the season. I love the afternoon light, the smell, the crispness in the air. In California, we have a little bit of that. I know some of you have more of the seasonality. Beautiful changing leaves. I love to get pumpkins. It's soup weather. - Soup weather. (laughing) - I'm like excited about a lot of things. - Courtney was asking me earlier what I'm excited about with the fall, and I said, "It's my birthday!" Not 'til October actually, but... - That's like the heart of fall. It's like my favorite month. - Fall-ish, yeah. - It is fall. That's like the epitome of fall. - Oh! - What are you gonna do for your birthday? - My parents are gonna come visit. - That's awesome. - Yeah. - I know. - I'm not goin' anywhere. - Perfect. - Nice and boring. - What are you guys excited about for fall? Maybe it's not your favorite season. If it is, let us know. Let us know what you're excited about doing. We have some great ideas for crafting in the month of September. This is our sneak peek so we wanted to share with you the classes that are coming out and we have some fun little things that are happening around the office, as well. - I don't know about you guys, but we love doing these sneak peeks for you guys so you can see what classes are coming and all of that. - Yeah. - So, buckle up. We have a whole table full of things, here - [Courtney] Yeah, we hope that you've been... - [Liana] That we can show you. - ...enjoying the Get Messy Daily Challenge. That just launched September 1st with the Get Messy gals. We love them, we know you love them. Caylee and Lauren are just like full of great ideas, full of energy. They come from an art journaling background. They're best friends, live on opposite sides of the planet, which is pretty awesome. - Yeah, one lives in United... - [Both Together] Arab Emirates. - Yeah. - Right. The other one is living in Germany? - Yep, that's correct, yeah. So a southerner from the United States living in the United Arab Emirates, and then a South African woman, that's Caylee, living in Germany. So it's like all the cross cultures you could possibly imagine. - Yes, and they have been working on this beautiful art journaling class for us. So, you were on the shoot. Maybe you can talk us through this. - [Courtney] Yeah, and you guys are only four days in, but this is a really fun shoot to come together. It was a really great class to plan. Like I said, these girls have a ton of energy. What's fun about this art journal is they collaborated on a lot of pages. They did things on their own and then they did some things together. Caylee might do some backgrounds and Lauren might do some journaling on top. I think there's something for everyone in this class. And it's never too late to start, so even though it's the fourth, if you just are now getting your supplies together, then dive right in and you can binge-watch. I love this page. There's like a lot of use of watercolor, mixed media, painted pages. Caylee is really into this like princessy blue color right now, so that appears. (Liana laughing) Lettering, collage, a lot of found ephemera. Getting a little wild. So it's been really fun. - And this is a really great place to start if you don't fancy yourself like a trained artist? I don't know the exact work I would use for it. - Yeah, actually we talk about this a little bit in

the class and it's something that I definitely heard from both Caylee and Lauren. I was like, "How did you guys get started?" And Caylee and Lauren met kind of in the scrapbooking world, online blogging. Lauren was about to move abroad and she realized that Caylee had done this, and kind of was asking her advice, and a friendship developed and they decided "Hey, we want to make art every day. "How do we do that?" And they're like, "Oh, we just have to do it." And so it's been really empowering to hear their process because they weren't trained as artists, they didn't have some perfect studio and hours of unlimited time. They just started and they learned a ton and there's a lot of trial and error along the way, which is really how you create a good practice. - Yeah. And not to get all woo-woo about this, but it's also kind of a good place to like dive into your feelings. - Absolutely. - In a non dear-diary way. - Yeah, 'cause you're gonna paint over it in most cases. - You are, so you can allude to them. I think it's a great place to work through some stuff in the privacy of your own journal through artistic expression, maybe in subtle ways, even. - Yeah, that's totally something that both Caylee and Lauren talk about, too, is that there's no pressure. No one has to see this. If you want to share it, awesome, but this is the place where you can fail and it's okay. You can try. You can experiment. You can push yourself forward. You can try some lettering. Like, I personally am not good at lettering. You'll see that in a minute. But if I want to practice, an art journal's a great place for that. It's like a no pressure, no judgment, no critical kind of place for me to dive in. - Yeah, so if you have feelings... - Probably do. - And are even remotely interested in creating art, I think this class is for you. - Yeah. - So probably 90% of the population, this class is great for. - And maybe you're already trying it. Let us know. (Liana laughing) That's again, that's the daily challenge. - [Liana] What else do we have? - Well, for those of you who are still wishing that summer was here, or your like trying to grasp onto the last little bits of sunshine, then Amber's class, I think, is the one that you should be taking. - [Liana] I know! We have a really summery theme here. So Amber of Damask Love, she has been doing so many Cricut classes with us. - And also, are you rooting for her on that awesome television craft show? - Yes, "Making It." She is on the show "Making It" on NBC. I don't know if you guys are following along, but she is in the top... Is it the top three or the top four? Top three? - I think the top three. - They're gonna decide the winner tonight. - Oh my gosh, tonight? - It's tonight. - Amber, we're rooting for you. - The final episode, I know. - Get it, girl. - I know, I really want to watch tomorrow as a team at Creativebug, but I don't think I can wait that long. - Yeah, for sure. - 'Cause the internet's gonna ruin it for me, so... - If you only know Amber through the "Making It" show, then you should totally watch her classes 'cause she has an awesome sense of humor. She has great style. This class is no exception. This is another Cricut project using vinyl and glitter vinyl and she makes this really cute little trip to the beach tote. - [Liana] Okay, and what's special about this is that when you layer vinyl... - Oh, right. - In an iron-on situation, there is a chance, a big chance, for bulk. So like where this "r" hits the leaf here. - Or here, yeah. - Or the "t" over this... Okay. - And it gets ugly. - [Liana] She has a very special technique. - [Courtney] For cutting out areas so that you have a really nice flat and clean and crisp design, so she goes over all of her pro tips and techniques. So even if you're already a Cricut fan and you want to step up your game, this is definitely a class for you. - [Liana] Oh, yeah, I mean look at how seamlessly these different iron-ons all fit in together. - It's really cool. - [Liana] She makes it look very easy. - Yeah. - You can totally do this. So thanks, Amber! - And then, so we got some, like... A lot of panties on this table. What's up with that? - We do! Let's check out... (laughing) Let's check out the underwear situation. Two very different classes. - [Courtney] It's not the X-rated version of Creativebug. We promise. - Okay, so the first one and that is actually coming out this week is a class taught by David Tenorio, who we've had on Facebook Live a couple of times. - You guys loved him,

you told us, so we brought him back for a class. - You basically voted for him to come back with your adoration of him when he was on Facebook Live. And he is awesome. - Yeah. - So he came back and did our first ever Foundational Figure Drawing class. So like it is a true understanding how to draw the human form class. - Yeah, he's gonna walk you through in a very low pressure way, like even as someone who is a full-time artist and who went to school and has a practice and all of these things, drawing a figure is not easy. - No. - And I'm like, I love drawing people, but when you get to like, hands, feet, and maybe other body parts, I'm like... (groans) I'm just gonna draw like this. - Yeah. - And I QA'd this class, which means I kind of watched it before it went live, and I was really impressed with David's very calm approach. If you love Cal Patch for learning how to draft your own patterns or learn how to crochet, then David is the art equivalent. - Oh, so soothing... - He's like very calming. - And confident. - Yeah, he's like, "It's okay, we're just gonna put things down. "We can refine them; no big deal." There's also this tip on how to sharpen this pencil. - [Liana] This scary-looking weapon tool - [Courtney] But he uses it for all of this really beautiful shading and the length of it helps you kind of loosen up and get more gestural strokes, which is really cool. And he starts with photographs, so there's a great resource in the pdf of photographic references. - Oh, yeah! He has this model doin' all these like crazy positions and stuff so you can try drawing her... - In different ways. - In all sorts of different ways and it's all about the rhythm, as he calls it, of how the body is taking shape and avoiding flat lines. It's all about finding the very sophisticated curves in certain areas and softening it. - Honestly, it's super-approachable. Even if this looks totally intimidating, which even for me it does, watch the class, because he really walks you through it and like I said, it's very approachable surprisingly, because I would look at this saying, "I can't draw that." But he can show you how. - I felt like I could do it. - Yeah, I was really impressed. (Liana laughing) So this is a winner. This is an awesome class. This is just one pair of panties. - [Liana] And here's the other pair of panties. (Liana laughing) - We have some others though. - [Liana] How do you guys feel about the word "panties?" Some people are more into "underwear," some people, "panties," so maybe if you want to vote in the comments, tell us what you prefer. - Yeah, let us know. - So these are some beautiful high-waisted panties taught by Madalynne of Madalynne Intimates. She was on a live shoot with us last month, I think. Maybe a little bit longer. And she taught a whole bunch of lingerie sewing classes with us, and they're just masterful. - Yeah, apparently sewing lingerie is not as hard as you think. It's a lot of demystifying in this class, showing you how to work with these kinds of specialty materials, really breaking it down so it's approachable and doable. I think this is kind of one of those things that once you get started, you're hooked. I know Faith was sewing panties in the office for like a whole week. - Yep. - Also... (Liana laughing) - [Liana] This is my favorite thing ever. - [Courtney] Liana can't even show it to you 'cause she keeps laughing so hard. (Liana laughing) So this is after the shoot. This is the crew: Sam, Madalynne, Faith, and Tim sporting the panties of the moment. Oh, sorry, the bralettes of the moment. - [Liana] Ah, the bralettes! So she always makes the people who take her lingerie classes try on the garments over their clothes probably for fit, but in this case I think it was just for fun. - I know, I love it. - [Liana] And I saw this at the end of the shoot and like had tears in my eyes. So I hope you enjoy seeing this little behind the scenes shot. (Liana laughing) - So she also will have a bralette coming out later, too. - She will have a bralette coming up, so we're gonna start with this foundational layer and work our way up. You guys told us that you want to make your own wardrobes. People write in and ask for this. - Yep. - And you want to make all of your clothing pieces. - All the garments. - And we took you very literally. - Yeah, I think we have everything. We already have socks on the site. Now we're gonna have a bralette and underwear. (Liana laughing) Tap pants from Gretchen Hirsch. We've got all

kinds of things. - So when the zombie apocalypse comes and nobody knows how to make any clothes, you're gonna be very popular. So think about that. - I love it. - Great, and what else is new this month? Oh, I know! The Building a Creative Brand series. - Yes, we're super excited for this re-launch. - It's not technically new. - This is an amazing class that has kind of been sitting on a shelf. It hasn't had the attention it needs. It's with some of the top hitters in their field. We're talking Yellow Owl Workshops with Christine Schmidt. Yellow Owl Workshops sold in companies like Williams Sonoma, Urban Outfitters. I mean, she's like creme de la creme. She does kits and lots of card lines, books. She's one of the people in this. Lisa Congdon, one of your favorites, talks about illustration, about book illustration, about having a professional practice. Liesl and Todd Gibson talkin' about Oliver + S and how they built that brand. - We've got Heather Ross who you might know from her amazing fabric designs and... - For her children's book illustrations. She does surfboards. - And then Melanie Falick, who I used to work with. - Yeah. - And she is just a mogul publisher in the craft world, so she shares tons of tips as well. So it's a five-part series. - It's amazing. - And the first part's available to watch now and because we don't have any visuals to show you... - We have something even better. - We're actually gonna show you the promo. - Terrance is gonna cue that up for you now. (whimsical notes) - If you don't know what your aesthetic is and you're an artist, or you don't even know what your brand should look like, that's something you gotta figure out. (pensive chiming music) - I started Munki Munki when I was 25 or 26. Initially it sort of exploded and became... The response to it was very strong, and then suddenly I was running a company. - There are people who wait for opportunity to knock. There are people who don't realize opportunity has knocked. (chuckling) - I don't know. I produced about 100 of them maybe and they sold like that. - It turns out that Liesl had the right idea at the right time and starting a creative business is so much about that. - You know, people have this idea of creativity like it's floating in a cloud or like some... I don't know. I think it's problem-solving. I love problem-solving. You have to be willing to take chances. - [Lisa] It was one of those things where taking a risk and putting myself out there paid off in the end. - You know when you draw something or you write something, you know when it's good. Your heart's beating kind of fast and you feel happy and that's why the starving artists are willing to starve. (whimsical notes) (Liana laughing) - Okay, I hope you liked seeing that little overview of the Building a Creative Brand series and it helped explain it... - Amazing series. - A little bit what it is. It's so good. And we also would be remiss not to mention if you are new to Creativebug, if you have never tried us out before, you can sign up with a link that Sam is going to post it. Promo code is Joann 30 and you can get one whole month of Creativebug for free. - So 30 days. - And that gives you access not only to all of these classes that we have mentioned, but... - Everything on the site. - All of the 1000 classes that are on the site. - Plus 30% off your purchase at JOANN, so you can stock up for the Get Messy Challenge. Oh, we have Inktober coming up, too. - Oh, yeah. - We didn't talk about that. I didn't bring a sample but we're super excited because October, some of you may or may not know this, is Inktober. It's a drawing challenge that lasts the month of October using ink and we brought Lisa Congdon back for that. It's gonna be awesome. You can stock up your materials. It's liquid ink in a bottle and Microns. - Yay! - It's really cool, so use your 30 code for that. - Get ready now. - Speaking of Lisa Congdon... - Yeah, we're actually doing a little warm-up ourselves. - So this is the first time we've ever done this as a whole staff. This was Amelie's idea. She's our marketing gal right now and she was like, "You guys are always talkin' about these daily challenges. "Why don't we do these as an office?" We're like, "You know, that's a great idea, Amelie. "Thank you." (laughing) - So we did pick the one that I think has the smallest time commitment. 'Cause that's the thing at Creativebug. We are always like running around in meetings,

some people are in shoots. It's kind of crazy town here. - Yeah, on a regular basis. - Like a really fun crazy town, but... - But time is tricky and I know that's something that we hear from you guys. How do you fit creativity into your daily life? And the way to do that is with a daily challenge. If you have five minutes or 10 minutes, then you can be creative, start a practice. And so we picked the very first daily challenge with Lisa Congdon, 30 things to draw in 30 days. - 31. - 31 things to draw in 30 days, and so we're doing it. Today was our first day. Again, it's never too late to start a daily challenge. It doesn't matter that it's September 4th. We're starting on day one. - It's day one for us. - [Courtney] Today is drawing a tree. - [Liana] Yeah, and it was... - [Courtney] We have some examples. - [Liana] It was hilarious and so charming to sit around with our group. - At lunch. - [Liana] We even have an HR person visiting us from JOANN headquarters and he sat down and did some... - [Courtney] Oh yeah, Justin, where's yours? - [Liana] Drawings with us, so nobody can escape this. - [Courtney] Yeah, everyone has to participate. - [Liana] And we turned on the TV and we all drew along. - It was really fun because... I think this is a good example, right? This is very straightforward. Lisa really holds your hand and walks you through it but it's nice to see that everyone is gonna take on the prompt a little bit differently. So this is a tree with these kind of stripey patterns and everyone approached it a little bit differently, so you can see just in our small office... These aren't all of them but we just picked four, and how different they are even though we're all following along. You can see the similarities. I think this one is Taryn's and she decided to add a palm tree and then Sam decided to add a palm tree, so... (Liana laughing) It's really fun. Even though Lisa doesn't talk about a palm tree. - She doesn't, but she gives you all these ideas and places to start and then it's up to you to continue on. - So we'll check back in at the beginning of October to see how we did for the month. - Yeah. - Again, we have daily challenges... You could be doing something every single day for the next two years with our daily challenges. (Liana laughing) You can pick up any single one. If the Get Messy one is not something you have the capacity for this month, then try something else. Blend your own. Try a day from a bunch of different daily challenges. - Yep. - Yeah. - Yay! - And as fall approaches... It's actually pretty warm here today, which is nice, despite the scarf. But for most of you it's starting to cool down and we have a great cardigan for that. - It was right behind us so we forgot to mention it as part of our new class roundup. - I love this. This is by Marly Bird? - Yep, this one's gonna be coming out at the end of the month, I think on September 27th, and it's this awesome crochet cardigan pattern. On the backside is lace and on the front is lace. I don't know if we can... We can't turn this thing around. - Yeah. - Can we? - Yeah. I move it so you can see it. - Okay. It's beautiful and I highly recommend that you make it. (Liana laughing) - It's really cool because I think... When I think about, as a non-knitter -crocheter, when I think about crochet, I don't necessarily think of garments, but it's a really sophisticated garment especially in this really pretty taupe color. - Exactly, and I love the kind of open weave. I remember when I was first learning how to crochet and thinking that crochet was good for hats or certain items, but that you wouldn't want to make a sweater out of it because you might get that kind of like full body cast feel, like it was too tight of a weave. - Yeah, but not true. - [Liana] But then it was like, "No, no, no, no. "You're just usin' the wrong stitch." So this one just flows beautifully. I love it. - That's awesome. - Yes, it would go well with my... - Endless Summer Tunic! - Endless Summer Tunic. So this is another little bit of inspiration in case you are looking for a sewing pattern. This is in fact one that I wear... - All the time. - All year round. - Do you have like three? - I've made three. - To wear with leggings in the fall with a cardigan. - Yep, it's my work uniform and it's called... (Liana laughing) So it's called the Endless Summer Tunic and it is actually on Creativebug. You get the pattern, pdf download with it. I think I've sewn 'em up in... Takes me like two different sitting



down sewing sessions, like a few hours each. So like, you know, cut out your pattern pieces and like do your main side seams one day and then like finish the rest up the next day. - I love it; it's really cute. I'm still waiting for you to make me one. - We just need to stay late at work and do it. - Yeah. I have to pick out my fabric. - So Sam's gonna post a link to that pattern in case you are not ready for your summer to end and also want to make an Endless Summer Tunic. - Absolutely. I'm still trying to extend my summer. I feel like I have not even had a summer I don't know why. - Oh. - I think when you're not in school summer just like... You're like, "Okay, it's summer. "Great, I'm ready, I'm ready." And then it's here and then it's over and you're like, "Wait, what happened to summer?" - I know. - But one of the things that I love to do all year round, but I feel like the summer especially lends itself to it is painting, working in the sketch book and often... Just like, the same thing with the time thing, or the inspiration, I'm not always gonna sit down and paint something right in front of me. Although this weekend I actually got a great day yesterday just to paint where I was, which was amazing. - She was so happy this morning. - Yeah, oh my God. It was awesome. I got to paint in the tea garden, and so it was really fun. I'm sorry I didn't bring much to show you. But one thing that you can do that's really fun, and this is not anything I anticipated... I got this new palette of metallic watercolors. This is by... Art Philosophy by Prima. You can get these online. They do sell some of them on joann.com. I happened to get this one at my local Paper Source. It's metallic and I was just playing with how they look on black paper, how they look on white paper. I was also playing with these Plaid Glitterific paints. These are acrylic paints. - Oh my God. - So the color shift with that. - That's so fun. - [Courtney] This is awesome. This looks like nail polish. I'll open this for you so you can see it. - [Liana] You know what this looks like to me? It looks like you put glitter down and then you put packing tape over it or something. - [Courtney] Kind of. It's really thick. It's like a gel. (Liana gasping) - [Liana] Can I touch it? - [Courtney] I mean, if you want to. Here we... (Liana laughing) - [Liana] Is that how you're supposed to use it? - [Courtney] No, I use it with a brush. - [Liana] Okay. - [Courtney] It's like hair gel. (Liana ohing) It's really cool though. - [Liana] And Plaid paints are all nontoxic, aren't they? - [Courtney] Yeah, yes. - [Liana] So I can eat this? - [Courtney] Not advisable, but I guess technically yes. - Okay. - [Courtney] But not advisable. (Liana laughing) Mostly 'cause I don't know how that glitter is gonna fare you goin' down. - These Prima paints, too are so saturated. - Yeah, I was really impressed. And then I just went in with my china marker, which is kind of a black crayon, but you could also use a Micron, and just kind of doodled on top of it. I just did this while I was watching the new brand series. Just testing these out. (Liana laughing) So that was really fun and unexpected. I don't normally do stuff like that in my sketchbook, but every time... This is like my work notebook, and so every time I... It's usually just notes. And when I turned to it, I was like, "I love that. "I love all the colors." So it made me just really happy. It was something I was not intending to do. It was surprising and now it's in here and it's a nice little record. - So what's your recommendation here? Go buy some fun... - Yeah. - Art supplies that feel like candy and then just play with them, see what happens? - Right, or just dig out ones you already have. This is something I talk about in the Living a More Creative Life... You could do a color collection where you're pulling from lots of things in your house, maybe all yellows or all pinks or what have you, but you can also just test the colors that you have. This could even be with crayons or colored pencils. And just doing some circles, doing some doodles. See where it leads you. And then it's just like this bright happy moment in this pencil notebook full of my to-do lists. - [Liana] I love these pages. - It's really fun. - They're gorgeous. - [Courtney] I'm gonna do more, see? (Liana gasping and sighing) Sounds like we have a question. - [Male Voice] Yeah, we have a question from Jean. She's asking, "what are the little "books you're drawing in?" - Hi, Jean. - Hi, Jean. - Yeah, so the question was, "What are these

little sketchbooks?" These are actually from MUJI, which is a Japanese store that's like a general store. They sell office stuff and home stuff. There happens to be one in San Francisco. But you could go to your local dollar store. I really love Strathmore drawing paper. A lot of our artists use that. You can try mixed media paper if you're gonna be watercoloring on top of it. I think the answer is just whatever you have in front of you. It could be typing paper. You could even make something like this with just some eight and a half by 11 folded in half and stapled together. - But these are some really cute notebooks. If you get a chance to go to a MUJI store... They have 'em in New York and San Francisco, probably some other big cities. - And I think online, too. - Yeah, and online. Go check it out. So fun. - Talk about inspiration. - Oh, yeah. - Yeah. Is that everything for September? - I think it is. - You didn't tell me what your favorite thing about fall is. Is it just your birthday? Is that it? (Liana sighing) - I mean, that's a big one. (Courtney laughing) That definitely is. - And you're goin' on a vacation soon, yeah? - I am, and so are you. - I know, we're really excited. - I'm going to Hawaii and she's going to Paris. - It's pretty awesome. We're really excited. - Aren't we lucky? - I think that's probably why my summer hasn't felt like summer, because I've been saving for this vacation for the fall. (Liana laughing) And maybe that's why I'm so looking forward to it. - Maybe. Your summer's just beginning. - It is. - Well, I think that we... Just in terms of looking at everything we have going, we hope that you really try to draw some people, experience your feelings through art. - Yeah, jump on a daily challenge. It's never too late to start one. Like I said, the Get Messy one's an awesome one, like Liana said, to journal your feelings and then paint on top of them. But just like we're doing in the office, pick any daily challenge and just start with one today and see how it feels. It's always nice to start a creative practice. And I feel like fall, even though it's not the new year, there's like this freshness. A lot of people are sending their kids back to school. I don't have kids but I still feel that kind of change of the season and I want to get things organized or maybe start a new practice. I think this is a great time to do it. - Yeah, and you know, one thing that I always think about just in terms of the "start now" attitude... Because there's always this feeling, like "We've got to find the right time to start a project," or whatever. - Right, it has to be perfect. - And my one challenge for you this week is if you typically have a pen or a pencil in your purse or whatever you carry around with you, and a scrap of paper, then just... If one time, you are tempted to pull out your phone and scroll through social media, resist the urge, and instead pull out your pen and paper and either write something down or draw something, and you will have succeeded this week. - I think that's great advice. - That's my one challenge for you. - That's a great challenge. I think you'll feel really successful in doing it. - We wish you the best September ever. - Happy September. We'll see you on our next live shoot on Thursday. - Bye. (bright music)