

Innovation in Craft: A Mixed Methods Study on Pre-Cut Fabrics' Impact on Quilting

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INTRODUCTION

Quilts are cultural objects that tell the stories of our history, embedded with meanings from significant cultural, political, and artistic movements [1-2]. New innovations have played a critical role in pushing quilting in new creative directions [2]. As quilting continues to evolve, it is crucial to understand how innovation in the 21st century impacts contemporary quilters.

PURPOSE

The purpose of this mixed methods study was to develop an understanding of how the innovation of pre-cut fabrics impacted the Under 45 Quilter's processes, quilt designs, and connections to the historical craft of quilting.

LITERATURE REVIEW

Quilters use innovations to take on new challenges and expand their creative boundaries. Three innovations laid the groundwork for the adoption of pre-cut fabrics: the sewing machine, kit quilts, and rotary cutters.

Pre-cut fabrics are coordinating fabric bundles cut to a specific size that provide quilters with quick and easy solutions when selecting fabrics. The first major commercial pre-cut fabric bundle was introduced by Moda Fabrics in 2006. Within 15 years, pre-cut fabrics have become widely adopted by quilters.



Types of pre-cut fabric bundles

The Under 45 Quilter is generally a beginner quilter practices less due to busy lifestyle, values experiences and instant gratification, and is a growing market segment [4-6].

METHOD

This research has four data sources.

1. 14 interviews with Under 45 Quilters
2. Interviewee quilt photographs
3. 5 interviews with industry professionals
4. Participation observation at a national quilt show

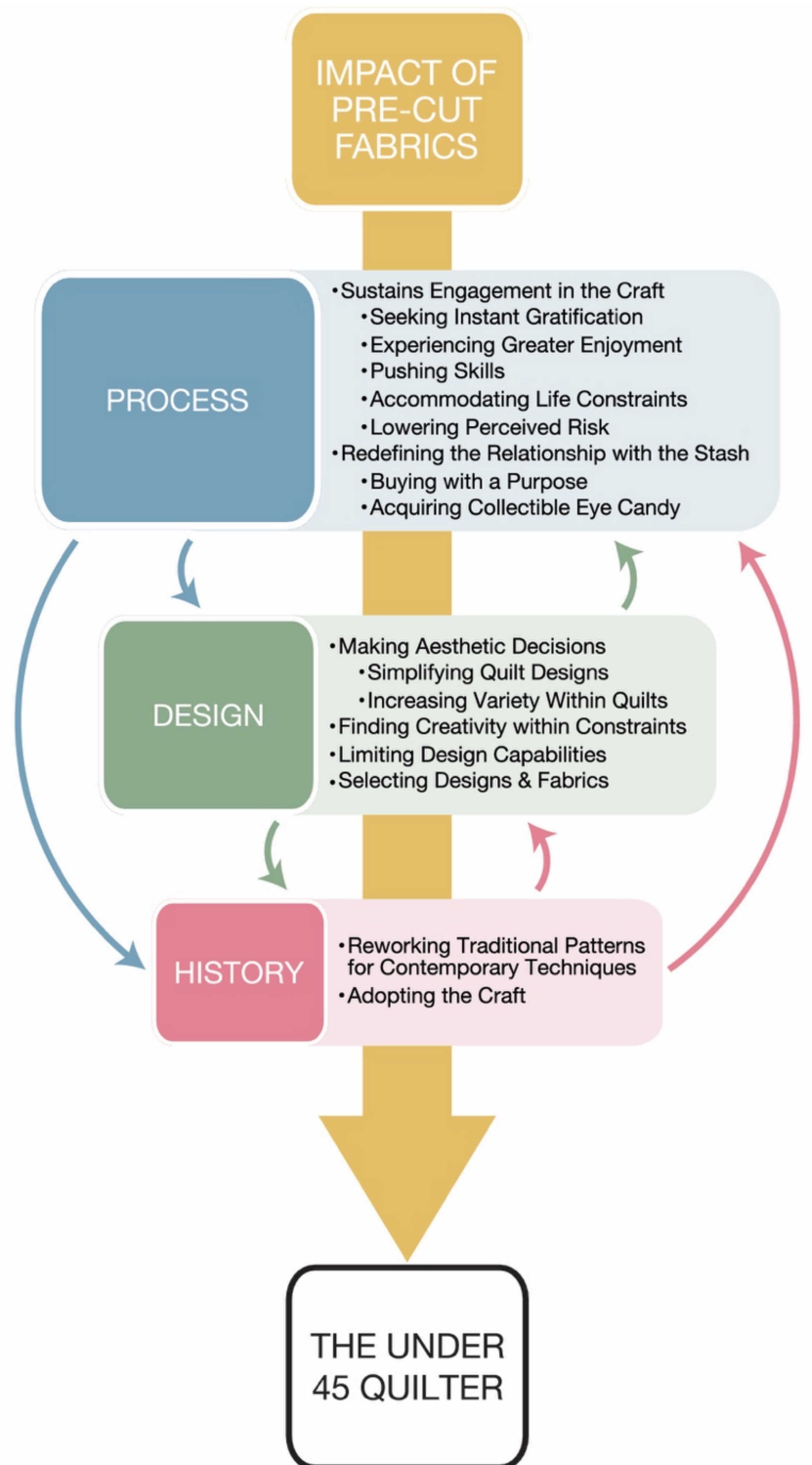
Data was analyzed using a grounded theory approach to find emergent themes [7].

References

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RESULTS

Results are categorized under three core aspects of quilting: quilters' processes, designs, and connections to historical quilting.



Results and interrelationships of themes of how pre-cut fabrics impact Under 45 Quilters

CONCLUSION

Pre-cut fabrics fit into the lifestyle values of the Under 45 Quilter. They want solutions to accommodate their busy lives but still allow them to enjoy a creative craft. There is a shift towards efficient, quick completion which changes aesthetics of quilts to be simpler with a larger variety of fabrics. To maintain a historical connection to quilting, traditional designs need to be pre-cut fabric friendly and in modern colors. Pre-cut fabrics allow the Under 45 Quilter to quickly finish quilts, sustaining their engagement in quilting.



Center for Craft

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