Family Tree  Deb Strain

Our family tree is growing! As with many others, our family is our world and I wanted to create a fabric line to reflect that. The panel provides a blank family tree to fill with birds you may personalize with names of those you love. What better way to create a family heirloom than creating a quilt, wall-hanging, or table-runner about your own family? After all, families truly are forever!
Moda’s future!

FALL FABRIC COLLECTION 2013
1. **How did you and Moda get hooked up? and how long have you been designing fabric?**

Way back in 1995, I did my first Quilt Market ever, previewing greeting cards with a “quilter’s feel.” I also advertised in a trade journal with the card line. A couple of weeks later, the phone rang and it was Moda, asking if I wanted to submit designs for a fabric line to them. I responded...Yes! I’m honored to have designed for Moda ever since!

2. **Do you work out of your home or do you have a separate design studio? Does your home office make you happy and do you spend a lot of time in “your” room?**

My studio has always been in our home, although it has been in several places...the room above the garage (or “tower” as I lovingly referred to it), the office and now the basement (or “dungeon” as it is sometimes lovingly called.) It doesn’t feel like a basement though. There is a fireplace and walkout French doors to a brick patio. I can see the creek from the doors and occasionally a deer will walk right up to the patio! One of the walls is covered entirely by corkboard, so that I can pin my inspirations up when working on a project and another wall is floor to ceiling shelving for all of my references and projects. I love my studio and spend a lot of time there! When our family visits, they just come straight to the studio, because that is where I am usually found.

3. **What keeps you current with trends in color, design and projects?**

I am always watching trends...colors, themes and design. My magazine subscription list is huge and I attend several trade shows a year, just to absorb the latest trends. Blog hopping is my late night “guilty pleasure.” If I am ever “stuck” as to color or theme inspiration, I go window shopping at young women’s clothing stores where the latest trends are sure to be presented.

4. **Where did you find inspiration for this line? How long ago did you design this group? Was it hard to keep it a secret?**

The inspiration for “Family Tree” came from my family, of course! We are very close (as many families are!) and they are the most cherished part of my life. I have wanted to create a family tree project for a long time that could be personalized for my own family and passed down for generations. As our family grows, appliqués can be added to the tree. I hope that our great grandchildren will one day add their own names to the branches!

"I start with sketches of how I envision the main coordinates of the group."
5. How do you translate an idea into a fabric line? What steps do you take?

For me, there are many steps to creating a fabric line. I start with sketches of how I envision the main coordinates of the group. After sharing my sketches with Moda, I usually (but not always) do a pen and ink drawing of the pattern or icon. The fun really begins when I am able to start painting different colorways and see how the same pattern changes as the colors change. It is often hard to stop trying different combinations! I always think that I have to see the pattern with every color combination possible before making a decision as to which ones to send. Sometimes I send them all and let Moda choose!

6. Deadlines – do you fear them or do they motivate you to create?

Deadlines are a necessary evil in our line of work. If they didn’t exist, I would never finish anything! They are definitely motivating and I am most happy when my calendar is filled with deadlines, because I know that I will be creating a lot of art in that time.

7. How would you describe yourself in one sentence? So many ideas…so little time!

8. What is your favorite music – movie – TV show – food? movie…

My favorite movie is probably “To Kill A Mockingbird” although I LOVE to watch most movies except horror movies.

TV show… I’m a Downton Abbey fan but have recently been watching Mad Men. We are definitely “binge” watchers and love to watch a whole season over a weekend. Favorite weekly show is Modern Family!

Food…sushi. I love it and don’t get it much in rural Ohio!

9. My idea of a great vacation trip is…

Traveling overseas with my husband or spending a week with all of the kids and grandkids somewhere. We try to take a week every year and go somewhere together as a family. It is a wonderful time to relax, reconnect and remember how much we love each other!
1 CHD 1304
CHD 1304G
Reunion Runner
Size: 63”x30”

2 CHD 1305
CHD 1305G
Teddy Bear Picnic-Girl
Teddy Bear Picnic-Boy
Size: 45”x45”

3 CHD 1303
CHD 1303G
In the Treetops
Size: 64”x76”

4 CHD P005
CHD P005G
My Family Tree
Size: 30”x40”

Delivery: October, 2013