

Press Release

Kentucky Crafted Artist Finishes First Runner Up in National Competition

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LOUISVILLE, KY. – Kentucky Crafted artist and small business owner, Pamela Mattei of DyeSigns By Pamela, Inc. came in first runner up in a national competition to have her artwork featured on the cover of a national magazine, The Crafts Report. While she did not win the coveted cover spot, she did earn an exciting feature in the October issue.

The Craft Report's Cover Contest is now in its second year. The competition will give one lucky artist and his or her craft the exposure it deserves by having it featured on the cover of the October issue of a nationally recognized and distributed magazine.

"My cover contest journey has been nothing short of amazing. My guerrilla marketing techniques and relentless campaigning has paid off. The past few months have been exciting, exhausting, and nerve-wracking. To be first runner up in a national competition is an honor. And to be featured in the October issue is the icing on the cake. I am excited for my feature to be seen across the country and to shine a light on my art and Kentucky crafts." said Mattei.

Her photo that was in the running to be featured on the cover is an eye-catching rainbow of her hand dyed silk scarves. In fact, it is a display of over 75 of her hand dyed silk scarves. Each color square is a different scarf. All of the scarves start out white. She mixes the dyes from powder and dyes each scarf.

DyeSigns By Pamela, Inc. features handcrafted creations by fabric artist and photographer, Pamela Mattei. DyeSignEd to adorn and sure to accessorize in ways only art can: IN STYLE! Her silk scarves are hand dyed a spectrum of rich, luscious colors sure to complement any wardrobe. A juried artisan in the Kentucky Art Council's Kentucky Crafted program, her work can be purchased in over 150 galleries and in over 30 states.

Pamela Mattei is from Louisville, Kentucky. She graduated from Presentation Academy (Louisville, Kentucky) and Xavier University (Cincinnati, Ohio) where she majored in Art with a concentration in Fibers and minored in Business. In addition to sewing, quilting, and dyeing fabric, Pamela loves to incorporate photography and mixed media into her art. When she is not driving the pedal of a sewing machine or turning her skin different colors while dyeing her own fabric, Pamela enjoys spending her time working backstage in the theatre as a Stage Manager. She also uses her artistic talents as a Dresser on the Wardrobe crew for a variety of concerts and Broadway Series touring productions.

The Crafts Report, established in 1975, is a monthly business magazine for the crafts professional. The Crafts Report's mission is to serve the beginning and the established professional craftsperson and crafts retailer. The magazine features how-to articles on all facets of crafts business management and related topics, relevant industry news, information on current issues and trends, a forum for exchanging ideas and concerns, encouragement and recognition.

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