

Press Release

Kentucky Crafted Artist Featured in National Magazine And Has Month Named After Her Business

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Earlier this summer Louisville native, Kentucky Crafted artist and small business owner, Pamela Mattei of DyeSigns By Pamela, Inc. finished first runner up in a national competition to have her artwork featured on the cover of The Crafts Report, a nationally recognized and distributed magazine. While she did not win the coveted cover spot, she did earn an exciting article in the October issue, has been featured on the cover of The Courier-Journal Neighborhoods section, and has been recognized with an entire month being named after her business.

Throughout the contest, the support from the Louisville community and "Team Pamela" members across the country was overwhelming. Louisville Mayor Greg Fischer shared the contest on his Facebook page and even declared the month of October 2013 to be "DyeSigns By Pamela, Inc. Month" in Louisville, Kentucky.

"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-racking. To be first runner up in a national competition is an honor and an accomplishment in and of itself. To be featured in the October issue is a thrill. And now, to be able to celebrate an entire month being named after my business is a remarkable way to commemorate the culmination of it all. I am excited for my feature to be seen across the country and to shine a light on my art, my business and Kentucky crafts." said Mattei.

DyeSigns By Pamela, Inc. features handcrafted creations by fabric artist, 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 and Canada.

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 the resident Assistant Stage Manager for The Louisville Ballet. She also uses her artistic talents as a Dresser on the Wardrobe crew for a variety of concerts and Broadway Series touring productions and is a member of the International Alliance of Theatrical Stage Employees Theatrical Wardrobe Union #897 and #864.

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