



# ASG, Simplicity Patterns, and Brother Salute Creativity

The American Sewing Guild Creativity Contest was launched in 2003 as part of ASG's 25th anniversary celebration. Now in its seventh year, the contest has evolved to include sewers of all ages and levels of experience. Those entering the adult categories must be ASG members but, in keeping with ASG's mission of advancing sewing as an art and life skill, Rising Star (ages 14-17) and Sewing Starlet (under age 14) categories are open to all young sewers.

The rules are simple: working with any or all of the current year's nine ASG-designated Simplicity patterns, entrants are challenged to create a one-of-a-kind outfit. The patterns can be adjusted, adapted, re-combined, re-sized, embellished, sewn for themselves or for someone else—the

only limit is the creator's imagination.

The 2009 grand prize winners received a Brother International sewing machine or serger (shown below). Prize packages for the winners and runners-up also included combinations of subscriptions to *Threads* magazine and the *Simplicity Pattern Catalog*, the "Simplicity's Simply the Best Sewing Book," and gift certificates redeemable for Simplicity patterns. The winners were also honored at a luncheon at ASG Conference 2009 in Albuquerque, New Mexico.

To see close-up photos of all of the garments featured here, as well as an entry form for ASG Creativity Contest 2010, visit [www.asg.org](http://www.asg.org) and click on "Contests."



## MOST CREATIVE USE OF FABRIC AND/OR TRIM

### Grand Prize

Marty Meyer, ASG St. Louis, Mo. Chapter

### Runners-Up (left to right)

Linda Hayes, ASG Houston, Texas Chapter

Yukiki Okabe, ASG Minneapolis, Minn. Chapter

Kamal Ragbotra, ASG San Jose, Calif. Chapter



## MOST INTERESTING WARDROBE CONCEPT

### Grand Prize

Helen Wall, ASG St. Louis, Mo. Chapter

### Runners-Up (left to right)

Kemala Santi, ASG Maryland Chapter

Peggy Koller, ASG Bend, Ore. Chapter

Pat Moriarity, ASG Milwaukee, Wisc. Chapter





## GOLD STAR AWARD FOR SEWING EXCELLENCE AND COUTURE DETAILS

### Grand Prize

Eilene Wirdzek, ASG  
San Jose, Calif. Chapter

### Runners-Up

(left to right)

Amy Gummersheimer, ASG  
St. Louis, Mo. Chapter

Gail Polacek, ASG San Diego,  
Calif. Chapter



## SHINING STAR (ages 18–30)

### Grand Prize

Allison Lince-Bentley, ASG  
Maryland Chapter

### Runners-Up

(left to right)  
Rachel Fix, ASG Maryland  
Chapter

Melissa Hart, ASG  
Albuquerque, N.M. Chapter

Gail Wagner, ASG Pittsburg,  
Kan. Chapter



## RISING STAR AWARD (ages 14–17)

### Grand Prize

Valerie Powell, 15  
(Mentor: Linda Hayes,  
ASG Houston, Texas  
Chapter)

### Runner-Up

Jordan Miller, 16



## Creativity Standouts

Among the inventive touches: Doublemint gum wrappers fashioned into fasteners; a wardrobe created entirely from recycled men's garments; a reversible dress that morphs into three distinct looks; orchid photos scanned and transformed into appliques; a jacket pattern re-drafted into a tailcoat; and a kimono pattern that took a detour to the American Southwest.

## SEWING STARLET AWARD (under age 14)

### Grand Prize

Camile LaVoie, 11 (Mentor:  
Susan E. Nelson, ASG Riverside,  
Calif. Chapter)

### Runners-Up

(left to right)  
Lily-Nou Bradke, 11

Emily Bruce, 12 (Mentor: Cheryl  
Svetgoff, ASG Oklahoma City,  
Okla. Chapter)

Molly Smith, 10

