

1



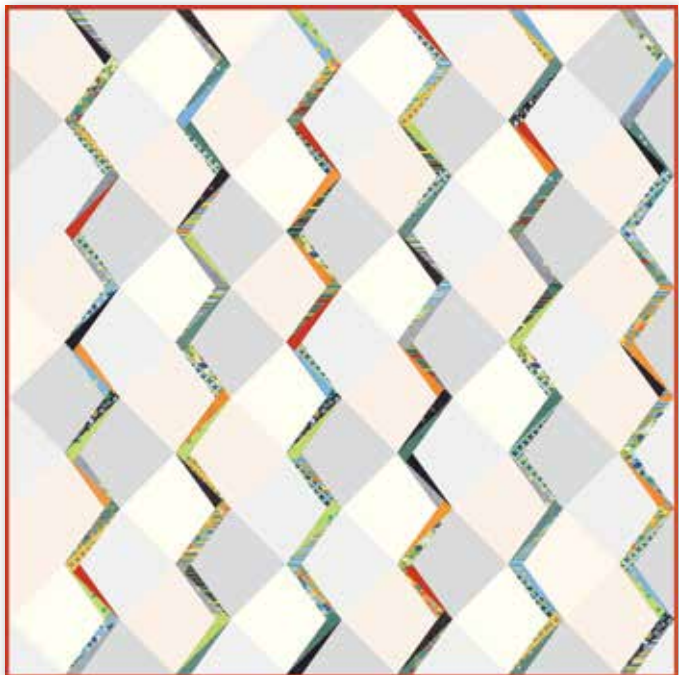
barcelona

ZEN CHIC

"Barcelona, the city, has touched me – the light, the colors, the temperament, the lust for life, the pride and the naturalness. All inspiration for tiles in vibrant colors which already show traces and splashes, untamed dots, a mosaic floor scratched from shoes, a city map, cool stripes like in the facades of modern buildings and yes, sometimes they have it, too: rain in Spain."

Barcelona, the latest collection from Zen Chic, invites you to celebrate that love for live with sanguine colors and fabric patterns ranging from restrained graphic prints to playful and bold stripes, tiles and mosaics. Enjoy!

2



Nº 1530 24
Saffron



Nº 1533 22
Saffron

1

ZC CLQP
ZC CLQPG
Clarity
Size: 81"x81"

2

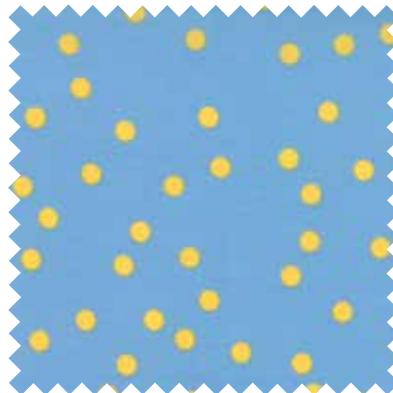
ZC PUQP
ZC PUQPG
Pure
Size: 81"x81"

3

ZC CPQP
ZC CPQPG
Child's Play
Size: 44"x44"



Nº 1533 27
Lime



Nº 1535 25*
Sky

3



“Zen Chic stands for sophisticated calmness”

Brigitte Heitland



moda

1. How did you and Moda get hooked up?

Spring 2011 was my first trip to Quilt Market. I came with fabric designs (which I had printed with a screen-printing service) and a collection of quilts made from the fabrics.

Moda found it pleasing and asked me to join with them in producing my style of fabrics.

As a young woman I had studied fabric design, but I had never worked professionally in the field until 2011.

2. Do you work out of your home or do you have a separate design studio?

I have the privilege of working at home in my own design studio with my sewing machines and a longarm quilting machine for finishing all my quilts. Since I spend so many hours a day in my workroom, I gave it a nice makeover.

Everything is functional and well organized with the walls painted happy colors. I added a chair for relaxation—once in a while! I really love my studio and enjoy working each day in that beautiful place.

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

I am always curious as to what other quilters are doing. Blogs, Flickr and Pinterest keep me up to date with all the “cool” stuff. The modern look is especially dear to my heart, so these internet resources, as well as modern interior magazines, serve as inspirations.

4. Where did you find inspiration for this line?

Designing the group “Barcelona” was meant to be! At Kansas City Quilt Market a Spanish quilt guild member invited me to teach in Barcelona. I really liked the idea. On the plane traveling home, I found a magazine opened to an article with the headline “Barcelona”. Then I knew it had to be my next fabric line.

I started to design the group without ever having been in Barcelona—only through photo research. The beautiful mosaics of Antonio Gaudi had to go into the group as well as the Spanish tiles often found in Gaudi’s buildings. They are accompanied by untamed dots, stripes and a city map. Finally, when I went to Barcelona to actually teach the class, people asked me, “Would you have created the group differently now that you have actually visited this city?” I can happily say I would have done exactly the same fabric line! I recognize the breath of this Spanish metropolis in my fabric.

5. When you design a new line do you have projects in mind, and are you amazed at what quilters do with your fabric.

I always start designing a line with projects in mind. Zen Chic stands for sophisticated calmness, and I use many calm prints and solids in my quilts. The fabric line has to take that into account. When the fabrics are finally in stores, I cannot wait to see pictures of what people do with the line: what they see in the group and how their projects turn out. It makes me really happy to see a beautiful quilt from my fabric.

6. How do you translate an idea into a fabric line?

The first step is always to create a color scheme. Often, there is a certain word brimming in my head which creates the theme. In my current group, the word was (obviously) “Barcelona”. Using the color and the theme, I gather ideas for what is pleasing to me.

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

I do not mind deadlines at all. They are helpful in keeping me on schedule and in setting my priorities.

8. What gets your heart racing? The beginning of the design process or holding the fabric for the first time or what?

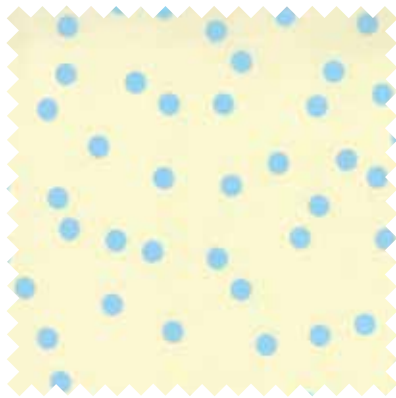
That is hard to tell--I think both the design process and holding the fabric both make my heart race. The moment when I think “Got it. This is the new group, ready for submitting, yeah!” And also when I impatiently wait for the UPS guy to bring the parcels. I wait with bated breath to open them and see the final product.



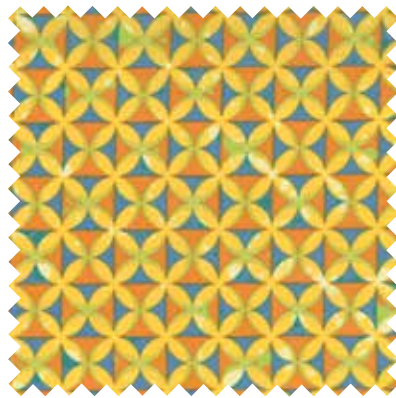
“I recognize the breath of this Spanish metropolis in my fabric.”



No 1533 26*
Cream



No 1535 26
Cream



No 1532 22*
Multi



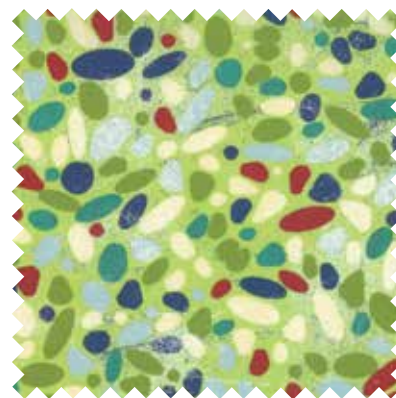
No 1534 26*
Saffron



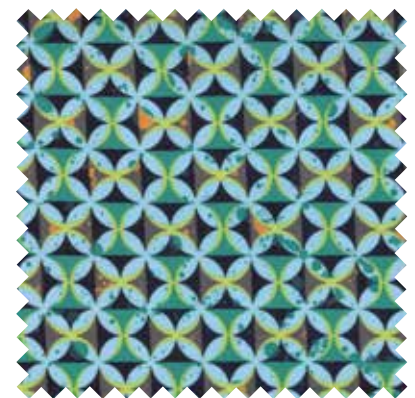
No 1530 21*
Cream



No 1535 30*
Lime



No 1530 23*
Lime



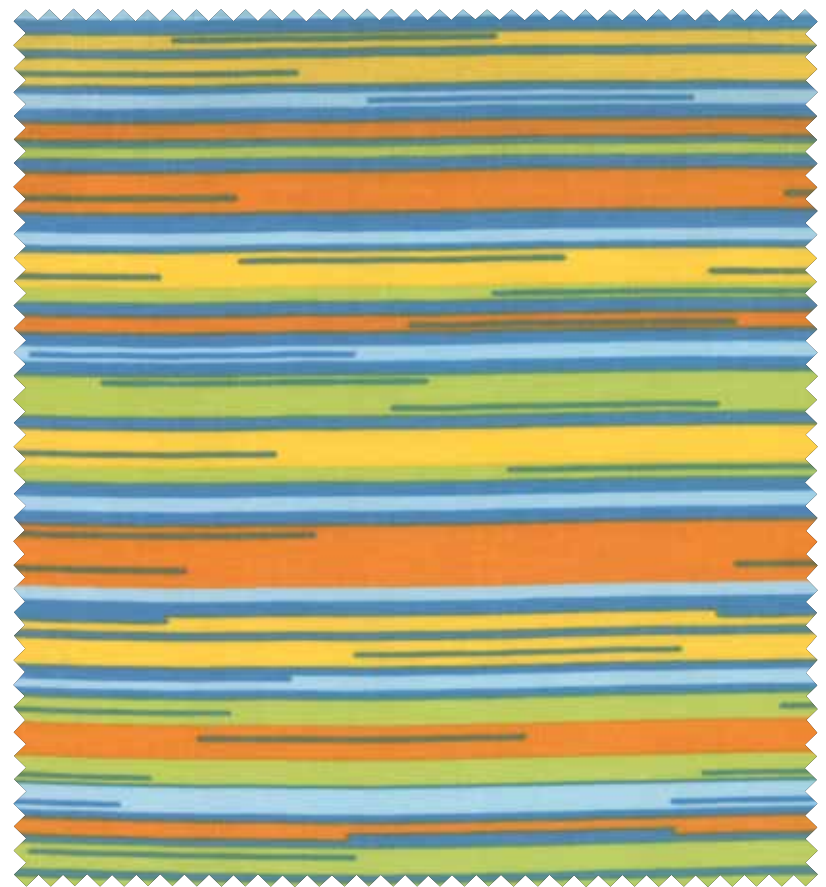
No 1532 19*
Multi



No 1531 21*
Multi



No 1530 18
Teal



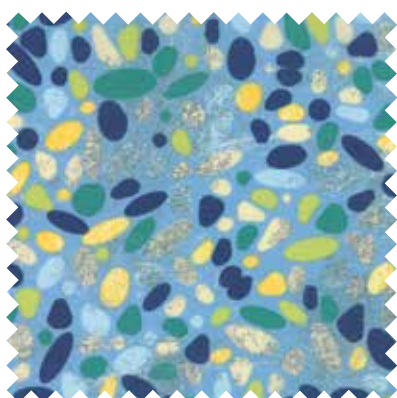
No 1531 23*
Multi



No 1535 24
Teal



No 1533 24
Teal



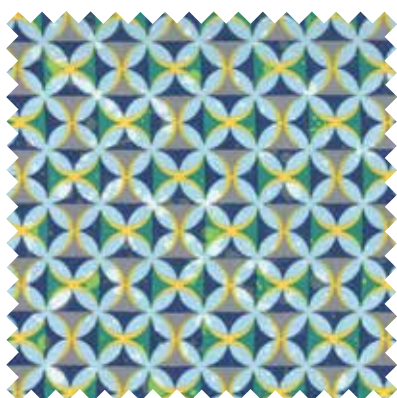
No 1530 25*
Sky



No 1533 25*
Sky



No 1531 26
Multi

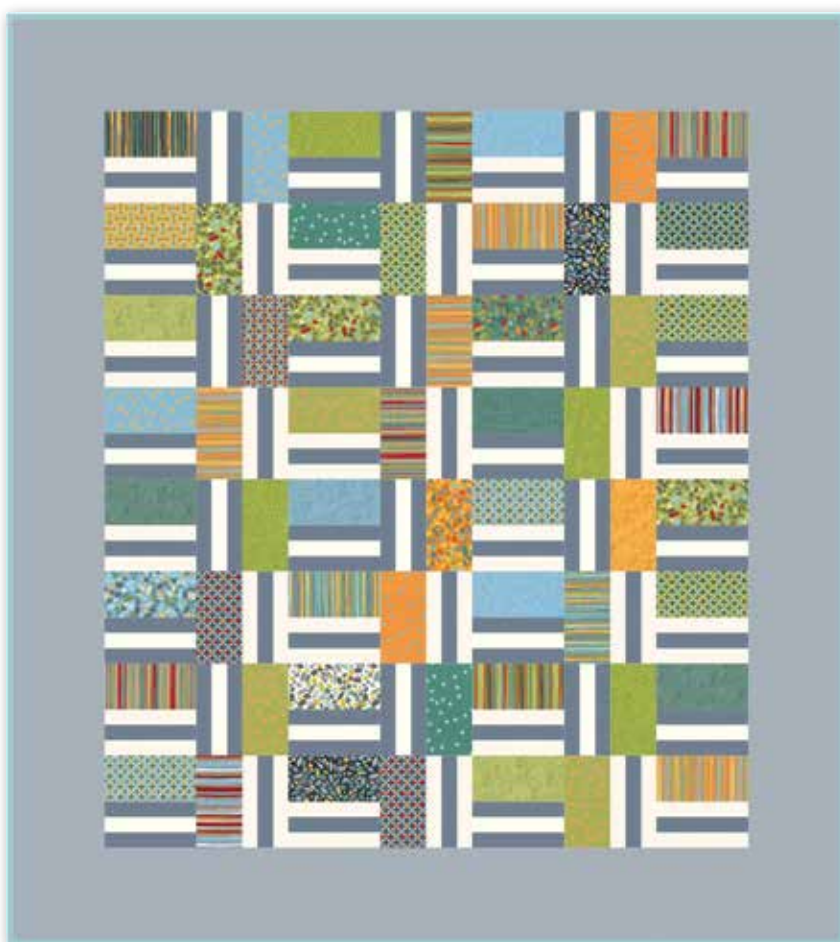


No 1532 20*
Multi



1

"I love to teach. I love to see the potential of every person and how she can bring her ideas to life. It is very satisfying to see all the results."



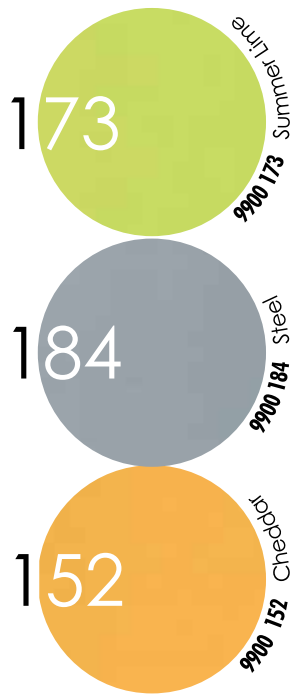
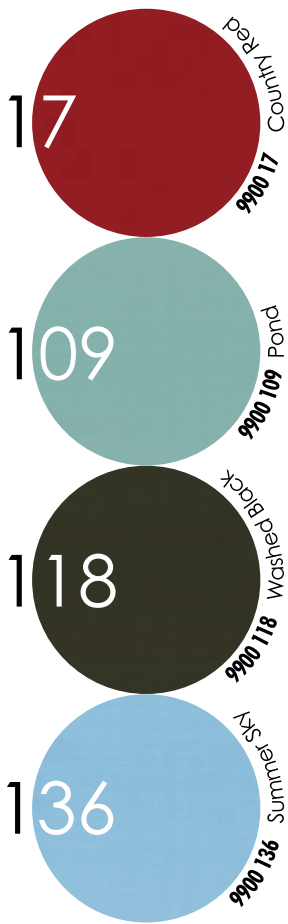
2

1 ZC QHQP
ZC QHQPG
Quiet Haven
Size: 69"x69"

2 ZC GMQP
ZC GMQPG
Gray Matters
Size: 82"x91"



Bella™ Solids



9. Do you sew and how much do you get to?

I do sew! I am a member of a modern quilt guild in our town where I work on projects and ideas. And, of course, I sew the samples for Quilt Market and for magazines.

10. How would you describe yourself in one sentence?

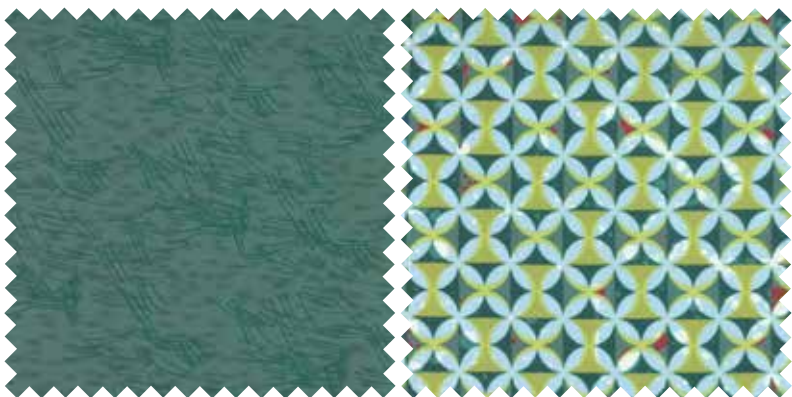
I am always curious about what great things life has to offer next.

11. My Idea of a great vacation trip is....

A great vacation is.....just that cheesy thing of a relaxing beach where there are palm trees, clear water, Maldives. Or, even better, seeing a metropolis of culture and flair.



Quilting close up of Clarity quilt on page 58

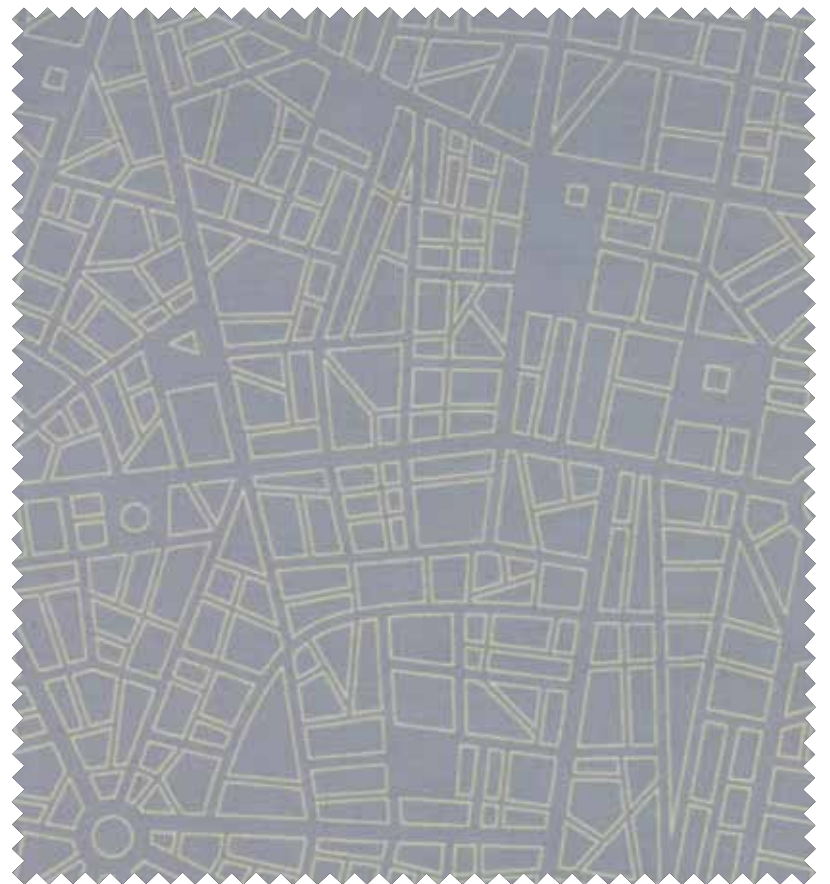


No 1534 17*
Teal

No 1532 24*
Multi



No 1531 25
Multi



No 1533 19*
Steel

1 ZC THQP
ZC THQPG
Thirty Three
Size: 61"x74"

2 ZC STQP
ZC STQPG
Shine Through
Size: 64"x83"



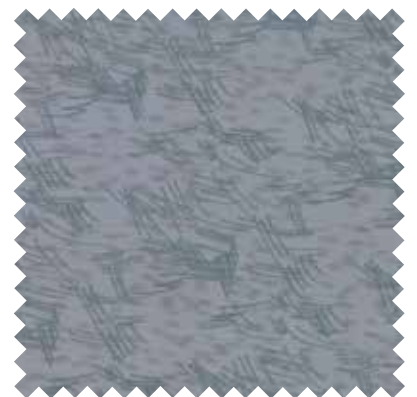
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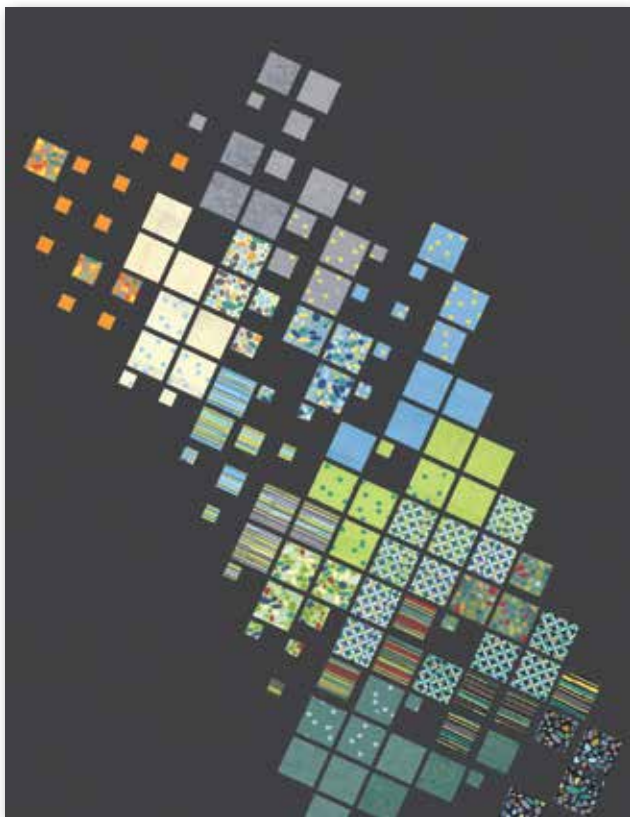
№ 1531 20
Multi



№ 1535 19*
Steel



№ 1534 12
Steel



2



№ 1530 19*
Onyx



№ 1535 11*
Onyx



№ 1534 24*
Onyx



№ 1533 18
Onyx

1530

Asst.
15

Asst.
10

Low Cal
20

AB

F8

JR

LC

PP

• 100% Premium Cotton • 32 Prints
JR's, LC's & PP's include two each of 1534 and 1533-18, 19, 22 & 26

Delivery: September, 2013