



Hoopla: The Art of Unexpected Embroidery

Leanne Prain

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Hoopla, by the co-author of 2009's bestselling *Yarn Bombing: The Art of Crochet and Knit Graffiti*, showcases those who take the craft of embroidery where it's never gone before, in an astonishing, full-color display of embroidered art. *Hoopla* rebels against the quaint and familiar embroidery motifs of flowers and swashes, and focuses instead on innovative stitch artists who specialize in unusual, guerrilla-style patterns such as a mythical jackalope and needlepoint nipple doilies; it demonstrates that modern embroidery artists are as sharp as the needles with which they work.

Hoopla includes twenty-nine innovative embroidery patterns and profiles of contemporary embroidery artists, including Jenny Hart, author of *Sublime Stitching*; Rosa Martyn of the UK-based Craftivism Collective; Ray Materson, an ex-con who learned to stitch in prison; Sherry Lynn Wood of the Tattooed Baby Doll Project, which collaborated with female tattoo artists across the United States; Penny Nickels and Johnny Murder, the self-proclaimed Bonnie and Clyde of embroidery; and Alexandra Walters, a military wife who replicates military portraits and weapons in her stitching.

Full-color throughout and bursting with history, technique, and sass, *Hoopla* will teach readers how to stitch a ransom note pillow, mean and dainty knuckle-tattoo church gloves, and create their own innovative embroidery projects. If you like anarchistic DIY craft and the idea of deviating from the rules, *Hoopla* will inspire you to wield a needle with flair!

With a foreword by Betsy Greer.

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