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Are you a current art vendor adding an additional craft?

No

A family unit is two (2) or more persons jointly engaged in the creation of an art or craft item
Is this an application for a Family Unit?

Yes

Edit section title

Art Vendor

No answer given

License #

No answer given



Page 2 of 3 Art Vendor Questions

Artist Biography (Please provide a short biography about yourself and your craft):

Ariana Martinez Cruz is a fiber, textile, embroidery artist. Her textile and visual art work has been featured at Brava Theater, the Annual SF Carnaval parade, Latino Cultural Center in Dallas, TX as well as many artisan markets throughout San Francisco. Sewing and creating since the age of six exploring and pursuing knowledge in all forms of fashion, design, garment construction, textile creation and embroidery art. Current creator of Sew Frisco a wearable thread art brand inspired by memories and life growing up in the 7x7 through hand embroidered iron on patches and pins. She shares her love of sewing through various community workshops from hand sewing to creating costumes.

1 Describe your work in detail How do you make it?

Each iron on patch is created by first visualizing the artwork or memory or idea we want to capture. Then we look through all of our fabrics felt colors and tread colors. Once the idea is finalized we start creating the embroidery digitized file in our computer. Once we like that we save and export to our embroidery machines. We prep the embroidery hoops with the main color fabric being cut down and fused to the cut down and prepped base felt color fabric. We then hoop the prepped patch base into our embroidery hoops with embroidery stabilizer. We prep the machine with the selected thread colors. Add the hoop and begin stitching. Once all stitching is done we clean up loose threads remove stabilizer backing and cut down around the embroidery. Once that is done we add a few layers of patch adhesive with our heat press and then begin the process of cutting down each patch from the created sheet. Some patches require a two step process of cutting out the embroidered shape then applying to contrasting felt then sewing down, then applying patch adhesive then final cut of the patch in an outlined fashion. Some items are applique patches created by layering multiple fabrics and colors to create an image and hand outlining each piece before prepared into a final patch. Some items are hand embroidered in small hoops to later be turned into lapel pins. Each pin once embroidered is cut down and applied to a sew on button metal base that we altered into a lapel pin.

2. Where did you learn your craft?

I have practiced embroidery and hand sewing for over 20 years and over the last five years I have taught my husband in detail out to create our patches with me. Each technique

3. Did you take a class or learn on your own?

When it comes to embroidery and fiber art everything is self taught through video tutorials, books, hand on practice over the last several years.

Please provide up to five (5) images of the work, both in process and finalized

First SF Patch 3.4.2017.jpg

Additionally, artists may upload a video (up to five minutes) of their process

No answer given

4. Tell us why you make this work?

We make our patches as visual memories of our lives in San Francisco. The street signs are always a huge walk down memory lane for customers. As well as our other patch designs. Some are very specific to the city some are cultural based but they all create laughter and shared memories when people walk up to our booth.

5. What makes your work different from other

With each patch being made in house we have a unique final product. The fabric layers



artists and craftspeople making similar items?

a more 3d wearable patch. The look cannot be recreated through commercial processes.

(Optional) Please provide an artist CV or
Résumé:

SF Creative Resume .pdf

(Optional) Please provide any Letters of
Recommendation from other markets or
studios you may have

No answer given

6. What artist or business name are you
operating under?

Sew Frisco

7 Do you have a website, Etsy, Instagram or
any other publicly accessible online store or
social media account?

Yes

If Yes, please provide links to your public sites

IG @sew frisco

Logo SF with handle.jpg

Please upload your image of display

Table Set Up.jpg

8. Are you using logos or material commonly
used in commercial products?

No

9. How are you ensuring customers can tell a
difference between your work and commercial
or mass produced items?

The quality and craftsmanship sets our product aside from commercial ordered patches. We source color specific materials, layer them, ad detailed embroidery that starts from our hand drawn images. We do not order in bulk , each patch is created by Victor and myself.

10 What steps have you taken to ensure that
you are not violating any copyright or other
laws that might apply to the logo or other
material commonly used in commercial
products?

We do not create anything that is tied to commercial brands or products. Non of our patches are influenced from movies, or shows or popular brand items.

11 Does your artwork comply with all federal,
state, and local laws and ordinance, including, if
necessary, lawful authority to use logos or
other images protected by copyright or
trademark laws?

Yes

12 Are there any health and safety restrictions
on your products?

No

13 Please upload recent receipts for any tools
and materials Must be the same tools and
materials used to create the items in the work
samples

IMG 20240101 151300668.jpg



14 What, if any, safety precautions do you employ in your work?

In each bag we give a "how to" card with instructions on ironing on bought patches , with iron caution and care.





@sew_frisco



SEW
FRISCO
HELLA
HANDMADE
PATCHES
415



Haight



Yan 7

WELCOME TO THE
MAY 15



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21

La Piñata

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Piñata

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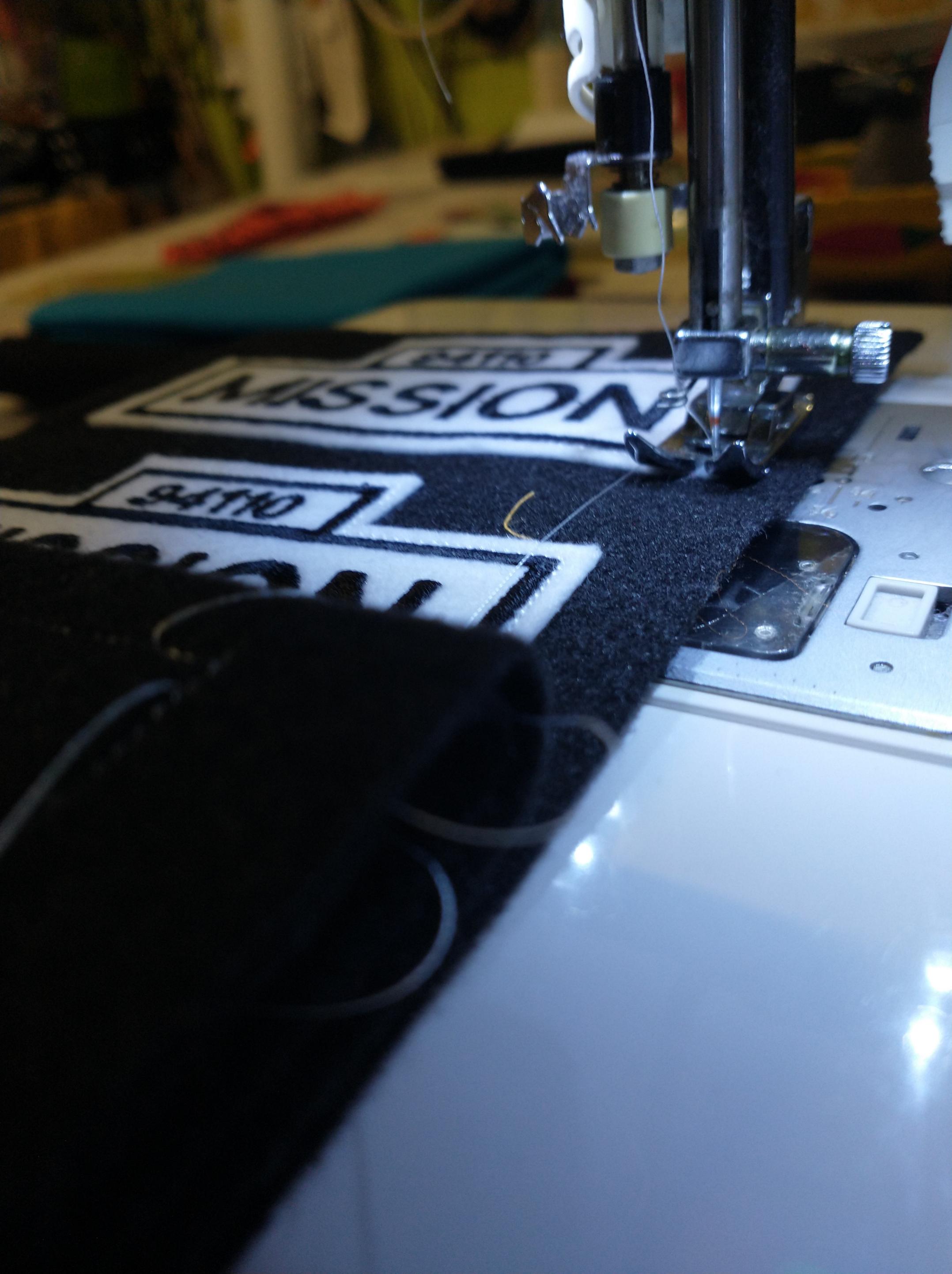
La Piñata

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MISSION

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