



PRESS RELEASE: 28 March 2019

The Festival of Quilts scoops Best Consumer Show at Exhibition News Awards 2019

The Festival of Quilts, organised by Upper Street Events, has been crowned the Best Consumer Show at the Exhibition News Awards 2019.

The annual Awards programme rewards excellence in the live events industry. The Best Consumer Show category recognises an event that has delivered a superb visitor experience, driven by creative marketing initiatives, year-on-year success, a competitive edge, originality and commercial growth.

Anna Baptiste, Event Director for The Festival of Quilts, said: “Although quilting is a relatively niche interest, The Festival of Quilts attracts over 25,000 visitors each year from all over the world, with visitor numbers growing every year. It’s the largest event of its kind in Europe and is the highlight of the quilting calendar. There is a real sense of community amongst our visitors, exhibitors, artists and tutors, and our priority at Upper Street Events is to create a first-class visitor experience that will be remembered long after the Festival finishes. We’re passionate about what we do and are committed to raising the profile and status of textile art, both through The Festival of Quilts and our successful sister events, The Knitting & Stitching Shows. Winning this fantastic award is proof that our strategy is working.”

The Festival of Quilts takes place each August at the NEC Birmingham. Highlights include: 800 competition quilts; extraordinary galleries from internationally-acclaimed artists and groups; over 400 workshops (2019 will feature its biggest workshop programme ever); an extensive programme of talks, lectures and demonstrations; artists at work in a live studio environment; a full social events programme; and over 300 exhibitors offering essential supplies.

This year’s Festival takes place from 1st-4th August 2019 and features galleries from US art quilter Michael James, eco dyer India Flint and a collection of 19th Century Baltimore Album Quilts from the International Quilt Study Center & Museum, Nebraska. YouTube sensation Jenny Doan (350 YouTube tutorials, viewed over 110 million times) from the Missouri Star Quilt Company will be flying in to present a daily trunk show.

Tickets for The Festival of Quilts 2019 go on sale to members of the Quilters Guild on Monday 8th April and to the general public on 15th April at www.thefestivalofquilts.co.uk or by calling 0844 858 6749. Advance tickets are £16.50 (VIP tickets £42.00, concessions £15.00) with a wide selection of options available. A £1.95 fulfilment fee applies per transaction.

www.thefestivalofquilts.co.uk

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About the Festival of Quilts

The Festival of Quilts is Europe's ultimate quilting destination, featuring extraordinary galleries from international artists and groups, 800 competition quilts, an extensive programme of talks and workshops, a full social events programme and over 300 exhibitors offering essential supplies. The Festival takes place from 1st-4th August 2019 at the NEC Birmingham (Halls 7, 8 and 9). Opening times are 10am to 5.30pm daily (closes 5pm Sunday).