



For Immediate Release:

Aviva Stanoff Design Releases Master Textile Design Workshop Series

Award Winning Textile Designer releases her 6-part YouTube Series, created to capture her iconic textile design techniques

October 7, 2020 – High Point, NC – Aviva Stanoff, acclaimed textile artist at the helm of Aviva Stanoff Design, has released an exclusive video workshop series that invites viewers into her studio for dynamic visual demonstrations of her proprietary textile design techniques.

Known for her creative application of unexpected objects and materials, handcrafted jewel patterning, and one-of-a-kind color blending, Stanoff's designs capture attention and imagination in any setting. These hallmark Stanoff design elements, and more, are described in full dripping color throughout the video workshop series. Topics range from "Setting Up Your Dye Room" to "Itajime Shibori", an ancient textile handling process. Each video depicts hands-on workmanship, providing rare access into the creative process of a celebrated artist in her field.

Even amid an orchestra of expertly-wielded color and fabric, Stanoff's natural warmth, unbound energy, and artistic authenticity shine through as the series' true draws. She's poised on camera and confident in her delivery, shattering the mold of studio-bound artistic introverts. Just the opposite, her palpable enthusiasm for creativity and the celebration of uniqueness leave viewers with a renewed positive outlook. The series' conversational framing creates an atmosphere of learning and curious exploration that would benefit artists of all ages and skill levels.

Founding her design studio in 2004, Stanoff is known around the world for her attention to detail and elegant take on textile luxury. She has designed for Calvin Klein, earned attention in Vogue, and produced commissions for Christian Dior, Givenchy Couture, Donna Karan, and other industry giants. The Brooklyn Museum of Art shows her surface designs in their permanent collection. Her textiles, all produced in the United States, are styled in luxury hospitality properties worldwide, including the Ritz Carlton, Nobu, The Cosmopolitan, the Four Seasons, and The Plaza.

Stanoff's renowned career is rooted in the vibrant connections between people and art. With the workshop series and future video releases, she's poised to amplify that sentiment to an ever-expanding digital audience of eager students, pioneering artists, and plugged-in fans of art and design. Hosted on her Youtube channel, the series of six in-depth videos are free for all internet users to view on both desktop and mobile devices. With it, Stanoff enters the wide world of art-forward online content with a truly meaningful contribution to the creative community.

The release coincides with Stanoff's much-anticipated exhibition at High Point Market 2020, where she will debut her new Dream Catcher Collection. A fourteen-year exhibitor at the stylish home furnishing and textile design event, Stanoff's space is sure to stand out among the weekend's many scheduled highlights.

Aviva Stanoff Designs will be exhibiting at the Fall High Point Market 2020 at IHFC - IH606, Commerce, Floor 1 October 13-19, 2020. Showroom appointments can be booked in advance by contacting amy@avivastanoff.com.

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Master Textile Design Workshop Series with Aviva Stanoff

www.youtube.com/playlist?list=PLIMpgkcF3X-8smNRKePFrpoYSf-ZzAscJ

For more information

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