



For Keeps

VOLUME SEVENTEEN | ISSUE THREE | SUMMER 2018



**ORNAMENT
PREMIERE
IS HERE!**

**THE STORIES
BEHIND THE
ORNAMENTS**

**WHAT ELSE DO
KEEPSAKE
ARTISTS
CREATE?**


KEEPSAKE

CELEBRATING THE
45TH ANNIVERSARY
OF HALLMARK KEEPSAKE ORNAMENTS

A note from the Keepsake Studio

We asked a few Keepsake artists to share what they're looking forward to most at Keepsake Ornament Premiere. Here's what they had to say.



**JOANNE
ESCHRICH**

"I always love attending an Ornament Premiere Event near me just to see the excitement on everyone's faces. There's such great buzz and energy in the stores, and it makes me proud to be part of it!

"I'm really excited for you to see my first-in-series Christmas Angel (shown on page 2), coming out at Ornament Premiere. Representing peace, she turned out beautifully with her premium materials and fabrics."



**TAMMY
HADDIX**

"I always look forward to seeing all the new ornaments on display at Keepsake Ornament Premiere! I'm excited to see my Santa's Sweet Snow Plow ornament (shown on page 2), with light and sound, as well as my Sweet & Sassy Sisters ornament! I'm very happy with how they both turned out, and they were so very much fun to create."



**TOM
BEST**

"I'll be at Ornament Premiere for my yearly purchase of five of Lynn Norton's airplanes, one for myself, two for my brothers and two more for friends. This year it's the Harlow PJC-2, which is the 22nd in the Sky's the Limit series (QX9286 if you're looking for it, too)."



**TRACY
LARSEN**

"The 2018 Holiday Lighthouse is a favorite this Ornament Premiere because my family and I took a trip to Canada last year as the country celebrated its 150th anniversary. This lighthouse is based on some lighthouses found on Canada's Prince Edward Island. The red used is the actual red of the maple leaf on the flag and, of course, there is a hockey game going on."



► Hear more from Keepsake artists at [KeepsakeCommunity.Hallmark.com](https://www.KeepsakeCommunity.Hallmark.com)

Ornament Premiere is finally here!



magic



MAGIC DOESN'T GET ANY SWEETER



Tammy Haddix's Santa's Sweet Ride series may have retired, but Santa's making another appearance this year and he's bringing magic along for the ride! Push the button on Santa's Sweet Snow Plow to see it light up and play music from "A Marshmallow World" and "Jolly Old St. Nicholas." Tammy is a master at working sweet treats into an ornament, and this one is no exception. She says, "The tires

are chocolate-covered cake donuts with sprinkles. The bed is made of chocolate bars and peppermint sticks and filled with sugar. The truck is made of iced sugar cookies, and the running boards are pink wafer cookies. It's so much fun trying to squeeze in as many sweets as possible into the design! It's a fun challenge for someone with a sweet tooth!"



2019 sneak peek!



MISCHIEVOUS KITTENS REACHES MILESTONE

Happy 20th Anniversary to the Mischievous Kittens series! Add to your kitten collection by picking up the 20th in the series at Ornament Premiere and the special commemorative 20th anniversary ornament in December. And just for KOC members, Nina Aubé has shared a sneak peek sketch of what the 2019 Mischievous Kittens will be up to.

START A NEW SERIES!

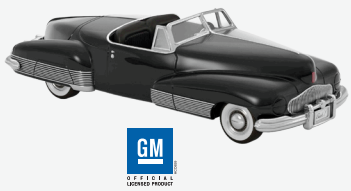
Based on Don Palmiter's ornament design, the 1957 Chevrolet® Bel Air® now comes in miniature form, kicking off the new Lil' Classic Cars series. Rev up your favorite classic car fans by starting a new series for them with this highly collectible mini.



first in series

mini

Don't miss these other first-in-series releases at Ornament Premiere



first in series



The stories behind the ornaments



storytellers

keepsake
power cord

Millennium Falcon™
Star Wars™ Collection

MUST-HAVES FOR STAR WARS™ FANS

The interactive *Star Wars*™ Storytellers collection debuted last year with the first three ornaments in the seven-ship collection. This year, the next two ornaments come out, with the Millennium Falcon™ available at Ornament Premiere. Editorial Director Mike Brush says, “I can’t wait for fans to see how much Millennium Falcon adds to the performance—two new scenes, over 90 seconds of action and some of the most memorable dialogue in the film!” See how they interact at Hallmark.com/StarWarsStorytellers.



Allium

MARY’S ANGELS LIVES ON

Allium, designed and sculpted by Robert Chad, is the 31st in the Mary’s Angels series, inspired by Mary Hamilton. Robert shares, “I’ve been drawing ideas for Mary’s Angels for 32 years. This little drummer was originally drawn more than 20 years ago. It was nice to finally get to sculpt it!” See how Robert Chad took this ornament from sketch to finished ornament at KeepsakeCommunity.Hallmark.com.

2019 sneak peek!



Up and Away



Up and Away

Companion ornament and
2019 local club gift sneak peek!

UP AND AWAY!

Available at Ornament Premiere, the miniature Up and Away ornament, created by Anita Marra Rogers, features Santa himself on the hot air balloon. We liked it so much we created a companion ornament featuring Mrs. Claus, and it will be the 2019 KOC local club free gift! Make sure you pick up this year’s ornament so you can unite the happy couple next year with your companion ornament. And for more behind-the-scenes info on miniatures, take a look at KeepsakeCommunity.Hallmark.com.



Christmas Lantern
Tabletop Display

A MAGICAL CHRISTMAS LANTERN

Ken Crow found his inspiration for this tabletop Christmas Lantern in an antique store when he happened upon a vintage carousel music box that stored items about the size of a lipstick. With the push of a button, the piece would play music, spin and doors would open so the items could be removed. With Ken’s lantern, you’ll see even more magic. When you push the button, the doors open, the tree spins, colorful lighting effects are activated and snowflakes are even projected on to the table around you! There are also animated toys surrounding the tree. See for yourself when you watch the video at Hallmark.com/ChristmasLantern.

► Find more exclusive info at
KeepsakeCommunity.Hallmark.com

Keepsake artists explore new creative ventures

Hallmark gives artists five days a year to explore any creative project that inspires them. (We call it #My5Days.) In this issue, we go behind the scenes with what Sharon Visker and Kristina Gaughran chose to do.



SHARON VISKER From cardboard to costume

After seeing some of the amazing projects other artists had created at a cardboard costume-making workshop offered at Hallmark, Sharon wanted to give it a try!

She says, "I thought it would be fun to use such a simple material and create something BIG for a change. Also, there was a company-wide costume contest coming up, and I was able to talk my boss Charles into modeling the costume for me. He did such a great job, we won first place in our category!"

"These projects give us the opportunity to break away from the day-to-day routine to learn something new. I get to play and create and learn new skills from other artists throughout Hallmark. It's so inspiring, and it recharges me for coming back to sculpt ornaments!"



KRISTINA GAUGHRAN Reimagining Fairy Messengers

Kris' inspiration for this project was her love of fairy gardens and fairy houses. She explains, "When I found this little rectangle box display at a discount store, I thought it would make a cute fairy display. I hadn't quite visualized what the fairies would look like yet, but I've always loved clothespin dolls and knew I wanted to re-image my Fairy Messengers into that format."

"I love the freedom this project gave me to explore other possibilities. There was no right or wrong answer, I could go wherever my imagination led me!"

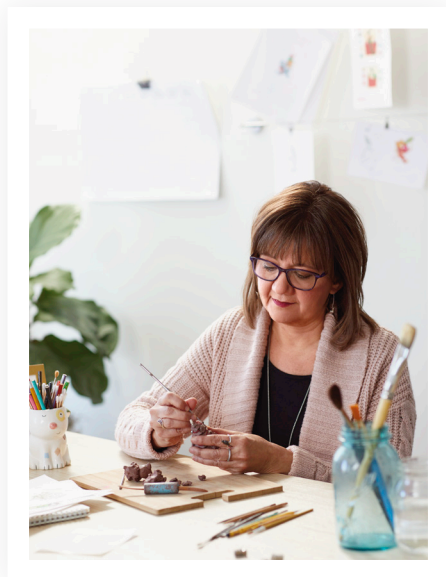
See more photos from our artists at KeepsakeCommunity.Hallmark.com

A look inside the Keepsake Studio

From sketch to finished ornament, we hope you'll enjoy this peek behind the curtain of Keepsake Ornament development. This is where the magic happens.



We meet as a studio to review ideas, sketches and ornaments in progress. It's called "team time."



Keepsake artists, like Nina Aubé, carefully craft each ornament to tell a story.



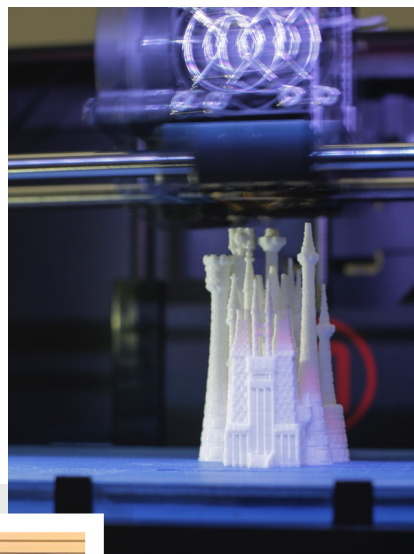
Creative musicians and sound engineers are involved with every single ornament that features sound.



Anita Marra Rogers admires ornament details during team time.



Making molds is a critical part of the evolution of an ornament.



Keepsake artists work closely with engineers to ensure every detail is accurate.



Our talented visual merchandising team works for months to create the Keepsake Ornament displays you see in store.

Local clubs win Keepsake Artist Signing Events

A look at three of our winners



MURPHY'S NORTH POLE COLLECTOR'S CLUB

Sponsored by Charlie Tallent, owner of Katy's Gifts in Nashville, Tennessee, this local club designed the unique deck of oversized playing cards shown here. Each card introduced us to a club member, a community support project or an event photo! They tell us, "Ours is a great group of people who share a common interest, the love of Hallmark Keepsake Ornaments!"

What a unique and fun way for us to get to know your members, your store sponsor and your passion for community service!



MADISON AREA HALLMARK COLLECTOR'S CLUB

This local club from Madison, Wisconsin, themed their entry around favorite Christmas memories and then made a garland of paper ornaments to share them! One of their favorite yearly activities is putting up a tree at the Skaalen nursing home.

"The residents love seeing us decorate and we love getting together!"

We love that it's a thoughtful way to create meaningful Christmas memories for others.



RENAISSANCE ORNAMENT COLLECTORS CLUB

In Ridgeland, Mississippi, this local club is proud to call the Hospitality State home! Their unique entry included this beautifully handcrafted representation of ornaments that have special meaning to their collectors. An accompanying book showed us how each ornament relates to Mississippi. They really demonstrated how their "club members enjoy using their ornaments to share memories, mark special events and pay homage to unique experiences within our state."

► See the full schedule of artist signings at
Hallmark.com/KeepsakeEvents