

# KOC event registration opens April 1

## Planning continues for August get-together in Kansas City

It's never too early to start thinking about the Keepsake Ornament Club event planned next year in Kansas City—and here's how to make sure you won't be too late.

Online registration opens April 1, 2011, for the event scheduled Aug. 5-6, 2011, at the Hyatt Regency Crown Center, Kansas City, Mo.

To register, go to [KOCevents.com](http://KOCevents.com) and follow the instructions. This is the only way that registrations will be accepted for the event.

Registrations as well as room reservations went fast for the Hallmark-sponsored "Memories for the Making" event in 2009. A limited number of rooms will be available for a discounted rate at the Hyatt as well as the Westin Crown Center Hotel, which adjoins the Hyatt via enclosed walkway. Reserve rooms early and



SWEET SNOWMOUSE

mention the Keepsake Ornament Club to get the discounted rate at each hotel. Hyatt reservation line: (888) 421-1442; Westin reservation line: (888) 627-8538

The 2011 event will feature a full schedule of activities during that Friday and Saturday, including artist signings, informational seminars and games.

Also, those attending the event will have opportunities to get event-exclusive Keepsake Ornaments and products. Among those ornaments will be Sweet Snowmouse, sculpted by Nina Aubé and revealed to collectors for the first time in this issue of For Keeps. Watch for more news and information in the events section of [KOCmembers.com](http://KOCmembers.com) and in coming issues of For Keeps. We can't wait to see you there!

# for keeps

## Inside: A look at what's new for Debut Weekend

WELCOME TO YOUR fall issue of For Keeps—just in time for Keepsake Ornament Debut Weekend and more than 100 new ornaments for 2010.

There will be lots of new ornaments to see starting Oct. 9 at Hallmark Gold Crown stores, and you will get an early look at everything in this issue. There are previews of the Wonder & Light collection, new ornaments inspired by works from the archives of Hallmark and the first ornaments in two new series. Look for weekend-only Bonus Points offers on select ornaments including Wonder & Light designs, too.

Keepsake Ornament Club members have one more reason to attend Ornament Debut—an exclusive ornament as part of the Santas From Around the World design collection.

Switzerland is the 13th ornament in this collection, which began in 2004 as a grouping of eight ornaments. Keepsake Artist Edythe Kegrize says her design of each Santa in the collection is based on folk-art traditions from the country the ornament represents.

The art of paper cutting known as scherenschnitte inspired the designs on Santa's costume, Edythe says, which depicts a Swiss chalet in the Alps. Floral designs adorning his shoulders are a nod to traditional costuming in Switzerland.



SWITZERLAND SANTA

Hallmark  
KEEPSAKE  
ORNAMENT CLUB

# for keeps

VOLUME 9, ISSUE 4 FALL 2010

## Debuting at No.1

### For the first time, two Keepsake Ornament series launch in October

FEW KEEPSAKE ORNAMENTS get attention equal to that of a first-in-series ornament. Not only can a family begin a new annual tradition, but the ornament itself can become a valued collectible. This year, Keepsake Ornament teams chose to spread the excitement surrounding new series throughout the holiday season. Rather than release all five of them on Keepsake Ornament Premiere Weekend in July, only three were released at that time. Now, for Keepsake Ornament Debut Weekend on Oct. 9-10, the remaining two first-in-series will become available. Here's a look at what's coming with some hints as to what you can expect in future years.

What could be better than a cupcake?

Oh, So Sweet! is Keepsake Artist Ruth Donikowski's homage to the suddenly very popular cupcake. It's also the first in the Christmas Cupcake series. With glitter, gold beads, and icing made of fabric, Ruth's cupcake is 100% calorie-free. Her little masterpiece took a bit more planning than the average pastry, however.

For an artist like Ruth, a cupcake is a wonderful array of colors, textures and layers confined in a small space. But design is only half the story. To guide in the ornament's manufacturing process, Ruth also devised ingenious folding and stitching patterns for her cupcake's fabric icing and poinsettias.



OH, SO SWEET!

Ruth already has plans for other cupcakes in the series. "I've got a plateful of ideas for new ones," she says. "I just love making them."

Kissmas Cottage is the first in Ken Crow's new Kringleville series, and it's sure to give him plenty of opportunities for good old-fashioned fun. Over the years Ken has created his share of Magic ornaments with electric-powered lights, motion and sound. But for a born toymaker like Ken, there will always be a big place in his heart for the elegant simplicity of hand-operated toys.

Just turn the lever on Kissmas Cottage and the doors swing open so that Mr. and Mrs. Claus can step out for a kiss beneath the mistletoe. Ken plans to feature a different location within the merry town of Kringleville with every new ornament in the series, and each will detail an indoor and outdoor scene controlled by a slider mechanism.

"All the ornaments will represent a house or shop in the village," Ken explains. "But all of them will have an animated effect that gives them that extra storytelling element."



KISSMAS COTTAGE

## Meet Cullen Brown The newest member of the Keepsake studio



CULLEN BROWN

After two summers as a Hallmark intern, Cullen Brown joined the Keepsake Ornament studio this fall as a full-time sculptor. Here he introduces himself to For Keeps readers.

### Why sculpting?

I was trained in school as an illustrator but have always had an interest in sculpture. When I was 12, my family visited the Vatican City. I can remember entering St. Peter's Basilica and having my breath taken away on seeing Michelangelo's Pietà for the first time. This sculpture and many more have inspired me to pursue this career.

### How did you train?

I studied Illustration/Animation at San José State University and really focused on the mechanics of drawing and painting. I did take a few courses in clay sculpture and digital modeling, but I think a lot of my training as a sculptor came from trial and error. My grandpa

and I spent a lot of time together making things out of wood. I love making hand-carved characters.

### What led you to Hallmark?

Hallmark has always been a part of my life, and I'm excited to help people from all walks of life share important moments in their own lives. My favorite ornament is one of Mary's Angels, sculpted by Robert Chad. My mom started hanging it on our tree right around the time I was born. Every time I see it, it brings back great childhood memories from the holidays.

### When can we start looking for your ornaments?

This year, I've got Monster Mash, Frightfully Cute! and Santa Claus Is Coming to Town in stores. I worked on them all during my internships.

### What has you most excited about your new job?

I have had a blast in the Keepsake studio as an intern. All the artists here are so talented, and I learn new things from them every day. I'm excited to keep learning from artists such as Ken Crow, Robert Chad, Don Palmiter, Robert Hurlburt and many others.

> Member Number >  
> Title >> First Name >> Last Name >  
> Address 2 >  
> Address 1 >  
> City >> State >> Zip >

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
HALLMARK

Hallmark  
KEEPSAKE  
ORNAMENT CLUB  
HALLMARK GOLD CROWN  
P.O. BOX 419034  
KANSAS CITY, MO 64141

Keepsake Ornament Club members and other collectors will get some inside scoop on Keepsake Ornament Debut Weekend before the big event by checking out Facebook. Online activities are planned during the week of October 4. Look for details on Hallmark's Facebook page ([facebook.com/Hallmark](http://facebook.com/Hallmark)) closer to the event. During the week, visitors to the page will be able to hear from Keepsake Artists Tracy Larsen and Joanne Eschrich, including some behind-the-scenes info on some of their own designs debuting Oct. 9-10 in Hallmark Gold Crown stores. Facebook was home to a live chat July 8 with Keepsake Artists Ken Crow and Tammy Haddix. Each answered questions for one hour and chatted with more than 300 participants.

## Get an early start to Debut Fun on Facebook



JOANNE ESCHRICH



TRACY LARSEN

# Let there be light

New Wonder & Light collection makes the holiday magical

HALLMARK IS BLENDING artistry with technology to create moods that feel like Christmas with a new collection appropriately named Wonder & Light.

The collection's unique lighting effects make the tree shimmer and shine with an ambiance just right for serene winter nights. Seven ornament designs as well as a tree topper connect via the system's Magic Cord to create light shows of chasing, fading and twinkling lights controlled at the touch of a button.

Marie Corbin, a retail merchandise manager involved with Wonder & Light, describes the collection as a perfect fit with the emotional and storytelling qualities of Keepsake Ornaments. And Hallmark is committed to continuing the collection in coming years.

"The ornaments have a simple, quiet design," she says. "They create a peaceful effect that does not take over existing lights and other ornaments."

Phu Dang, engineer for the project, says Wonder & Light ornaments were designed to offer a constant, steady glow as well as varying light shows. The "wonder" part of the system, he says, is that each ornament connected through the Magic Cord has the ability to control all the other connected ornaments in different styles of lighting.

"The lights can twinkle like stars in the night sky or flicker like candlelight," he says. "They can slowly chase or slowly fade in and out. It's really beautiful, and it captures your attention."

Receive 100 Bonus Points with each Wonder & Light ornament you purchase during Ornament Debut Weekend, Oct. 9-10.



# Inspiration from the past

Hallmark artists draw inspiration from the past to create new ornaments

"BEAUTY IS IN THE EYE OF THE BEHOLDER," the saying goes. So when Keepsake Ornament collectors said they wanted more beauty to behold in some ornaments, Keepsake Artist Joanne Eschrich and a lot of other people got busy.

"In research with our collectors, we heard the message loud and clear that they wanted to see more ornaments that would be described as beautiful, elegant, exquisite," Joanne explains. "So we got right to work to address that."

In the summer of 2009, Joanne helped kick off a unique project that brought in designers and illustrators from across Hallmark in collaboration with artists in the Keepsake sculpting studio. Among the artists, it was simply called "the beautiful project"—a name sure to bring out the best in Hallmark artistry. Over the course of several weeks, ideas poured in by the hundreds from artists around the company.

One creative avenue led to the Hallmark archives, where artists found visions of bygone elegance in engraved die-plates used to print greeting cards from decades past—and their timing could not have been more fortunate. Keepsakes Production Designer Robert Hurlburt, who worked as a Hallmark engraver for 25 years before joining the Keepsake studio, played a large role in redirecting hundreds of plates toward the project and away from storage and eventual destruction.

"Realizing that all that inspiration and craft were going to be scrapped, we took a lot of it ourselves," Robert explains. "Having that design resource helped us create this unique product line."

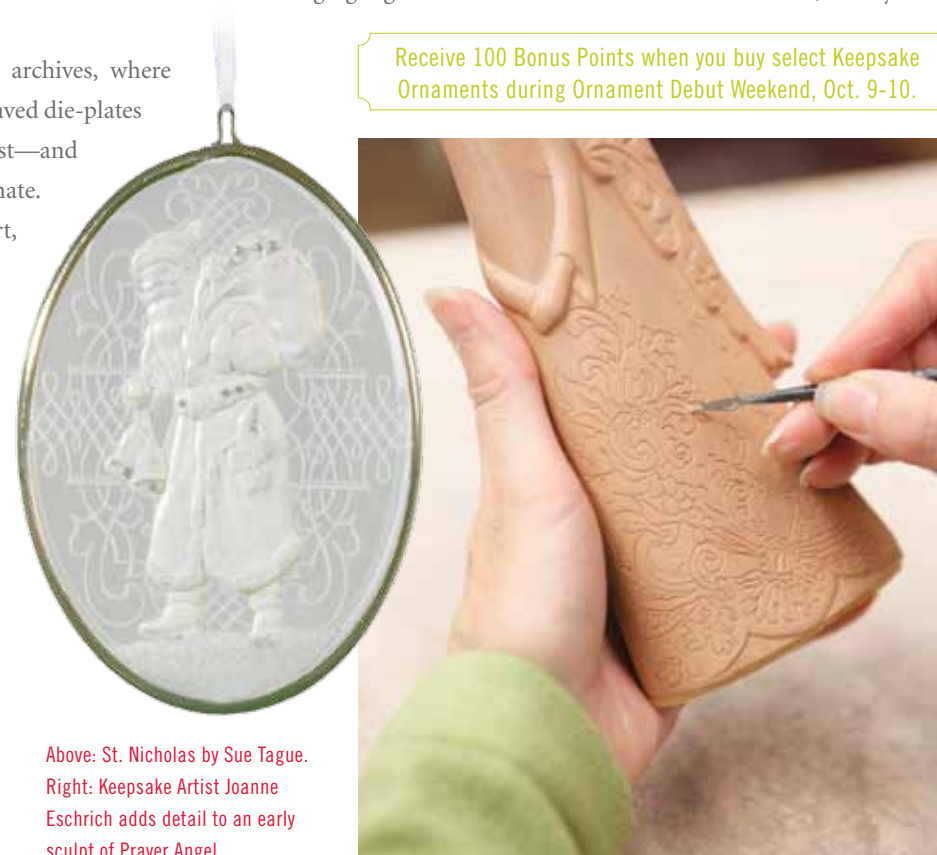
He adds with a smile, "And it was all because past Hallmarkers had already done a lot of the work for us."

The project's outpouring was a rich array of flowing curves and graceful patterns. With a wealth of ideas to choose from, product planners settled on ten finished ornaments for Keepsakes' 2010 line—all traditionally beautiful and made of premium materials such as glass, porcelain and metal.

For the ornament named St. Nicholas, Robert used an engraved metal die of Santa—circa 1950—to make a casting in Bakelite. He built it up in relief, adding dimension and depth, then used a scroll saw to cut out a silhouette that he layered onto a thick acrylic oval designed with a laser-etched scroll pattern. The end result isn't so much a greeting card in three dimensions as an ornament with new depth and value.

"I'm proud of the way we were able to make these ornaments by bringing together the best of the old stuff and the new," he says.

Receive 100 Bonus Points when you buy select Keepsake Ornaments during Ornament Debut Weekend, Oct. 9-10.



Above: St. Nicholas by Sue Tague. Right: Keepsake Artist Joanne Eschrich adds detail to an early sculpt of Prayer Angel.

# COMIC-CON

Pop goes the culture for Hallmark

KEEPSAKE ORNAMENTS went on the road in July to greet attendees of Comic-Con International in San Diego, Calif., and the 2010 National Barbie® Doll Collectors Convention in Cleveland, Ohio. Here's a look at both conventions!



Clockwise from top: Darth Vader and friends visit Hallmark's booth at Comic-Con International, Harley Quinn and other costumed characters roam the Comic-Con exhibit hall floors all week long, an appearance by hoops&yoyo draws a big crowd.



# BARBIE™

Ornaments get dolled up

New for Ornament Debut Oct. 9-10

Barbie Celebration Barbie™ Ornament Inspired by Holiday® Barbie™ Doll Handcrafted and fabric 3 3/4" H. \$16.95



BARBIE and associated trademarks and trade dress are owned by, and used under license from, Mattel, Inc. © 2010 Mattel, Inc. All Rights Reserved.