



## SAN FRANCISCO MUSEUM OF CRAFT+DESIGN

### Contacts:

Jessica Lee  
Landis Communications, Inc.  
[jessica@landispr.com](mailto:jessica@landispr.com)  
(415) 359-2312  
[www.landispr.com](http://www.landispr.com)

Jordana Frishman  
Landis Communications, Inc.  
[jordana@landispr.com](mailto:jordana@landispr.com)  
(415) 359-2300  
[www.landispr.com](http://www.landispr.com)

### [San Francisco Museum of Craft+Design](#) features inspiring holiday gifts for under \$40

#### Unique DIY Art Gifts for the Young and Young-at-Heart

**SAN FRANCISCO (September 22, 2010)** – For crafty, one-of-a-kind gifts that inspire creativity but don't break the bank this holiday season, the [San Francisco Museum of Craft+Design](#) (SFMC+D) Museum Store features an eclectic assortment of unique DIY gifts – most for less than \$40 each and available for easy purchase online. With a collection that includes toys and accessory kits for children and jewelry kits for adults, mall-weary shoppers will find a refreshing and affordable experience at the SFMC+D Museum Store at <http://shop.sfmcd.org>.

The collection of [gifts under \\$40](#) include art kits by The Little Experience (\$9-\$25), which let budding young artists create easy-to-make felt critter key rings, woolen stuffed animals and wooden bird feeders. Spiderfelt's kits provide everything you need to create felt balls, flower pins or felt soap. DIY divas can create elegant jewelry using simple materials such as paperclips and washers with the Anni Albers Studio Jewelry Kit (\$15). Proceeds from Museum Store purchases support [SFMC+D exhibitions](#) and educational programs. To purchase gifts and obtain more information, please visit <http://www.sfmcd.org> or call 877-487-3623.

Gifts under \$40 at the San Francisco Museum of Craft+Design Museum Store include:



#### **Knit-it Monkey Kit**

*The Little Experience, \$23*

This kit is a great knitting project for kids. They will love making his floppy arms and stylish scarf. A perfect new pal! 16" tall x 4" wide. (Ages 8 and up)



### **Stitch-it Flowery Handbag Kit**

*The Little Experience, \$25*

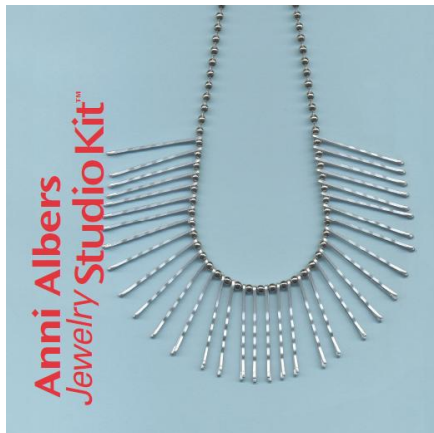
This Flowery Handbag Kit comes complete with 164 felt pieces to create a stylish and fun hand bag. Hand bag measures 12" tall x 14.5" wide, perfect for all those important things. (Ages 6 -16)



### **Spiderfelt Kits**

*Spiderfelt, Felt Ball kit (\$15), Felt Soap kit (\$16), Geode kit (\$18), Flower kit (\$20)*

These kits created by felting artist Leah Adams allow everyone the excitement of turning wool into beautiful objects. Each kit comes with wool roving, needles, directions, etc. – you just supply the imagination!



### **Anni Albers Jewelry Studio Kits**

*Josef & Anni Albers Foundation, \$15*

Josef and Anni Albers were leading artists and designers involved with the Bauhaus. During WWII when materials were in short supply Anni Albers invented ways to create playful, elegant jewelry using simple components found in stationery and hardware shops, such as bobby pins and paper clips. These kits include everything you need to make unique, full-sized, adjustable necklaces.



### **Stitch-it Critters KeyRings**

*The Little Experience, \$9*

These easy-to-make key rings come with pre-cut felt pieces in the shape of a bunny, chick, squirrel, raccoon or puppy.



### **Stitch-it Bedtime Bear Kit**

*The Little Experience, \$25*

Who doesn't love a teddy bear? Now with the Stitch-it Bear Kit anyone can create their own buddy. The kit comes complete with everything you need: stuffing, fabric, needle, thread and directions. (Ages 8 and up)



### **Create-it Flowerly Jewelry Kit**

*The Little Experience, \$9*

A perfect present for kids to make for mom, their best friend, or even to keep for themselves. All of the felt flowers are pre-punched for easy sewing, and create a headband, necklace or tiara. (Ages 3-8)



### **Build-it Rocket Kit**

*The Little Experience, \$9*

The build-it rocket kit makes a cool, solid wooden rocket. Great fun for young spacemen who love to build and paint. Everything is included: wood parts, glue and paint. (Ages 4-10)



### **Create-it Jigsaw Puzzle Kit**

*The Little Experience, \$18*

Each of these fun kits has two sets of paper covered wooden jigsaw puzzles, perfectly primed and ready for any boy or girl to create their own puzzle design. Finished puzzles are 6" by 6." (Ages 4-10)



### **Build-it Bird Café Kit**

*The Little Experience, \$23*

The build-it bird café really gets kids interested in their environment. Each kit comes with all the pieces necessary to create their own bird feeder, including a splash mat for painting. Bird feeder is 7.5" tall x 5.2" wide. (Ages 5-12)

**Editors, please note:** Media interested in high-resolution images or interviews can contact Jessica Lee at 415-359-2312 or [jessica@landispr.com](mailto:jessica@landispr.com).

### **About the San Francisco Museum of Craft+Design**

The San Francisco Museum of Craft+Design (SFMC+D) exhibits contemporary craft and design to encourage appreciation of both disciplines – and to highlight the strong connections between the two. SFMC+D introduces visitors to work by artists and designers from the Bay Area and around the globe through exhibitions and related educational programs. To become a member, sponsor or for more information, please call 415-773-0303, email [info@sfmcd.org](mailto:info@sfmcd.org) or visit [www.sfmcd.org](http://www.sfmcd.org).

###