

Friday, June 4, 2010

'Crafted by Southern Hands'

Warehouse Row celebrates regional artisans next week

Shopping and dining destination Warehouse Row will unite Southern voices and creative forces starting Thursday with "Crafted by Southern Hands." This three-day celebration of regional culture centers on a group of innovators: sustainable lifestyle company Alabama Chanin, clothing designer Billy Reid and country estate Blackberry Farm.

In addition to a collection of boutique and artisanal goods, "Crafted by Southern Hands" will present a series of interactive events with Southern roots and an ongoing installation from Knoxville-based Yee-Haw Industries, a specialty design firm, showcasing its original, artlike letterpress works.

ABOUT THE PARTICIPANTS

Alabama Chanin

* Known for: Unique products for the individual and the home handcrafted by artisans in Florence, Ala., using new, organic and recycled materials.

* Bringing: A trunk show featuring clothing from the company's signature women's collection, handmade quilts and select home goods. Hours: 10 a.m.-6 p.m. Thursday-June 12.

* Take part: Beginners and experienced crafters can sign up for Alabama Studio's signature Two-Hour Sewing Workshop to create a bandana, rose and lace T-shirt or a journal cover using Alabama Chanin's DIY Kit, 10 a.m.-noon June 12. Register at www.alabamachanin.com.

* Book signing: With founder Natalie Chanin, author of "Alabama Stitch Book" and "Alabama Studio Style," noon-1 p.m. June 12.

Billy Reid

* **Known for:** Signature upscale clothing collections for men and women that blend his Southern roots with modern downtown style. He was named this year's Best New Menswear Designer in America by GQ magazine. Preview the collection at www.billyreid.com.

* **Bringing:** A pop-up store featuring clothing and accessories in a setting reminiscent of the antiques, heirlooms and reclaimed materials in his flagship store in Florence, Ala.

* **Take part:** Reid will offer a community celebration featuring live music and whiskey, a tradition at Billy Reid stores, at 5 p.m. June 11.

Blackberry Farm

* **Known for:** The farmstead resort in the Great Smoky Mountains is a destination for Southern culture, food and wine. Get a preview at www.blackberryfarm.com.

* **Bringing:** Gourmet jams, jellies, preserves, pickled products, cheese, salamis, grains and nuts and biscuit and fried chicken mixes.

* **Take part:** Proprietor Sam Beall will lead a cookbook discussion and live cooking demonstration, and a resident gardener will offer a seed talk 2-3 p.m. June 12.

* **Book signing:** With Sam Beall, author of "The Blackberry Farm Cookbook," 3-4 p.m. June 12.