

# Designer Profile

## Laura Lattuada of Passione Ricamo

# Designer Profile Continued...

This month we interview the wonderful Italian designer, Laura Lattuada of Passione Ricamo whose designs are known the world over. It's with great pleasure that we interview Laura and present her exclusive design called "Blond Beauty Cameo".

Visit Passione Ricamo's Website  
www.passionericamo.eu

Where are you from and what is it like?  
I'm Italian, so I'm from Italy. I live in Salice Terme, an old Roman thermal village in the north of Italy. It's a rich and green country of hills and woods.

Describe a day in your life.  
I start my day every morning at 7 A.M., have a quick breakfast and then drive my son Giulio to school. My design office and showroom is in downtown Voghera. I work there at my desk everyday from 8.30 A.M. until 4.00 P.M. Then I close the office, pick up my son and drive home for the evening hours.

In my office, I reply to emails and

do all the things regarding the commercial part of Passione Ricamo, and obviously I design. My desk is always in a mess, full of colour, fabrics, floss, and drafts of new incoming designs. That's my world.

When did you learn to cross stitch?  
I taught myself when I was only 12 years old, but in 1974, cross stitch in Italy was unheard of as a hobby. I had to wait until the 1980's when I could find Aida fabrics and DMC in Italy.

When did you start designing?  
Since I was very young, about six years old, my favourite past time was (and still is) drawing. I remember my mother telling me that I was always lying on the floor with lots of white paper sheets and hundreds of coloured pencils. I drew flowers and animals, but mainly little women, princesses and fairies. I'm quite romantic and believe in angels and fairies.

What is your artistic background?  
While at secondary school I created designs on commission. You might smile about this, but my school friends would ask me to make posters or little comic magazines and so on. When I grew up I attended a classic arts school and my first design job was for a company that supplied "drilled mass lam" (some sort of industrial product). What I desired to do was completely different, but I needed a job so I stayed in that company for 12 years as a commercial and



graphics manager. During that period I learnt more about web and graphics design, and I also spent three months in the U.K. learning English. The woman that I lived with was a crazy stitcher and from her I simply fell in love with cross stitch. When I got back to Italy, I started to collect all the best designs I could find from around the world and started to stitch a lot.

When did Passione Ricamo start?  
One night I had a strange dream. I was drawing a little fairy and after that I was stitching it. That was the beginning and that was back in 1990. My boyfriend whom I married in 1994, always encouraged me in this way; he was very proud of my designs. He was sure that one day I could become a very good cross stitch

designer. From that time I started to create cross stitch designs. In 1997 I created and published my first homepage. Passione Ricamo® became a trademark in 1998.

Why do you choose romantic themes for your designs?  
Simply because romantic matches very well with angels, fairies, spirits and ladies. I believe in them and I'm sure that these fantastic creatures live near us, watching over us, in every moment of our day and life.

I feel this magic in the seasons, in the power of a sunny day, or in the touch of ice in winter. When I take a rest in my garden and I can hear the whisper of the wind, or see a particular flower, I can hear in my heart and in my soul this magical romantic world.

What other types of styles do you like to design?  
Everything, from nature to animals. It's not so important to me what I design, because I love to see my imagination and my dreams become true - first with my drawing and second with designing the chart. I love to choose the coloured floss, the treasures, the beads and the sparkle to add.

When it is time to release a new design, I'm really stressed. I'm terrified that stitchers will not like the design. I'm terribly human and sensitive, probably that is why I live in my special world.

What inspires your designs?  
A dream, a blue sky, a whisper of the wind, my soul and what I feel in a

special moment, or during a quiet rest in my garden. Nature and the seasons are like an enchanted book full of dreams and fairies. This enchantment may seem silly to many people.

What are your favourite threads and fabrics to work with?  
I am a crazy cross stitching addict. I have stitched over 130 pictures in my life, from Dimensions to Tea Gouverner to Lanarte, and many others that I loved when I saw them. With all this stitching I use and try everything, from cotton threads to special threads like Rainbow Gallery, Au Vera Soie, Kreinik Milkpaint and so on.

As a designer, I design using only cotton and I provide two conversions - DMC and Venus. I also use some Rainbow Gallery Petite Treasure Braid and beads. I use hand dyed fabric, but I also suggest an alternative mass produced fabric. I design like this

because I want stitchers to be able to find all the things they need for stitching my charts. Then they can have the immediate pleasure of starting to stitch and not be driven crazy because they have to find special threads or materials that cost a fortune and are very

difficult to find. In Italy, it is very difficult to find some of the more special materials, and so to reach all the women, it is necessary that I do a high quality product with simple materials. That is my "credo" because I want cross stitch to bring only pleasure and not be a stress for mind and wallet.

What would you like stitchers to experience when they stitch your designs?  
Stitchers that stitch my designs experience only pleasure in completing them and only have to pay attention to backstitch!

Pictures in this article from previous page  
Left: The Fairy Queen  
Right Top: Brown Velvet Sampler  
Right Bottom: Sampler Antico  
This page  
Bottom Left: Stitcher Treasure



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