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# The 1st Scrapbooking World Championship is coming!

**The world of scrapbooking is growing worldwide and now a global platform is launched to bring scrapbookers, retailers and industry together The Academy of Scrapbooking & Arts!**

The *Academy of Scrapbooking and Arts* has been created to promote scrapbooking in all its forms and colours all over the world. The Academy will engage with the global community of scrapbookers, gather them by an online platform and organize local and international events. With millions of people practicing scrapbooking, there is an opportunity to coordinate at a national, continental and global level, reflecting the manner in which international sporting federations are organized.

The Academy are very excited to soon launch the **1<sup>st</sup> Scrapbooking World Championship** - with global ambitions, there are systems in place to connect with scrapbookers, retailers and industry players to partner with the Academy and collaborate to grow the industry worldwide. The event will take place in four phases – i) Pre-qualifying ii) National Stages iii) Continental Stages iv) World Finals. The World Finals will be hosted in a prestigious location.

There will be two categories of entrants – Hobbyist and Professional. The organization will partner with official stores in the lead up to the launch of competitions and these stores will play an important role in the involvement of participants. A natural benefit for the official stores will be increased business resulting from strengthening their customer relationships.

An official ranking system with various classifications –national, continental, worldwide, store – with ranking points awarded via competitions, will be launched.

Bringing all the diverse cultures of scrapbookers around the world together, the Academy of Scrapbooking & Arts, offers everyone involved – participants, retailers and industry, a wonderful opportunity to create new relationships and develop new skills.

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Academy creative director Elena Mercedes Consonni said: *“We have studied the global scrapbooking market, researched the industry and believe the time is right to launch this format on a global scale. We are very ambitious and aim to partner with key media around the globe to ensure the World Scrapbooking Championships and associated events gain a very high profile. We look forward to working with industry partners to bring the scrapbooking world to an even wider audience and creating a stand-out global community platform.”*

The rollout of the event is expected by spring, while the Word Finals will be scheduled by the end of the year. More details will be unveiled soon.

The Scrapbooking World Championships – be a part of it.

## Scrapbooking

### The Origins

Scrapbooking was born in the 15th century in England as a method to collect memories with photographs, newspaper clippings, museum tickets, using albums or frames as supports. Over the years, it turned into a creative art, with the use of specifically designed techniques and products.

Many people embellish their scrapbooking handiwork by decorating the photos or changing the design's layout in several ways.

This involves details of various type, such as embossed lettering or drawings, small objects, stickers, or productions with colors and pastes.

With the scrapbooking technique it is possible to create an unlimited number of handiwork variants: albums, diaries, notebooks, frames, invitation cards, decorated boxes, wedding or party favors, etc.

### History

Scrapbooking became popular after John Poole's book "Manuscript Gleanings and Literary Scrap Book" was published in 1826.

The book included a collection of poems and figurative patterns, and the instructions on how to collect and lay the clippings out: decorated pieces of paper, pressed flowers, newspaper clippings, picture cards, oems.

An addiction to this technique began to spread among the 19th century middle class: publications on scrapbooking, albums and products started to meet the scrapbookers' needs.

Modern Scrapbooking, which started to use acid-free and solvent-free materials to preserve the photos' integrity, became popular in 1980 in the USA, when Marielen Christensen

exhibited her 50 volumes of memories from her family's history at the "World Conference on Records" in Utah. Her albums were such a great success that the Christensens opened the first store entirely dedicated to Scrapbooking: Keeping Memories Alive – KMA.

Scrapbooking is nowadays one of the most widespread hobby in the United States, but many people around the world are already infatuated by this trend. Scrapbooking art means catching a particular memory from someone, somewhere or some event.

Even unsuspecting people have been overwhelmed by the passion for scrapbooking. The founder of Playboy, Hugh Hefner, who recently passed away, was a scrapbooking enthusiast so much as to hold the Guinness World Record for owning the largest scrapbook collection in the world.

Creating a scrap page means telling a story, memorizing special moments forever, leaving a precious heritage to your children, grandchildren and future generations...

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